

Create an automated search query report

Last Updated / Reviewed: April 1st, 2020

Execution Time: 15-20 minutes



Goal: To automate your search query report using Google Sheets.

Ideal Outcome: You will be able to automatically export Search Console data into a Google Sheet which is easier to analyze and allows you to backup your data beyond 90 days.

Pre-requisites or requirements:

- You need to have the Google Search Console set up for your site. If you don't have it, firstly check out this SOP to learn how to do it properly.

Why this is important: With Google Analytics turning evil and not showing search query data anymore, SEO managers everywhere have almost watched the apocalypse happen. The good news is that there is a safe bunker - Google Search Console. The bad news is that it doesn't have electricity and you get kicked outside into the post-apocalyptic world after 90 days - meaning that Google Search Console is bad for data analysis and only includes 90 days of data. So it's time to upgrade your bunker and

this SOP will teach you just that.

Where this is done: Google Sheets & Search Analytics for Sheets add-on.

When this is done: You will only do this once, when you create this report. After that you will automatically get search data every month into your report.

Who does this: You or your SEO specialist do it. And your electrician :)

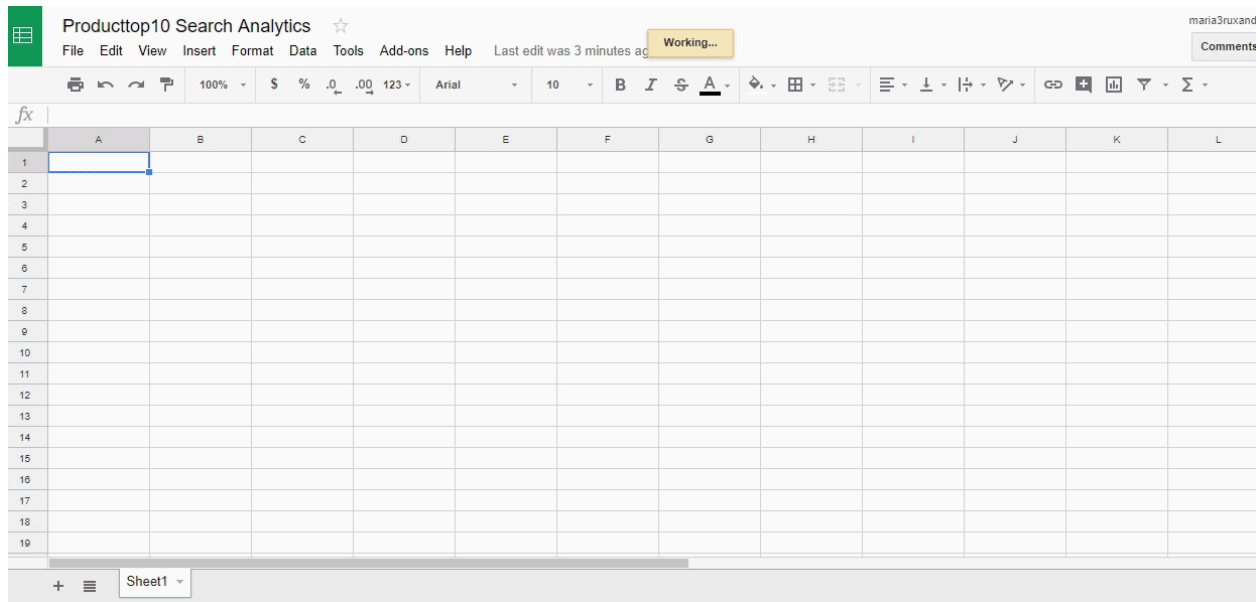
❑ Environment setup

1. Log in into your company's Google Search Console account.

❑ Installing the “Search Analytics for Sheets” add-on

Firstly you will install the add-on. For this exercise we will use data from a site called productop10.com.

1. Open a Google Sheet and name it. This will be where ALL your reports will go, so make sure you can easily remember the name and where you've put it. We will name ours “Productop10 Search Analytics”.
2. In the sheet, go to “Add-ons” → “Get Add-ons”.
3. Search for “Search Analytics for Sheets”.
4. Click on it to install it. You will need to authorize this add-on with your Google Account.



❑ Initial data pull for the last two full months

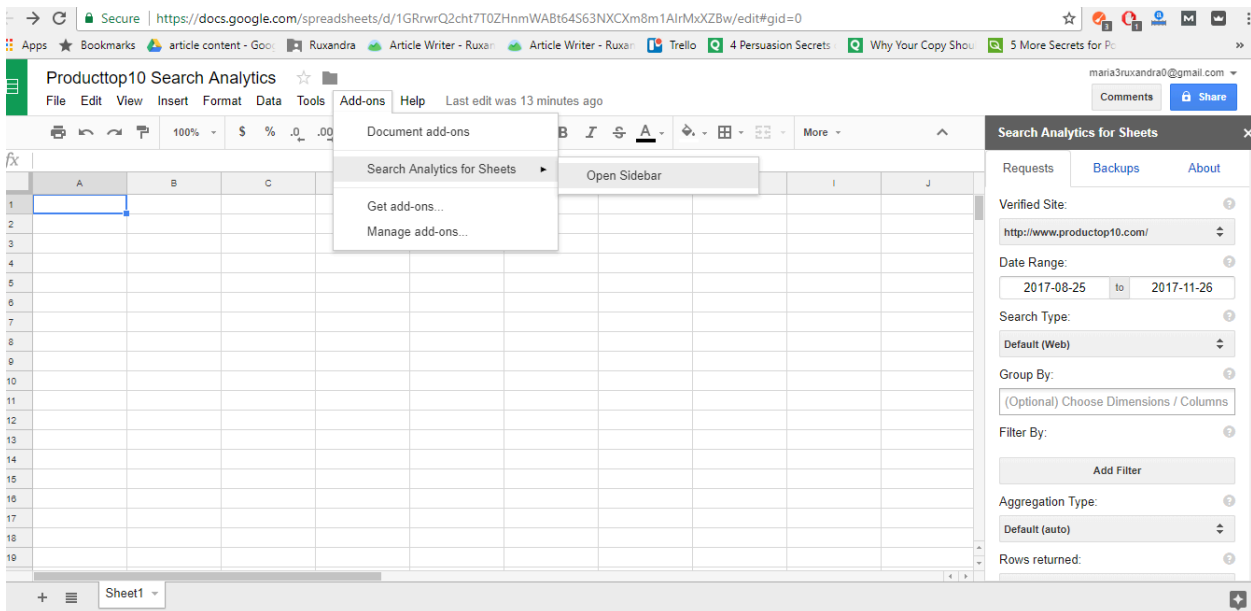
You will do an initial search data pull from the last two full months. You will only need to do this once, when you are creating the report for the first time.

The last **two full months** refer to the previous two calendar months.

E.g. If you are doing this in December, then you will **manually** need to pull data from two periods:

- October 1st - October 31st
- November 1st - November 30th

1. Click on add-ons → Search Analytics for Sheets → Open Sidebar



The screenshot shows a Google Sheets document titled 'Producttop10 Search Analytics'. The 'Add-ons' menu is open, and 'Search Analytics for Sheets' is selected. The 'Open Sidebar' option is highlighted. The sidebar on the right is open, showing the 'Requests' tab with the following configuration:

- Verified Site: <http://www.producttop10.com/>
- Date Range: 2017-08-25 to 2017-11-26
- Search Type: Default (Web)
- Group By: (Optional) Choose Dimensions / Columns
- Filter By: Add Filter
- Aggregation Type: Default (auto)
- Rows returned: (Default)

2. In the requests tab, fill in the necessary data for your website.

- a. Select the website you want to pull search data for
 - b. Select the period (one full month, the month before the previous one)
 - c. In “Group By” add “Date”, “Page”, “Query”.
 - d. Leave the “Aggregation Type” as “Default”
 - e. Leave “Rows Returned” as “Everything”.
 - f. Leave “Results” as “Create New Sheet”.
 - g. Click “Request Data”
3. Now you have a new sheet which you should rename using the first 3 letters of the month + the year (e.g. “Oct 2017”)

Producttop10 Search Analytics

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	A	B	C	D	E	F	G
	Date	Page	Query	Clicks	Impressions	CTR	Position
1							
2	2017-10-22	http://www.produ	mejor smartwatcl	49	80	61.25%	1.1
3	2017-10-30	http://www.produ	mejor smartwatcl	47	77	61.04%	1.0
4	2017-10-15	http://www.produ	mejor smartwatcl	45	83	54.22%	1.1
5	2017-10-16	http://www.produ	mejor smartwatcl	42	72	58.33%	1.0
6	2017-10-26	http://www.produ	mejor smartwatcl	40	67	59.7%	1.1
7	2017-10-29	http://www.produ	mejor smartwatcl	38	67	56.72%	1.0
8	2017-10-20	http://www.produ	mejor smartwatcl	37	71	52.11%	1.0
9	2017-10-31	http://www.produ	mejor smartwatcl	36	66	54.55%	1.0
10	2017-10-22	http://www.produ	mejores smartwa	35	47	74.47%	1.0
11	2017-10-24	http://www.produ	mejor smartwatcl	35	72	48.61%	1.0
12	2017-10-23	http://www.produ	mejor smartwatcl	34	53	64.15%	1.0
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14	2017-10-13	http://www.produ	mejor smartwatcl	31	61	50.82%	1.0
15	2017-10-21	http://www.produ	mejor smartwatcl	31	62	50%	1.0
16	2017-10-25	http://www.produ	mejor smartwatcl	31	65	47.69%	1.1
17	2017-10-10	http://www.produ	mejor smartwatcl	30	81	37.04%	2.2
18	2017-10-17	http://www.produ	mejor smartwatcl	30	65	46.15%	1.0
19	2017-10-27	http://www.produ	mejor smartwatcl	29	56	51.79%	1.2

Search Analytics for Sheets

Search Type: Default (Web)

Group By: Date Page Query

Filter By: Add Filter

Aggregation Type: Default (auto)

Rows returned: Everything

Results Sheet: Create New Sheet

Request Data

Sheet1 Oct 2017

- Repeat steps 2 and 3 for the second full month period.
- Check out the image below to learn what data on each column in your data sheets means.

Producttop10 Search Analytics ☆

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1	1 Date	2 Page	3 Query	4 Clicks	5 Impressions	6 CTR	7 Position
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+ Sheet1 Oct 2017 Nov 2017

No. 1 is pretty self-explanatory - the day of the search data.

No. 2 is the URL that is ranking on Google.

No. 3 is the search term for which the URL is ranking

No. 4 is an **estimate** of how many times the search result for that page was clicked on.

No. 5 is an **estimate** of how many times that page was shown on search results.

No. 6 is an **estimate** of the percentage of times the page was clicked on vs. how many times it was shown.

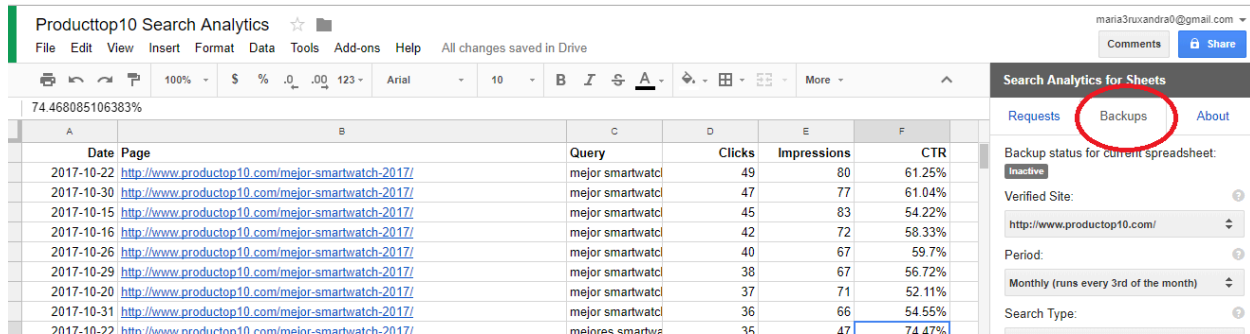
No. 7 is an **estimate** of the URL's position in the search results.

Enable the backup

Now you are going to enable the backup so that you will transform this into an

automated process.

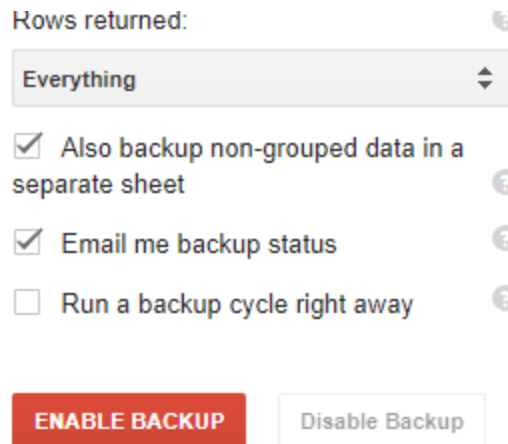
1. Click on “Add-ons” → “Search Analytics for Sheets” → “Open sidebar”.
2. Go to the “Backups” tab.



The screenshot shows a Google Sheet titled "Producttop10 Search Analytics" with a sidebar for "Search Analytics for Sheets". The "Backups" tab is highlighted with a red circle. The main spreadsheet contains a table with the following data:

Date	Page	Query	Clicks	Impressions	CTR
2017-10-22	http://www.producttop10.com/mejor-smartwatch-2017/	mejor smartwatcl	49	80	61.25%
2017-10-30	http://www.producttop10.com/mejor-smartwatch-2017/	mejor smartwatcl	47	77	61.04%
2017-10-15	http://www.producttop10.com/mejor-smartwatch-2017/	mejor smartwatcl	45	83	54.22%
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2017-10-27	http://www.producttop10.com/mejor-smartwatch-2017/	mejor smartwatcl	35	47	74.47%

3. Fill in the boxes
 - a. Select the website you want to pull search data for.
 - b. Select the **monthly** period.
 - c. Select the **web** search type.
 - d. Add “Date”, “Page”, and “Query” to “Group By” box.
 - e. Leave the “Aggregation Type” to “Default”.
 - f. Leave “Rows Returned” to “Everything”.
 - g. Check these two boxes below.



The screenshot shows the configuration options for the backup process:

- Rows returned: **Everything**
- Also backup non-grouped data in a separate sheet
- Email me backup status
- Run a backup cycle right away

Buttons: **ENABLE BACKUP** (red), **Disable Backup** (grey)

- h. Click on “Enable Backup”.

You are done now. You have highly-functional bunker which means that your search query data will be automatically downloaded every month from the Search Console and into your sheet while you can sit back, relax and wait for that email notification announcing you that you have fresh data to analyse.