

Google Search Console Metrics

How We Use This Data For Strategy

Google Search Console Strategy Overview

1. **Top Queries** - By examining the keyword data (clicks, impressions, Avg. Position, & CTR) in the top queries section, we can determine which pages need optimization for that specific query. Increasing your Click-Through-Rate will increase your rankings.
2. **Top Pages** - By studying the analytics of the top pages, we can determine what pages Google is favoring and what pages it is not favoring, and then we can make decisions to optimize accordingly.
3. **Crawl Errors** - By seeing the crawl errors, we will be able to create useful redirects to dead pages that Google finds. If these pages are getting traffic, we can redirect them to pages that are relevant, which increases link juice and improves the quality score of the site.



Search Console

Google Search Console Access

Google Search Console allows you to:

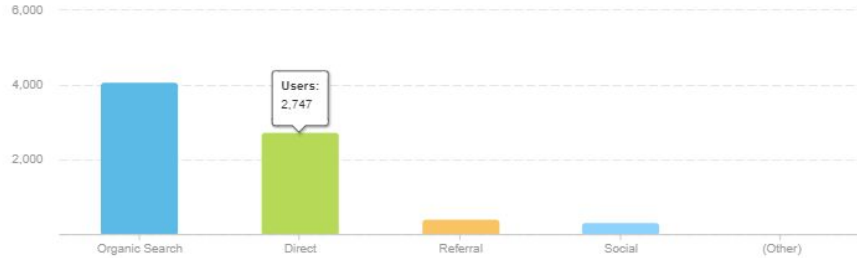
1. Monitor each individual keyword that generated impressions or clicks.
2. Track crawl errors by page, category, and response code.
3. Analyze how Google crawls your website pages.
4. Audit average SERP positions by keyword and page.



Viewing Google Search Console in the Dashboard

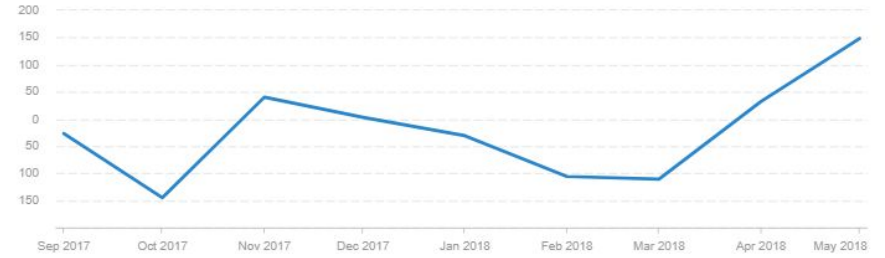
Analytics - Unique Users & Areas of Inbound Traffic

7,595 ▲52%



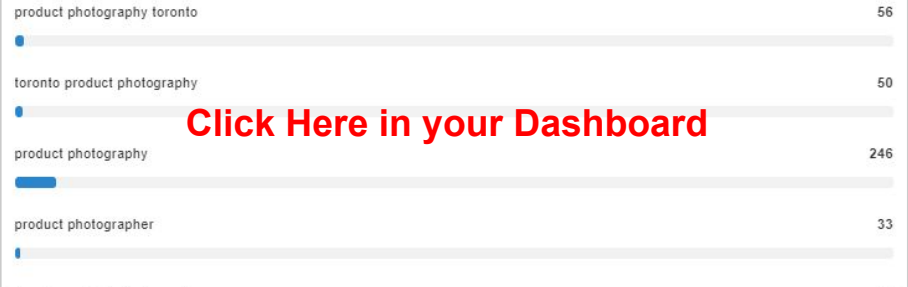
Search Performance

▲148



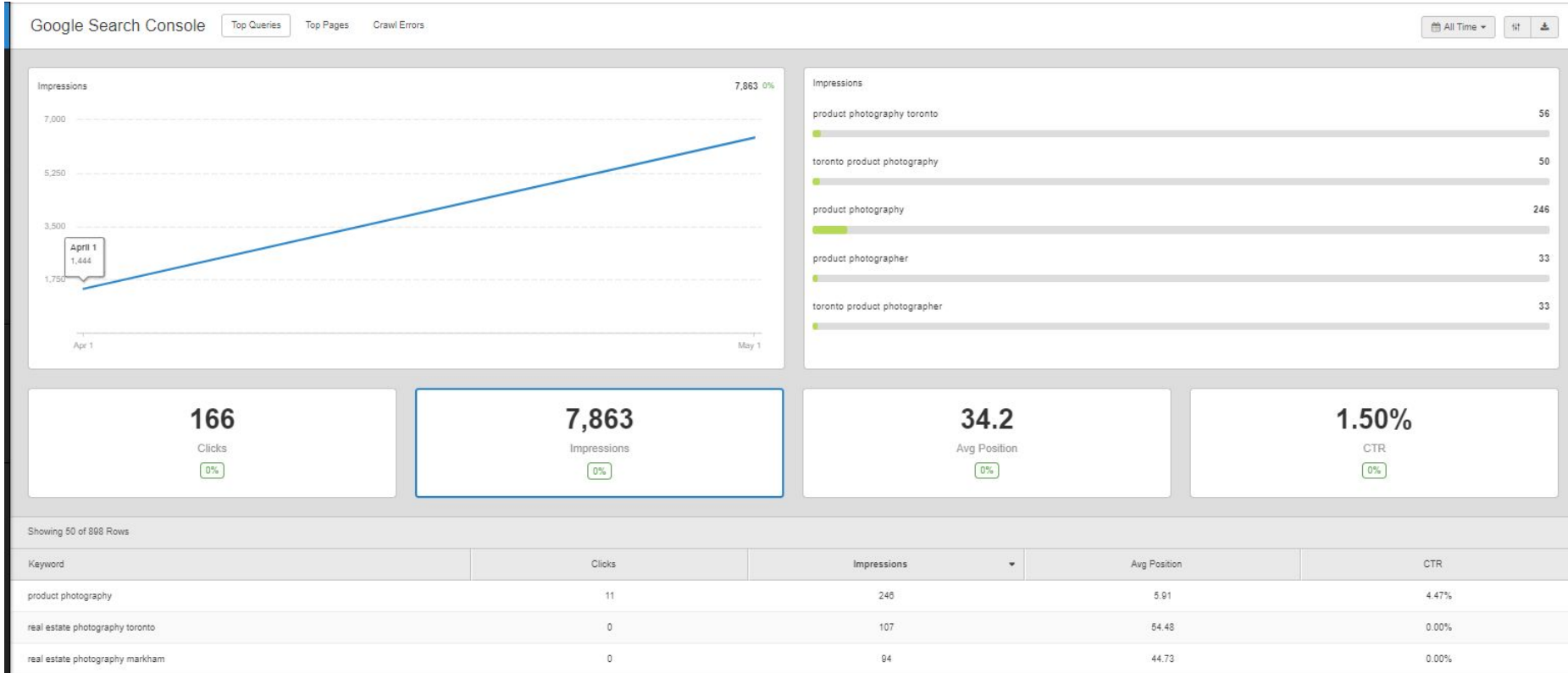
- Likes - 150
- Shares - 52
- Comments - 33

Impressions - Possible Traffic Opportunity

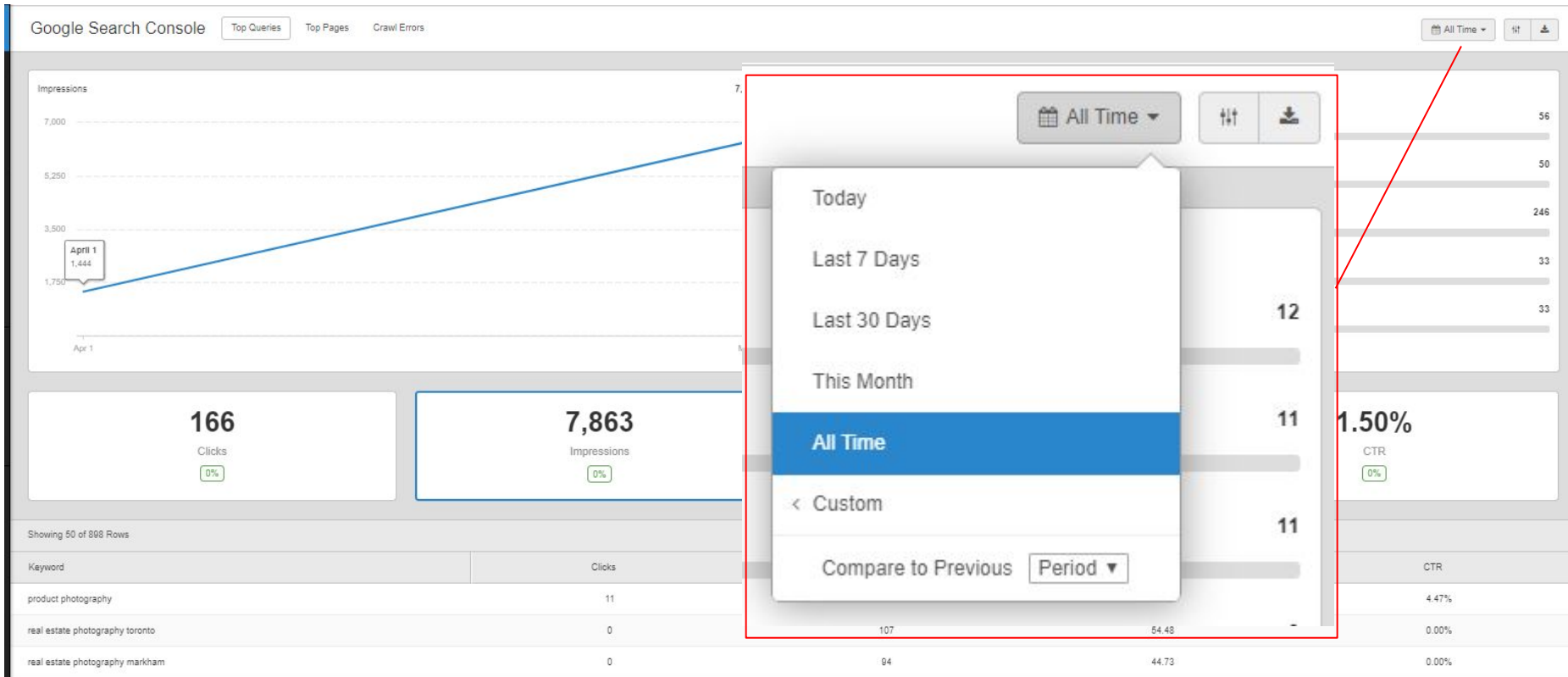


Click Here in your Dashboard

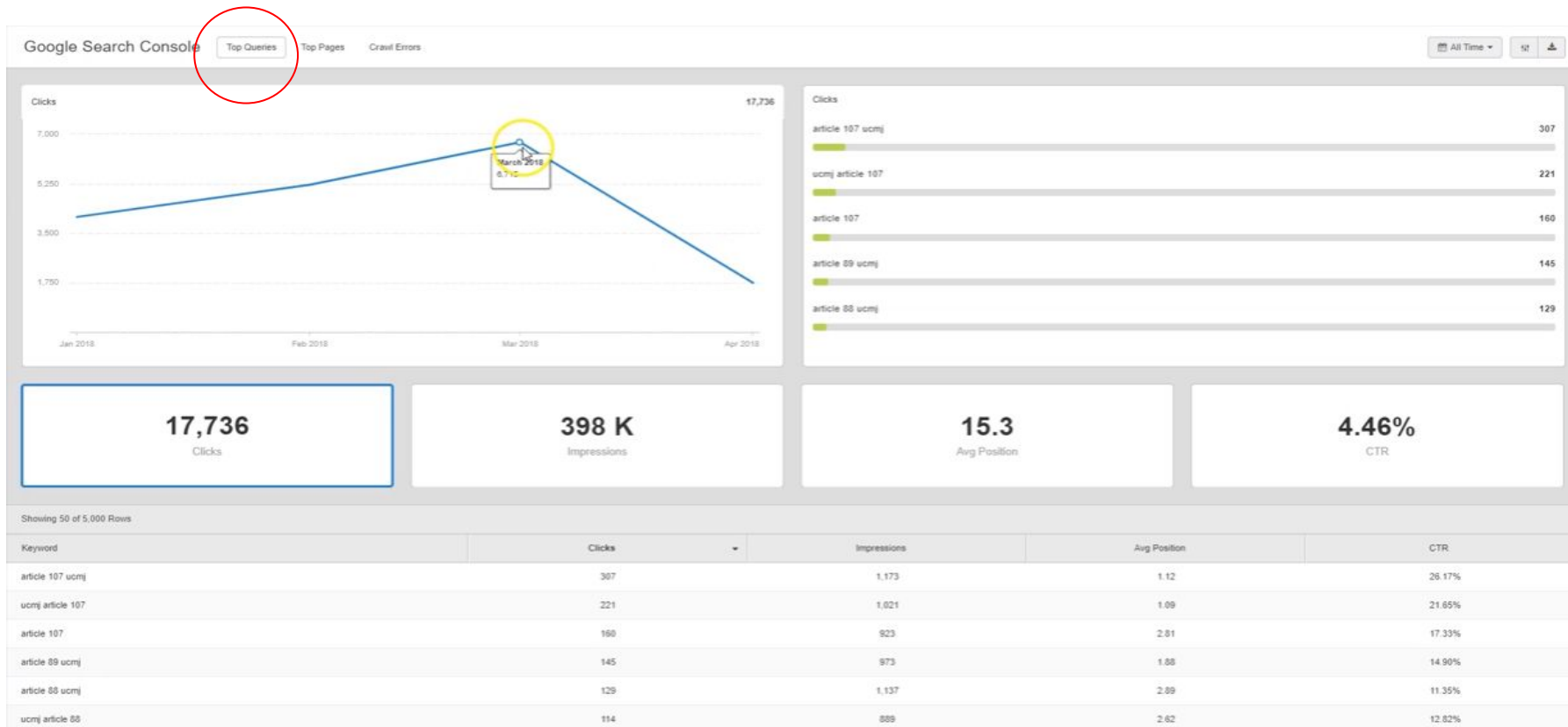
Viewing Google Search Console in the Dashboard



Viewing Data By Timestamp



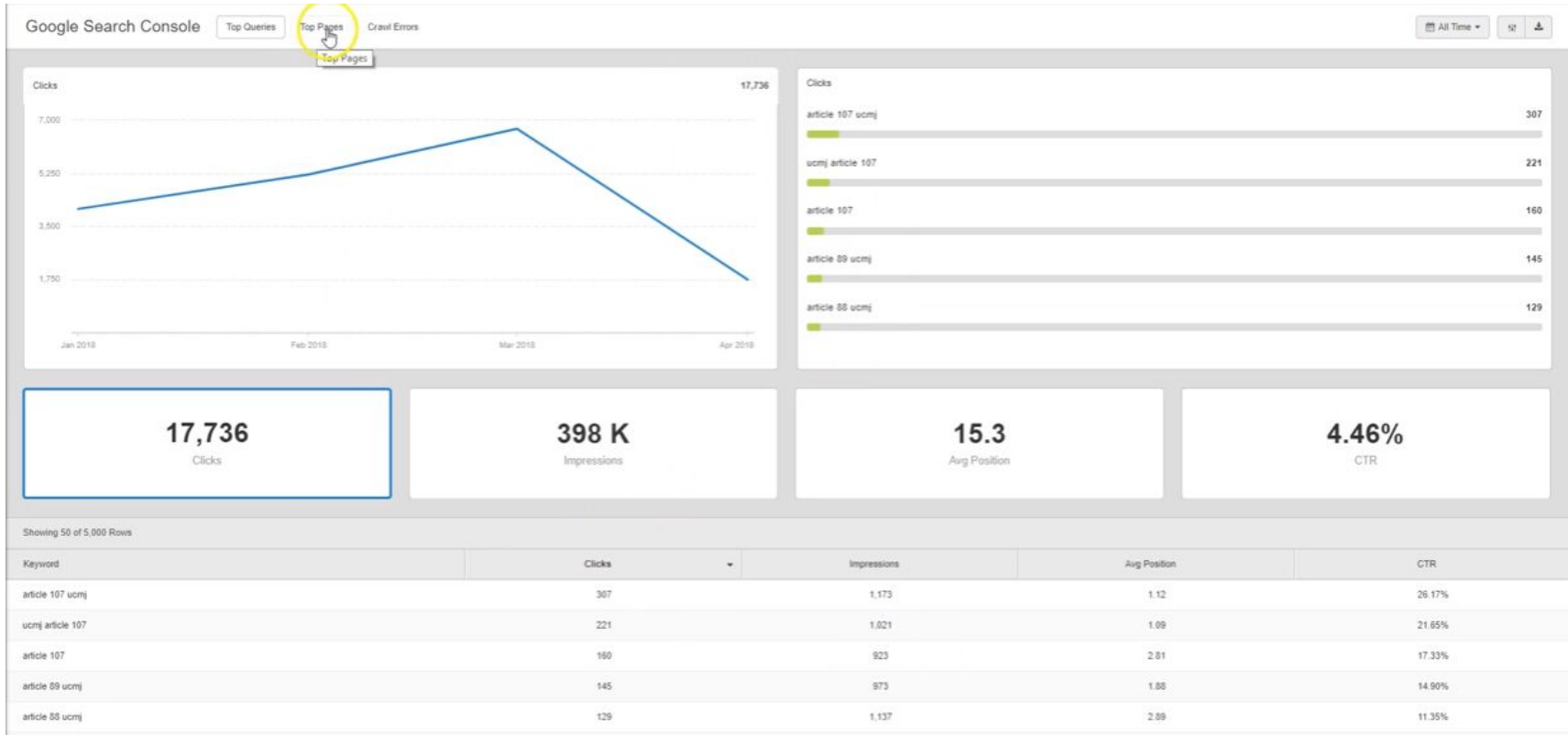
View Top Queries



Examining Top Query Data

Keyword	Clicks	Impressions	Avg Position	CTR
article 107 ucmj	307	1,173	1.12	26.17%
ucmj article 107	221	1,021	1.09	21.65%
article 107	160	923	2.01	17.33%
article 89 ucmj	145	973	1.88	14.90%
article 88 ucmj	129	1,137	2.89	11.35%
ucmj article 88	114	889	2.62	12.82%
ucmj adultery	105	3,065	7.08	3.43%
ucmj article 89	96	941	1.88	10.20%
article 98 ucmj	91	301	1.01	30.23%
forcing a safeguard	76	419	1.53	18.14%
ucmj article 134	73	3,705	6.12	1.97%
bilecki and tipon	72	153	1.01	47.06%
article 113 ucmj	62	187	1.04	33.16%
ucmj false official statement	61	214	1.13	28.50%
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Viewing Top Pages



Viewing Crawl Errors

