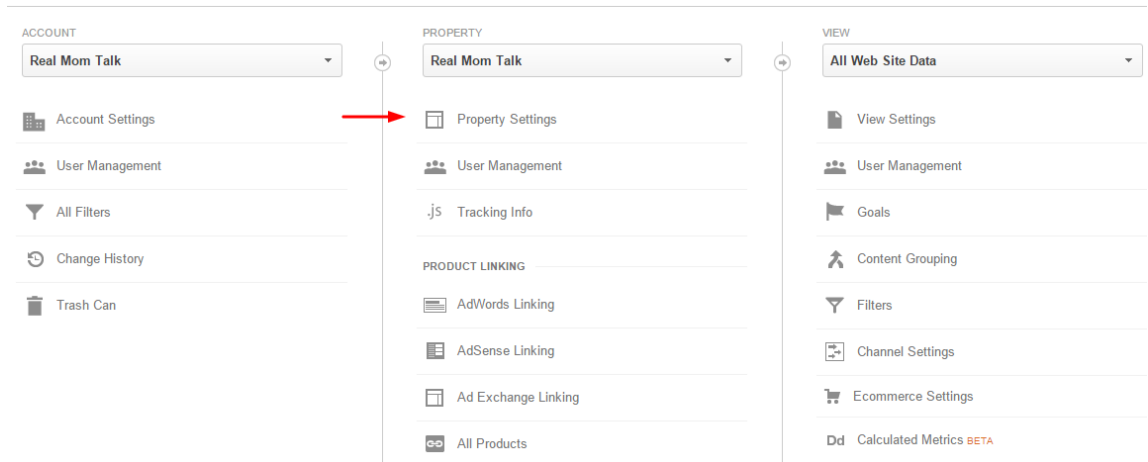
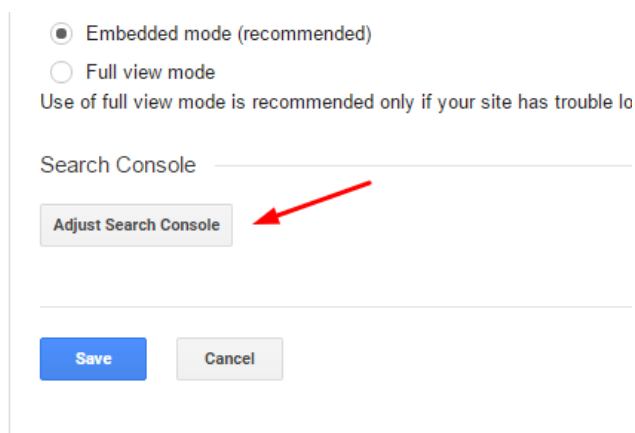


How to integrate Google Analytics and Search Console

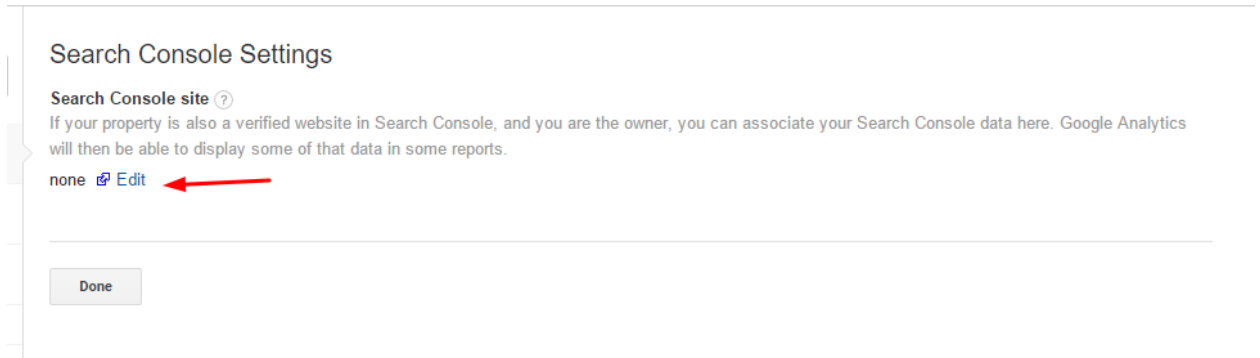
1. Log in to Google Search Console at <http://google.com/webmasters/tools>
2. Log in to Google Analytics at <http://google.com/analytics>
3. Click on the Admin link at the top of the Google Analytics screen
4. In the center column under the Property section, click on the Property Settings link
(Make sure the correct property is displayed in the dropdown box at the top. If not, select the correct one in the LEFT column before continuing.)



5. Scroll to the bottom of the page and click on the Adjust Search Console button in the Search Console section; a new page will open up in a different window




6. Scroll to the top of the page and click on the edit link



The screenshot shows the 'Search Console Settings' interface. At the top, it says 'Search Console site' with a help icon. Below this is a paragraph explaining that if the property is a verified website in Search Console, you can associate your Search Console data here. The current status is 'none', and there is an 'Edit' link with a red arrow pointing to it. At the bottom, there is a 'Done' button.

Search Console Settings

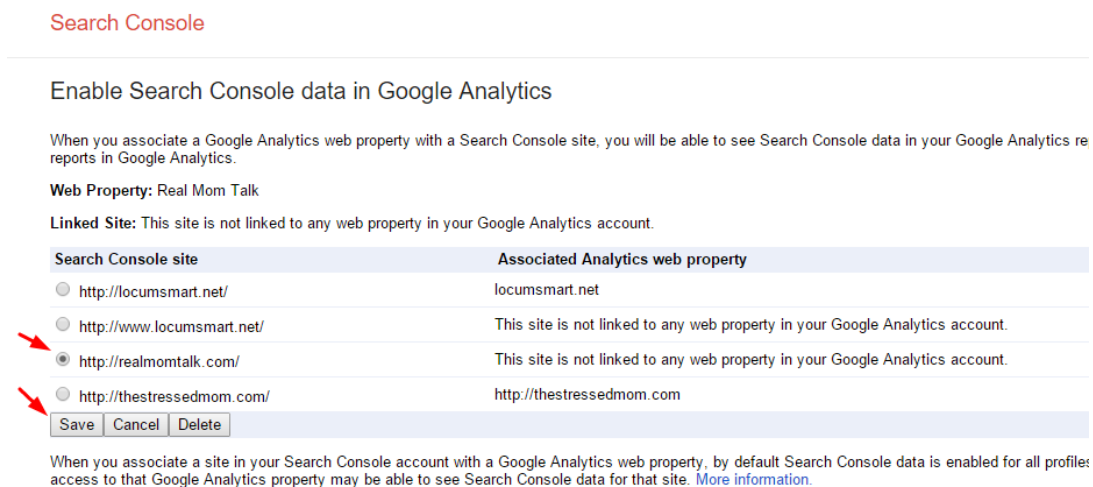
Search Console site 

If your property is also a verified website in Search Console, and you are the owner, you can associate your Search Console data here. Google Analytics will then be able to display some of that data in some reports.

none [Edit](#)

Done

7. Select the correct property by clicking the circle beside it; click the Save button at the bottom



The screenshot shows the 'Enable Search Console data in Google Analytics' page. It includes a heading, a paragraph explaining the association, and a table with two columns: 'Search Console site' and 'Associated Analytics web property'. The table lists four options, with the third one selected. Red arrows point to the selected radio button and the 'Save' button at the bottom. Below the table, there is a 'Save' button, a 'Cancel' button, and a 'Delete' button. At the bottom, there is a paragraph explaining the default behavior and a link to 'More information'.

Search Console

Enable Search Console data in Google Analytics

When you associate a Google Analytics web property with a Search Console site, you will be able to see Search Console data in your Google Analytics reports in Google Analytics.

Web Property: Real Mom Talk

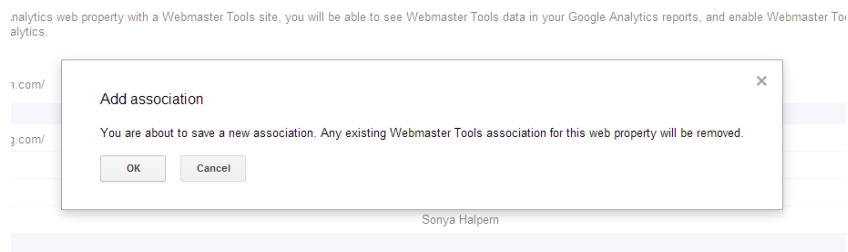
Linked Site: This site is not linked to any web property in your Google Analytics account.

Search Console site	Associated Analytics web property
<input type="radio"/> http://locumsmart.net/	locumsmart.net
<input type="radio"/> http://www.locumsmart.net/	This site is not linked to any web property in your Google Analytics account.
<input checked="" type="radio"/> http://reallmomtalk.com/	This site is not linked to any web property in your Google Analytics account.
<input type="radio"/> http://thetressedmom.com/	http://thetressedmom.com

[Save](#) [Cancel](#) [Delete](#)

When you associate a site in your Search Console account with a Google Analytics web property, by default Search Console data is enabled for all profiles: access to that Google Analytics property may be able to see Search Console data for that site. [More information](#).

8. You may get a pop up asking you to confirm adding a new association; click OK



The screenshot shows a confirmation dialog box titled 'Add association'. The dialog box contains the text: 'You are about to save a new association. Any existing Webmaster Tools association for this web property will be removed.' There are two buttons: 'OK' and 'Cancel'. The background shows a blurred view of the 'Enable Search Console data in Google Analytics' page.

analytics web property with a Webmaster Tools site, you will be able to see Webmaster Tools data in your Google Analytics reports, and enable Webmaster To
alytics.

1.com/
3.com/

Add association


You are about to save a new association. Any existing Webmaster Tools association for this web property will be removed.

OK Cancel



Sonya Halpern

9. **Your accounts are now integrated! If you repeat steps 3-6, you should see the integration on your Search Console Setting page.**


Search Console Settings

Search Console site 

If your property is also a verified website in Search Console, and you are the owner, you can associate your Search Console data here. Google Analytics will then be able to display some of that data in some reports.

<http://realmomtalk.com/>  [Edit](#) 

Enabled views

1 view selected 

Save

Cancel