How to integrate Google Analytics and Search Console
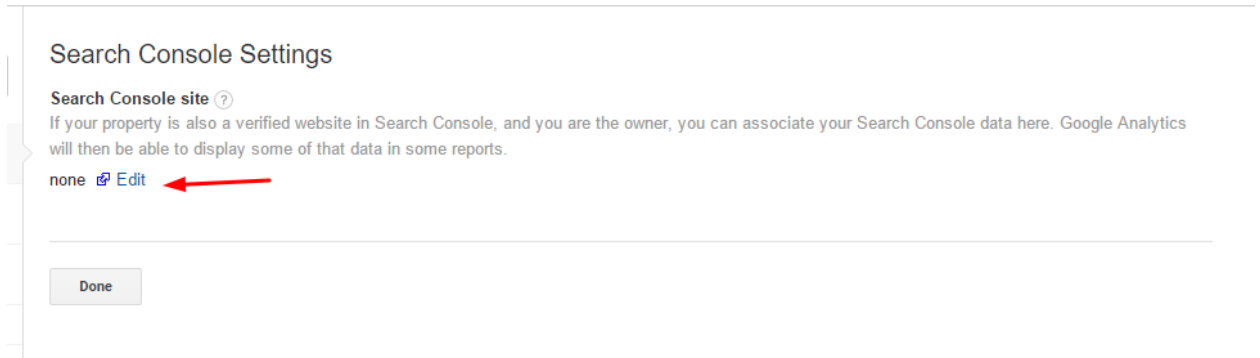
1. Log in to Google Search Console at http://google.com/webmasters/tools
2. Log in to Google Analytics at http://google.com/analytics
3. Click on the Admin link at the top of the Google Analytics screen
4. In the center column under the Property section, click on the Property Settings link
   (Make sure the correct property is displayed in the dropdown box at the top. If not, select the correct one in the LEFT column before continuing.)
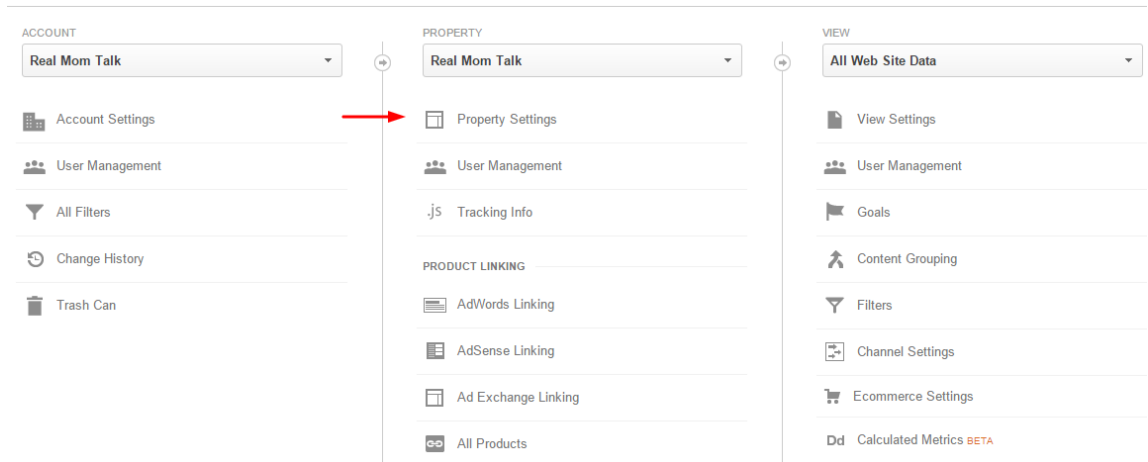
5. Scroll to the bottom of the page and click on the Adjust Search Console button in the Search Console section; a new page will open up in a different window
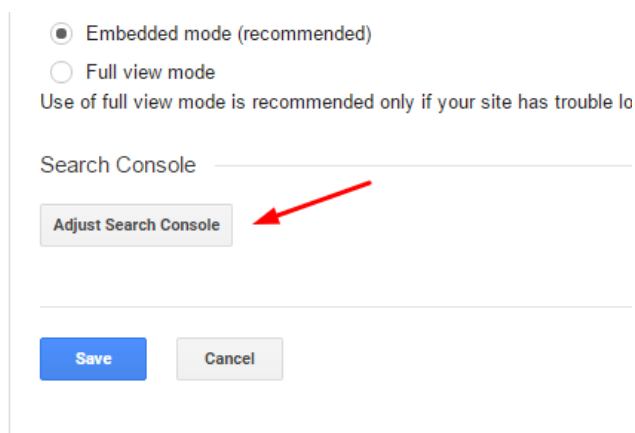
6. **Scroll to the top of the page and click on the edit link**
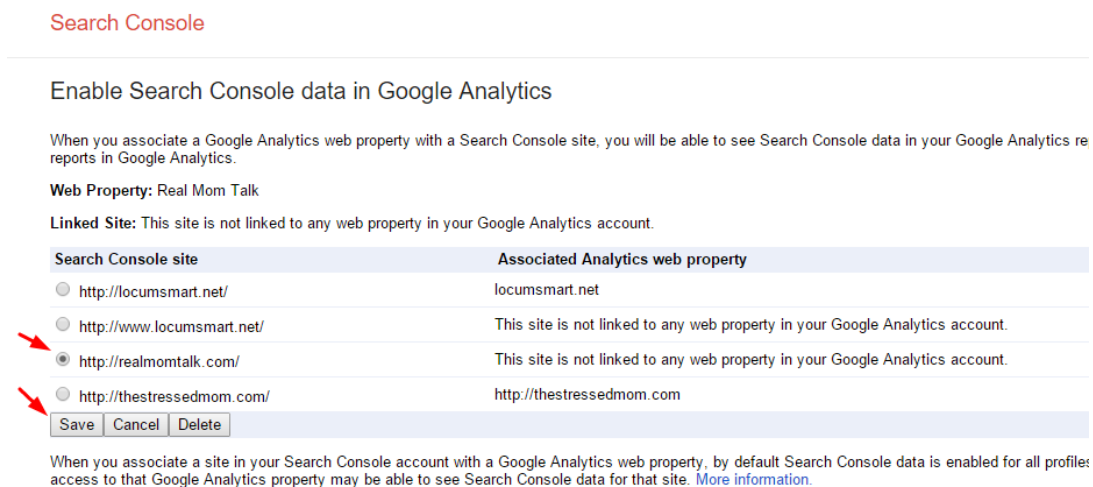
Search Console Settings

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**

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 re reports in Google Analytics.
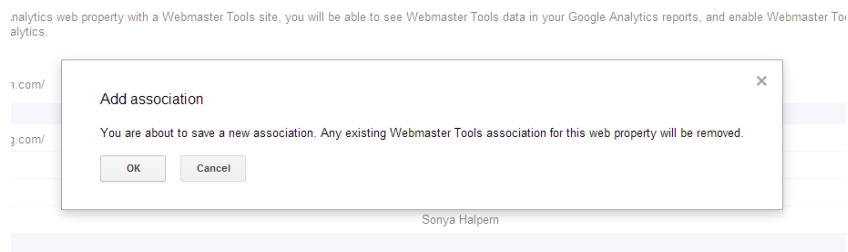
Web Property: Real Mom Talk

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

Search Console site	Associated Analytics web property
○ http://locumsmart.net/	locumsmart.net
○ http://www.locumsmart.net/	This site is not linked to any web property in your Google Analytics account.
● http://realmomtalk.com/	This site is not linked to any web property in your Google Analytics account.
○ http://thestressedmom.com/	http://thestressedmom.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**

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 Too alytics.

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.**