

GA4 AND SEARCH CONSOLE: THE REPORTS WORTH CHECKING MONTHLY

Fifteen minutes a month with these reports tells you whether your website is bringing in more of the right visitors, and where to look when it isn't.

■ GOOGLE ANALYTICS 4

Report	Where	Question it answers
Traffic acquisition	Reports > Acquisition > Traffic acquisition	Which channels bring visitors, and are they growing?
Key events by channel	Traffic acquisition, Key events column	Which channels produce enquiries and sales?
Landing page	Reports > Engagement > Landing page	Which entry pages turn visits into enquiries?
Pages and screens	Reports > Engagement > Pages and screens	Which pages get the most attention?

GA4 renamed "conversions" to "key events" in March 2024. Set up a key event for every enquiry type before judging performance.

■ GOOGLE SEARCH CONSOLE

Report	Where	Question it answers
Performance	Performance > Search results	Are clicks and impressions growing? Compare with last period and last year
Queries	Performance, Queries tab	Which searches show you? High impressions with low CTR suggests weak titles; positions 8 to 20 are close to page one
Pages	Performance, Pages tab	Which pages earn clicks from Google?
Page indexing	Indexing > Pages	Have indexed pages dropped, or errors appeared?
Core Web Vitals	Experience > Core Web Vitals	Any URLs marked Poor or Needs improvement?
Security and manual actions	Security & Manual Actions	Both should say no issues detected

■ READING THE NUMBERS

- Compare month on month and year on year: one month in isolation can mislead, especially for seasonal businesses
- GA4 sessions and Search Console clicks are counted differently, so they won't match exactly
- Search Console keeps 16 months of data; export it if you want a longer history
- Keep a simple log of site changes and campaigns so you can explain rises and dips

Want a person to run these checks for you?

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