



Google Analytics



Google Search Console

Different data. Different purpose. Better together.

GOOGLE ANALYTICS	FOCUS	GOOGLE SEARCH CONSOLE
 Shows what users do on your website.	 FOCUS	 Shows how your site performs in Google Search results.
 Tracks users, sessions, page views, behaviour, conversions and events.	 DATA YOU GET	 Shows clicks, impressions, CTR, keywords, average position and indexing status.
 Tracks activity on your website after visitors arrive.	 WHEN IT TRACKS	 Tracks visibility and performance before visitors click.
 Add tracking code (GA4) to your site.	 HOW IT WORKS	 Verifies site ownership and collects data directly from Google.
 Helps improve user experience and conversions.	 MAIN PURPOSE	 Helps improve search visibility and fix technical issues.
 Marketers, analysts, business owners.	 BEST FOR	 SEO professionals, webmasters, site owners.
 Dashboards, reports, explorations, custom insights.	 REPORTS & INSIGHTS	 Search performance reports, indexing reports, coverage, sitemaps, enhancements.
 GA > sees the impact of SEO on users and conversions.	 WORKS TOGETHER	 GSC > shows what brings users to your site from Google Search.



Google Analytics

- ✓ Understand your audience
- ✓ Track user behaviour
- ✓ Measure conversions
- ✓ Improve website experience



Use both tools together for a complete picture.

Google Search Console

- ✓ Monitor search performance
- ✓ Find keyword opportunities
- ✓ Fix technical issues
- ✓ Improve search visibility



Analytics shows what happens on your site. Search Console shows how people find your site. Use both to grow traffic and achieve your goals.