MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Your search dashboard

Lesson: Measuring search: Search Console and Analytics · about 15 minutes

Set up the measurement you need and record your first month.

Your business (name, service, main city):

1. List the key events you will track on your website, and confirm which are already set up in Google Analytics.

2. Write the fixed list of inquiry sources you will record in your CRM, and the exact question you will ask every inquiry.

3. From Search Console, record clicks, impressions, CTR and average position for the last full month, and the five pages with the most impressions.

4. Identify one page with high impressions and low CTR, or a position between 8 and 20. Write the change you will make and the date.

5. **Calculate qualified inquiries per 100 clicks and your booking rate on search inquiries, using your own numbers or honest estimates.**

6. **Check your privacy policy against the tools you use. List anything missing or out of date.**

Check: can you now

- Set up Search Console, Analytics key events and inquiry-source tracking for an event business website
- Interpret clicks, impressions, click-through rate and average position to diagnose a page
- Build a monthly search dashboard that connects search activity to inquiries and bookings

One change you will make this week