

USING SEARCH CONSOLE TO FIND KEYWORDS

A GUIDE



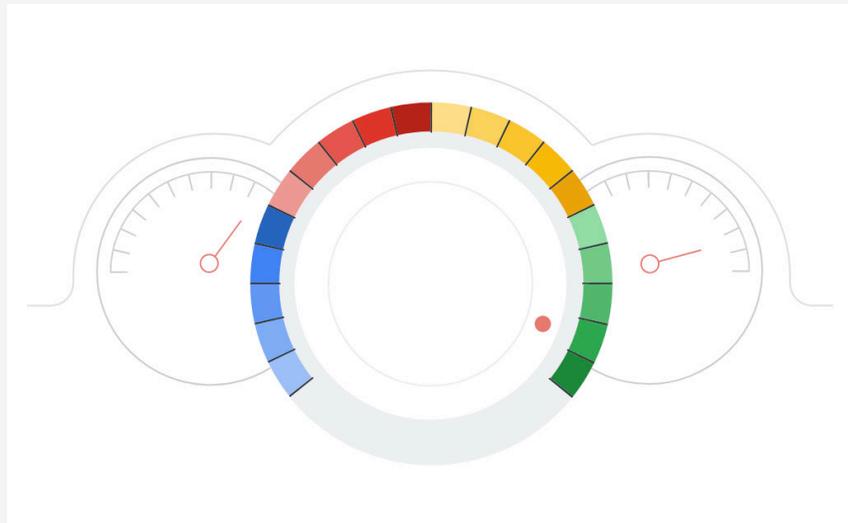
USING GSC TO FIND KEYWORDS

How to Use Google Search Console to Find Keywords

Earlier in our sessions we highlighted the capabilities that Google Search Console has on keyword insights and what different keywords might trigger your page to show on the Google SERPs. This guide will go deeper into Search Console, using it as part of a keywords strategy with the following steps:

- Find and utilize keywords for existing or new pages/blog posts on your website
- Download data and analyze keywords to see what can work for you
- Use conditional formatting to help determine the best keywords

Now let's dive into it!



STEP 1: LOG INTO YOUR SEARCH CONSOLE ACCOUNT

Head over to the Google Search Console. Log in and head to the Performance tab.

The screenshot shows the Google Search Console interface for the domain 'seymourdigitalmedia.com'. The 'Performance' tab is selected in the left-hand navigation menu, which is highlighted with a red box. A red arrow points from this box to the 'Performance' section of the main dashboard. The dashboard displays key performance indicators: 823 Total clicks, 170K Total impressions, 0.5% Average CTR, and 65.5 Average position. Below these metrics is a line chart showing performance trends from November 2020 to February 2021. At the bottom, a table lists search queries with their respective clicks and impressions.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				Clicks	Impressions
seymour digital media				35	91
ga4 tutorial				30	335
ga4 setup				28	457
setup ga4				22	235
free pics				21	2,257
how to set up ga4				21	313

STEP 2: DOWNLOADING YOUR KEYWORDS

Once you've clicked on filters, change the setting to 16 months and hit **Apply**.

The screenshot shows the Google Search Console Performance interface for the URL <https://www.refreshwellness.com/>. The 'Date' filter is currently set to 'Last 3 months'. A 'Date range' dialog box is open, showing options for different time periods. The 'Last 16 months' option is selected. The dialog also shows a 'Custom' option with a start date of 2020-11-14 and an end date of 2021-02-13. Red arrows indicate the process of changing the filter to 16 months and applying the change.

Query	Clicks	Impressions
spa	3	12
essential esthetics	3	7
pedicure near me	2	7
essential studio	2	2
esthetician	1	32

STEP 2: DOWNLOADING YOUR KEYWORDS

While on the Performance tab and after you've changed the filter, now go and download the keyword information. **Note:** Whatever you're viewing on your screen will be what you download. So if doing a comparison, you'd download all that information.

The screenshot shows the Google Search Console Performance interface. At the top, there are four summary cards: Total clicks (268), Total impressions (1.78K), Average CTR (15.1%), and Average position (2.6). Below these is a line chart showing performance trends from 14/10/2019 to 13/02/2021. A table below the chart lists search queries with columns for Clicks, Impressions, CTR, and Position.

Query	Clicks	Impressions	CTR	Position
essential esthetics	13	38	34.2%	6.4
nail salon near me	10	19	52.6%	1
spas near me	9	26	34.6%	1
spa	8	58	13.8%	1
esthetician near me	6	23	26.1%	1

An 'EXPORT' button is highlighted with a red arrow, and a dropdown menu shows options: Google Sheets, Download Excel, and Download CSV.

STEP 3: GETTING FAMILIAR WITH YOUR KEYWORDS

Getting Familiar With Your Keywords in Sheets & Excel

Conditional Formatting

Once we have this information downloaded we can use conditional formatting to find/group: keywords, search volume (impressions), CTR (click through rate) and/or positioning. All these things together and separately can help us make decisions about picking keywords to help our web page rank better.

For this exercise we're going to pick a key term that is related to a general topic we want to write about.

Highlight the **Query** column. Then click on the menu item **Format** and from the dropdown menu (3 from the bottom) click on the **Conditional Formatting**.

The screenshot shows a Google Sheet titled "Performance 2019-11-10". The sheet has columns for "Query", "Impressions", "CTR", and "Position". The "Format" menu is open, and "Conditional formatting" is highlighted. The data in the sheet is as follows:

Query	Impressions	CTR	Position
seymour digital media	114	45.61%	1.68
facebook client concierge	556	1.62%	6.42
client concierge facebook	518	0.58%	7.73
what does a media consultant do	90	3.33%	6.19
what does a digital consultant do	114	1.75%	15.2
keyword research checklist	11060	0.01%	49.53
digital media marketing	4115	0.02%	51.42
local seo training	1626	0.06%	45.65
remarketing vs retargeting	819	0.12%	60.81
facebook marketing solutions	679	0.15%	60.17
digital media consulting	509	0.20%	23.01
social media consulting	340	0.29%	51.61
media consultant	312	0.32%	40.39
seymour digital marketing	178	0.56%	1.09
facebook concierge support	148	0.68%	8.49
business growth tips	110	0.91%	75.73
gdpr	102	0.98%	8.75
psychological factors in marketing	97	1.03%	45.61
what is a digital consultant	77	1.30%	23.9
sales hurdles	72	1.39%	8.81
google analytics benefits	56	1.79%	80.36

STEP 4: CREATING FILTERS

A side panel will open up on the right. This is where you can make rules for your conditional formatting. Make sure the whole column is picked. Under the **Apply to range** we're going to pick **Text Contains** from the dropdown menu. Then we're going to type in the seed keyword that relates to your topic and click **Done**. All the words that contain your seed keywords will be highlighted.

The screenshot shows a Google Sheets spreadsheet with the following data:

Query	Clicks	Impressions	CTR	Position
seymour digital media	52	114	45.61%	1.68
facebook client concierge	9	556	1.62%	6.42
client concierge facebook	3	518	0.58%	7.73
what does a media consultant do	3	90	3.33%	6.19
what does a digital consultant do	2	114	1.75%	15.2
keyword research checklist	1	11060	0.01%	49.53
digital media marketing	1	4115	0.02%	51.42
local seo training	1	1626	0.06%	45.65
remarketing vs retargeting	1	819	0.12%	60.81
facebook marketing solutions	1	679	0.15%	60.17
digital media consulting	1	509	0.20%	23.01
social media consulting	1	340	0.29%	51.61
media consultant	1	312	0.32%	40.39
seymour digital marketing	1	178	0.56%	1.09
facebook concierge support	1	148	0.68%	8.49
business growth tips	1	110	0.91%	75.73
gdpr	1	102	0.98%	8.75
psychological factors in marketing	1	97	1.03%	45.61
what is a digital consultant	1	77	1.30%	23.9
sales hurdles	1	72	1.39%	8.81
google analytics benefits	1	56	1.79%	80.36

The conditional formatting panel on the right shows the following configuration:

- Conditional format rules**
- Single color** (Color scale)
- Apply to range:** A1:A1001
- Format rules:**
 - Is empty
 - Is not empty
 - Text contains** (Selected)
 - Text does not contain
 - Text starts with
 - Text ends with
 - Text is exactly
 - Date is
 - Date is before
 - Date is after
- Done** button

STEP 4: CREATING FILTERS

Creating More Than One Conditional Format Filter

Now that you can see all the key terms that contain your seed keyword let's go a step further. Let's now make a rule for the number of impressions. We want to find a keyword with higher impressions because we know those are the keywords that people are using and typing into Google more often.

Click on the impressions column and in the same conditional formatting window on the right click the + Add another rule. If you don't have the formatting box still up on the page you can get to it by going to the format in the main menu. Click on the **Conditional Formatting** option and the window will re-open.

From the format rules dropdown menu, after you've highlighted the column, pick **Greater Than** or **Greater Than Or Equal To** option and then pick a number. We always want to pick a number over 100. Or our top impression levels. Then click **Done** and now you have two columns with different filtering. You can now find the keyword with the highest impressions more easily.

The screenshot shows a Google Sheet titled "Performance 2019-11-10" with columns for Query, Clicks, Impressions, CTR, and Position. The "Impressions" column (C) is highlighted in light blue. A conditional formatting rule is applied to this column, with the range "C1:C1001" and the rule "Greater than or equal to" selected. The rule is highlighted with a red box in the "Conditional format rules" panel on the right.

Query	Clicks	Impressions	CTR	Position
seymour digital media	52	114	45.61%	1.68
facebook client concierge	9	556	1.62%	6.42
client concierge facebook	3	518	0.58%	7.73
what does a media consultant do	3	90	3.33%	6.19
what does a digital consultant do	2	114	1.75%	15.2
keyword research checklist	1	11060	0.01%	49.53
digital media marketing	1	4115	0.02%	51.42
local seo training	1	1626	0.06%	45.65
remarketing vs retargeting	1	819	0.12%	60.81
facebook marketing solutions	1	679	0.15%	60.17
digital media consulting	1	509	0.20%	23.01
social media consulting	1	340	0.29%	51.61
media consultant	1	312	0.32%	40.39
seymour digital marketing	1	178	0.56%	1.09
facebook marketing support	1	148	0.68%	8.49
business growth tips	1	110	0.91%	75.73
ggdr	1	102	0.98%	8.75
psychological factors in marketing	1	97	1.03%	45.61
what is a digital consultant	1	77	1.30%	23.9
sales hurdles	1	72	1.39%	8.81
google analytics benefits	1	56	1.79%	80.36

STEP 4: CREATING FILTERS

Positioning Filtering

Now for another filter; Filtering for positioning.

Click the column for **Position** and go to the formatting options. Add a new rule. Make sure the range is correct (the whole column is picked). Then pick a format rule. We're picking between 1 and 10 because we know it is easier to get yourself from the bottom of page 1 to the top of the first page than trying to get yourself up from the bottom of page 2.

We won't be using the CTR (click through rate) here. You might want to look at this. If a keyword has high impressions and low click through rate you can work on increasing the click through rate to gain rankings in the SERP.

	A	B	C	D	E	F	G
2	seymour digital media	131	293	44.71%	1.49		
3	free pics	51	5619	0.91%	15.79		
4	ga4 setup	39	511	7.63%	4.77		
5	ga4 tutorial	34	378	8.99%	4.33		
6	seymour media	30	55	54.55%	1.2		
7	how to set up ga4	28	350	8%	4.74		
8	facebook concierge support	26	2337	1.11%	9.31		
9	setup ga4	23	262	8.78%	4.2		
10	setting up ga4	21	288	7.29%	4.99		
11	how to setup ga4	19	143	13.29%	4.19		
12	facebook client concierge	18	2544	0.71%	6.97		
13	ga4 configuration	13	394	3.30%	7.75		
14	ga4 set up	13	58	22.41%	3.71		
15	ga4 setup guide	13	47	27.66%	2.4		
16	set up ga4	12	262	4.58%	5.01		
17	client concierge facebook	11	1339	0.82%	6.84		
18	how to install ga4	11	99	11.11%	5.79		
19	freepics	7	1892	0.37%	32.86		
20	seymour digital marketing	6	116	5.17%	1.21		
21	ga4 ecommerce setup	6	107	5.61%	10.14		
22	how to use ga4	5	101	4.95%	9.06		
23	the focus keyword doesn't appear in						

Conditional format rules ✕

Single colour Colour scale

Apply to range

E1:E1001 📏

Format rules

Format cells if...

Is between ▼

1 and

10

Formatting style

Default

B I U S A 🎨

STEP 4: CREATING FILTERS

Using Formatting Strategies

Now with all 3 filters picked you can go and find the keyword that is green in all 3 boxes. This might be the best key term to use for your next blog post. Why? Because it fits into what we are doing. We wanted to write a blog post using a seed keyword to find a long-tail keyword with a search volume over 100 and we wanted to move up from the bottom of page 1 to the top.

The screenshot shows a Google Sheets spreadsheet titled "Performance 2019-11-10". The spreadsheet has columns A through G. The data is as follows:

	A	B	C	D	E	F	G
138	planner adwords	0	185	0%	57.62		
139	retargeting remarketing difference	0	178	0%	60.72		
140	google adword keyword planner	0	178	0%	66.27		
141	seo langford bc	0	177	0%	13.15		
142	what does a digital marketing consultant do	0	177	0%	35.39		
143	adword google com keywordplanner	0	177	0%	61.7		
144	online media consultant	0	176	0%	33.43		
145	seo victoria	0	176	0%	76.74		
146	adwords keyword tool competition	0	175	0%	86.11		
147	webmaster tools google analytics	0	172	0%	57.84		
148	wordpress maintenance services	0	172	0%	98.97		
149	google adword keyword tool	0	170	0%	73.15		
150	optimize images for the web	0	170	0%	74.68		
151	langford bc seo	0	168	0%	13.51		
152	langford bc seo company	0	168	0%	14.2		
153	google adwords keyword finder	0	168	0%	68.11		
154	search console google analytics	0	168	0%	90.7		
155	knowhow seo	0	167	0%	20.21		
156	remarketing and retargeting	0	167	0%	72.35		
157	как работать с keyword planner	0	166	0%	82.55		
158	reputation management services	0	165	0%	87.53		
159	remarketing or retargeting	0	163	0%	84.68		

The 'Conditional format rules' sidebar on the right contains the following rules:

- 123 Value is greater than or equal to 100 (C1:C1001)
- 123 Value is between 1 and 20 (E1:E1001)
- 123 Text contains "seo" (A1:A1001)

The row for 'seo langford bc' (row 141) is highlighted in purple, indicating it meets all three conditional formatting criteria.

PAGES ON SEARCH CONSOLE

We're leaving the spreadsheet behind. But we can come back to it anytime and do more research to find other interesting information. Now, you say you don't want to write a new blog post/page on your website but you actually want to improve and optimize an existing page. If this is what you want to do then you would go back to Search Console on Google. From the Performance dashboard go to the pages section and click on a page.

The screenshot shows the Google Search Console Performance dashboard for the website <https://seymourdigitalmedia.com/>. The dashboard displays key performance indicators (KPIs) and a line chart showing performance over time.

Performance Summary:

- Total clicks: 142
- Total impressions: 60.9K
- Average CTR: 0.2%
- Average position: 57.5

The line chart shows performance from 27/07/2019 to 19/10/2019. The left y-axis represents Clicks (0 to 9) and the right y-axis represents Impressions (0 to 1.2K).

The 'PAGES' tab is selected, showing a list of pages with their respective clicks and impressions. The page <https://seymourdigitalmedia.com/google-data-studio/> is highlighted with a red circle.

Page	Clicks	Impressions
https://seymourdigitalmedia.com/	72	5,389
https://seymourdigitalmedia.com/social-media-marketing-solutions/	10	1,993
https://seymourdigitalmedia.com/contact/	8	87
https://seymourdigitalmedia.com/google-data-studio/	7	1,662
https://seymourdigitalmedia.com/free-pics-find-free-stock-photos/	5	1,254
https://seymourdigitalmedia.com/digital-marketing-services/web-site-services/web-design/	4	61
https://seymourdigitalmedia.com/remarketing-retargeting/	3	3,001
https://seymourdigitalmedia.com/sales-and-marketing/	3	98
https://seymourdigitalmedia.com/category/blog-post/	3	86
https://seymourdigitalmedia.com/google-my-business-local-seo/	2	2,854

Rows per page: 10 | 1-10 of 249

Click on a page you want to see what keywords it is showing up for

PAGES ON SEARCH CONSOLE & QUERIES

That will create a filter at the top of the page. Now that we've got that specific page as a filter we can click on the **Queries** tab and see all the keywords that the page is showing up for. You can copy these keywords and put them in your keyword research template to do some more research or you can copy them and have them somewhere for when you update and optimize that page. You can now update that blog post so it is well optimized for what Google thinks it should be ranking for.

The next step would be to go to the **Google Keyword Planner** and/or the **SERP** (and don't forget to check **Google Trends**) to test out some of those keywords to see if you could rank for them. You can slice and dice the data from GSC in various ways from downloading it to playing inside Google Search Console. The data tells a story, you just have to look to see what story the data is trying to tell.

The screenshot shows the Google Search Console interface for the URL `https://seymourdigitalmedia.com/`. The left sidebar contains navigation options: Overview, Performance (highlighted with a red box), URL inspection, Index, Coverage, Sitemaps, and Enhancements. The main content area is titled 'Performance' and shows a filter for 'Page: https://seymourdigitalmedia.com/'. A red arrow points to this filter with the text 'filter by page'. Below the filter, there are tabs for 'QUERIES', 'PAGES', 'COUNTRIES', 'DEVICES', 'SEARCH APPEARANCE', and 'DATES'. The 'PAGES' tab is highlighted with a red box, and a red arrow points to the 'QUERIES' tab with the text 'See all keywords that page shows up for.'. The table below shows the following data:

Query	Clicks	Impressions	CTR	Position
what does a media consultant do	3	90	3.3%	6.2
what does a digital consultant do	2	114	1.8%	15.2
digital media consulting	1	499	0.2%	22.8

CONCLUSION

Picking the right keyword to target on a website can make or break your visibility online. Using Google tools to help you can put you well ahead of your competition.

Most business owners and many marketers don't know about Google Search Console. It can act as your secret weapon when it comes to ranking your website. Search Console is a free tool from Google that helps developers, website owners, SEO professionals and marketers understand how their website is performing on Google. Using Google Search Console (GSC) will give you valuable insights especially when it comes to keywords and your rankings on Google.

When it comes to optimizing a website for organic visibility Google Search Console (formerly Google Webmaster Tools) will provide the metrics to help you rank a website fast for organic visibility.

Questions?

Don't be shy to let us know if you have any questions!

 pip@SeymourDigitalMedia.com

 [Seymour Digital Media](#)

 [KnowHow Marketing Lab](#)

