Your Search Console reporting guide

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

Oct 9, 2026 - Nov 5, 2026

Start with the overview. Explore the queries, pages, devices and countries behind a change.

Explore the report

01 Overview
Property-level clicks, visibility, CTR and position.

02 Queries
Reported search terms and their performance.

03 Pages
Canonical page results, kept separate from property totals.

04 Devices
Desktop, mobile and tablet search performance.

05 Countries
Where your reported Web search traffic comes from.

Use your own data

1 Add Google Search Console in Datapipe.
Choose the project and intended property.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same five-tab workbook.

Fictional examples are for exploring.

Read the numbers correctly

CTR = total clicks / total impressions. Average position is weighted by impressions; lower is better.

Query rows omit some searches. Page and property aggregation can produce different totals.

Web search only. Google final data can lag; dates use Pacific time. API rows are not a guaranteed complete export.

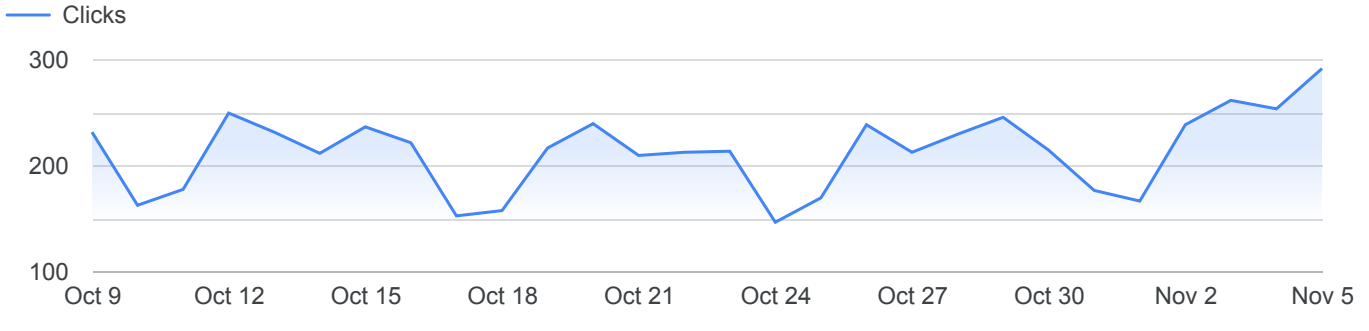
Search performance overview

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

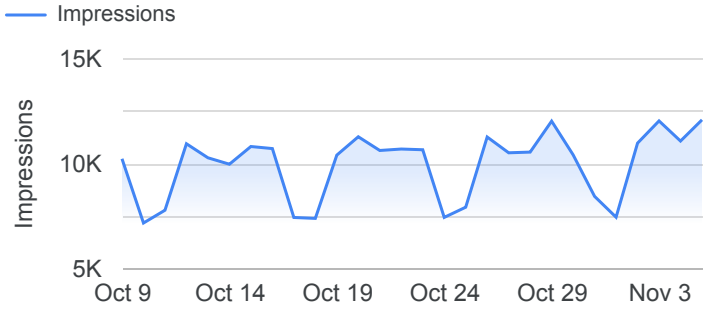
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,954	277,766	2.14%	12.34
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.8% from previous 28 days	↓ -7.1% from previous 28 days

Daily clicks



Daily impressions



Daily property performance

	Date	Clicks	Impressions	CTR	Avg. position
1.	Nov 5, 2026	291	12,055	2.41%	11.95
2.	Nov 4, 2026	253	11,045	2.29%	11.48
3.	Nov 3, 2026	261	12,004	2.17%	11.85
4.	Nov 2, 2026	238	10,946	2.17%	11.68
5.	Nov 1, 2026	166	7,419	2.24%	11.59
6.	Oct 31, 2026	176	8,411	2.09%	11.42
7.	Oct 30, 2026	214	10,390	2.06%	12.20
8.	Oct 29, 2026	245	11,993	2.04%	12.33
9.	Oct 28, 2026	229	10,519	2.18%	12.73
10.	Oct 27, 2026	212	10,486	2.02%	11.54

1 - 10 / 28

Property totals · Web search · Final data · Pacific dates. CTR = clicks ÷ impressions; average position is weighted by impressions. Lower position is better.

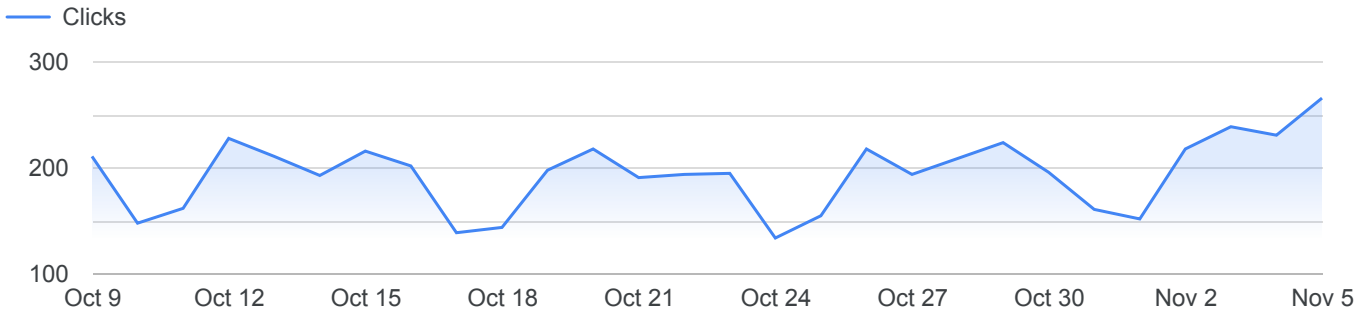
Search queries

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

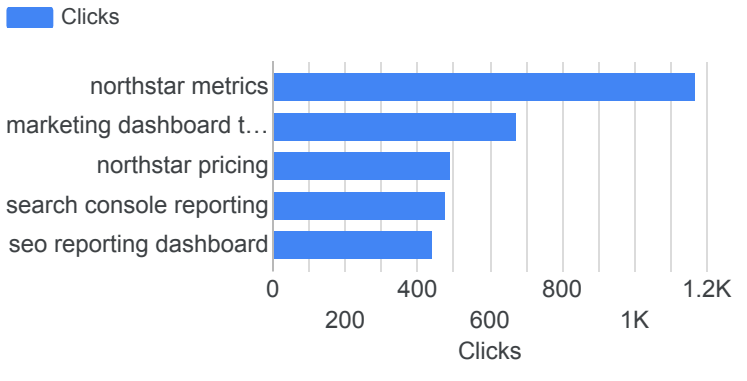
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,419	233,323	2.32%	13.81
↑ 14.6% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.7% from previous 28 days	↓ -0.2% from previous 28 days

Daily clicks



Top queries by clicks



Query performance

	Search query	Clicks ▾	Impressions	CTR	Avg. position
1.	northstar metrics	1,167	7,163	16.29%	1.51
2.	marketing dashboard template	673	33,539	2.01%	7.17
3.	northstar pricing	491	4,680	10.49%	5.58
4.	search console reporting	478	27,163	1.76%	8.90
5.	seo reporting dashboard	441	23,593	1.87%	10.44
6.	marketing data connector	378	20,878	1.81%	12.06
7.	ga4 dashboard template	330	18,722	1.76%	13.63
8.	client reporting software	278	16,581	1.68%	15.40
9.	organic traffic analysis	268	16,101	1.66%	16.95
10.	automated marketing reports	219	13,995	1.56%	19.95

1 - 10 / 16

Query rows only · Google omits some searches for privacy and may return only top rows. These totals can differ from Overview. CTR and position use impression-weighted totals.

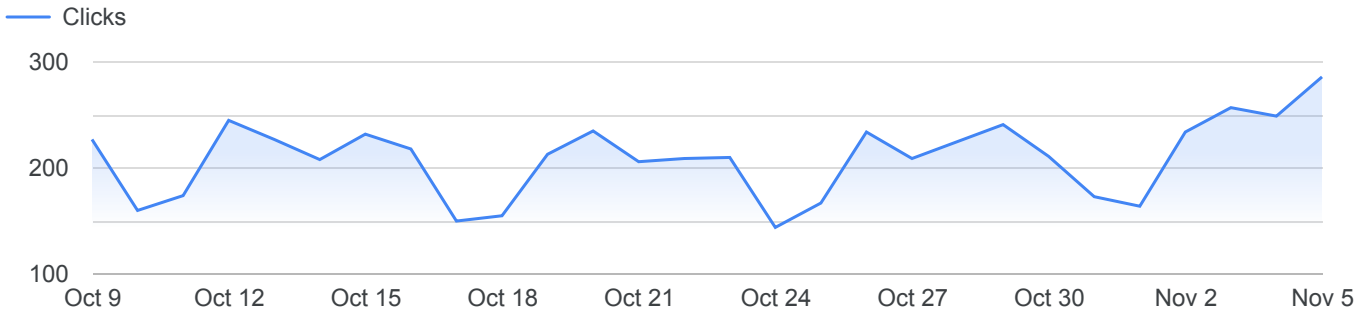
Search landing pages

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

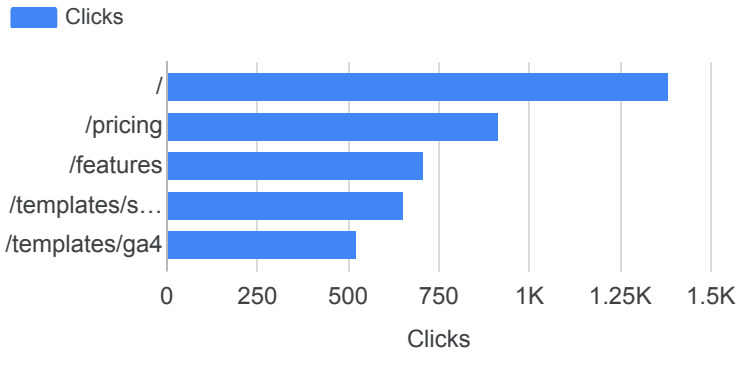
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,835	302,767	1.93%	12.99
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.7% from previous 28 days	↓ -6.9% from previous 28 days

Daily clicks



Top pages by clicks



Landing page performance

	Page path	Clicks ▼	Impressions	CTR	Avg. position
1.	/	1,383	53,742	2.57%	9.95
2.	/pricing	915	35,619	2.57%	10.72
3.	/features	706	36,306	1.94%	11.76
4.	/templates/search-console	652	39,875	1.64%	12.63
5.	/templates/ga4	522	30,133	1.73%	13.41
6.	/blog/seo-reporting	490	31,635	1.55%	14.31
7.	/blog/organic-traffic	341	23,449	1.45%	15.12
8.	/integrations	294	18,309	1.61%	15.76
9.	/guides/marketing-reports	234	15,132	1.55%	16.65
10.	/blog/ctr-analysis	182	12,470	1.46%	17.54

1 - 10 / 12

Page totals · Google groups these rows by page, not property, so totals can differ from Overview. Paths belong to the selected property. Sample paths are fictional.

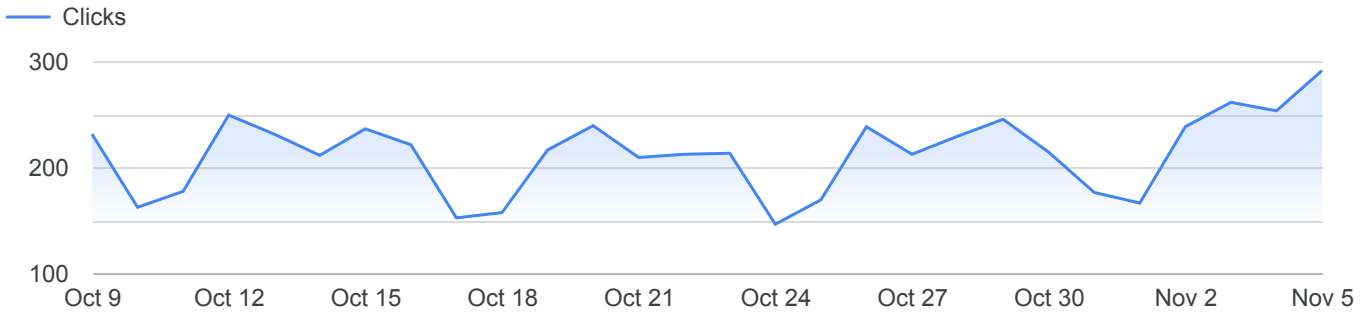
Search performance by device

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

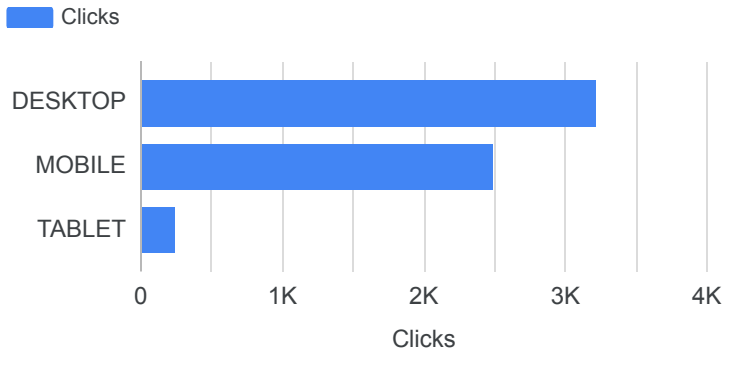
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,954	277,766	2.14%	12.34
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.8% from previous 28 days	↓ -7.1% from previous 28 days

Daily clicks



Clicks by device



Device performance

	Device	Clicks ▾	Impressions	CTR	Avg. position
1.	DESKTOP	3,222	120,028	2.68%	11.66
2.	MOBILE	2,491	146,468	1.70%	12.80
3.	TABLET	241	11,270	2.14%	13.69

1 - 3 / 3

Device view · Web search · Desktop, mobile and tablet. CTR = total clicks ÷ impressions; average position is weighted by impressions. Compare devices before choosing where to investigate.

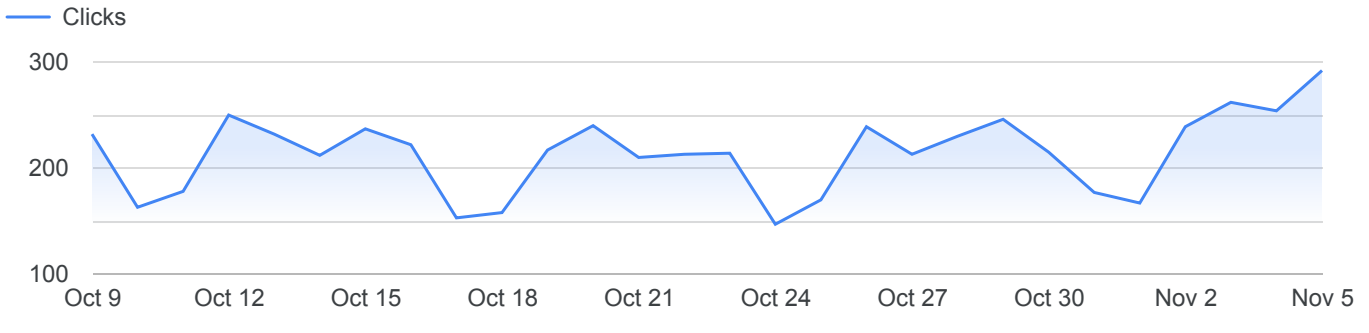
Search performance by country

FICTIONAL SAMPLE DATA · Google Search Console · Built with Datapipe

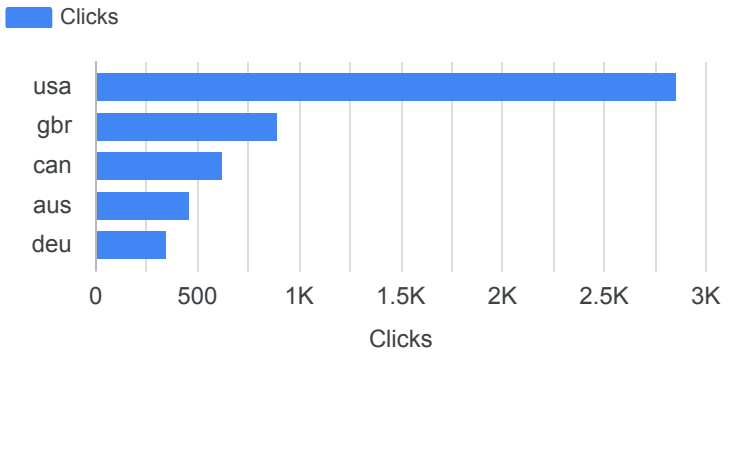
Oct 9, 2026 - Nov 5, 2026

Clicks	Impressions	CTR	Avg. position
5,954	277,766	2.14%	12.34
↑ 14.5% from previous 28 days	↑ 15.4% from previous 28 days	↓ -0.8% from previous 28 days	↓ -7.1% from previous 28 days

Daily clicks



Top countries by clicks



Country performance

	Country (ISO code)	Clicks ▾	Impressions	CTR	Avg. position
1.	usa	2,857	116,599	2.45%	10.50
2.	gbr	892	38,841	2.30%	11.54
3.	can	621	29,046	2.14%	12.39
4.	aus	459	21,610	2.12%	13.17
5.	deu	348	18,941	1.84%	14.17
6.	fra	302	16,961	1.78%	15.02
7.	ind	296	24,834	1.19%	16.17
8.	nld	179	10,934	1.64%	17.03

1 - 8 / 8

Country view · Web search · Countries use Google’s three-letter ISO codes (USA, GBR, CAN, etc.). CTR and position use impression-weighted totals. Search location is not customer location.