

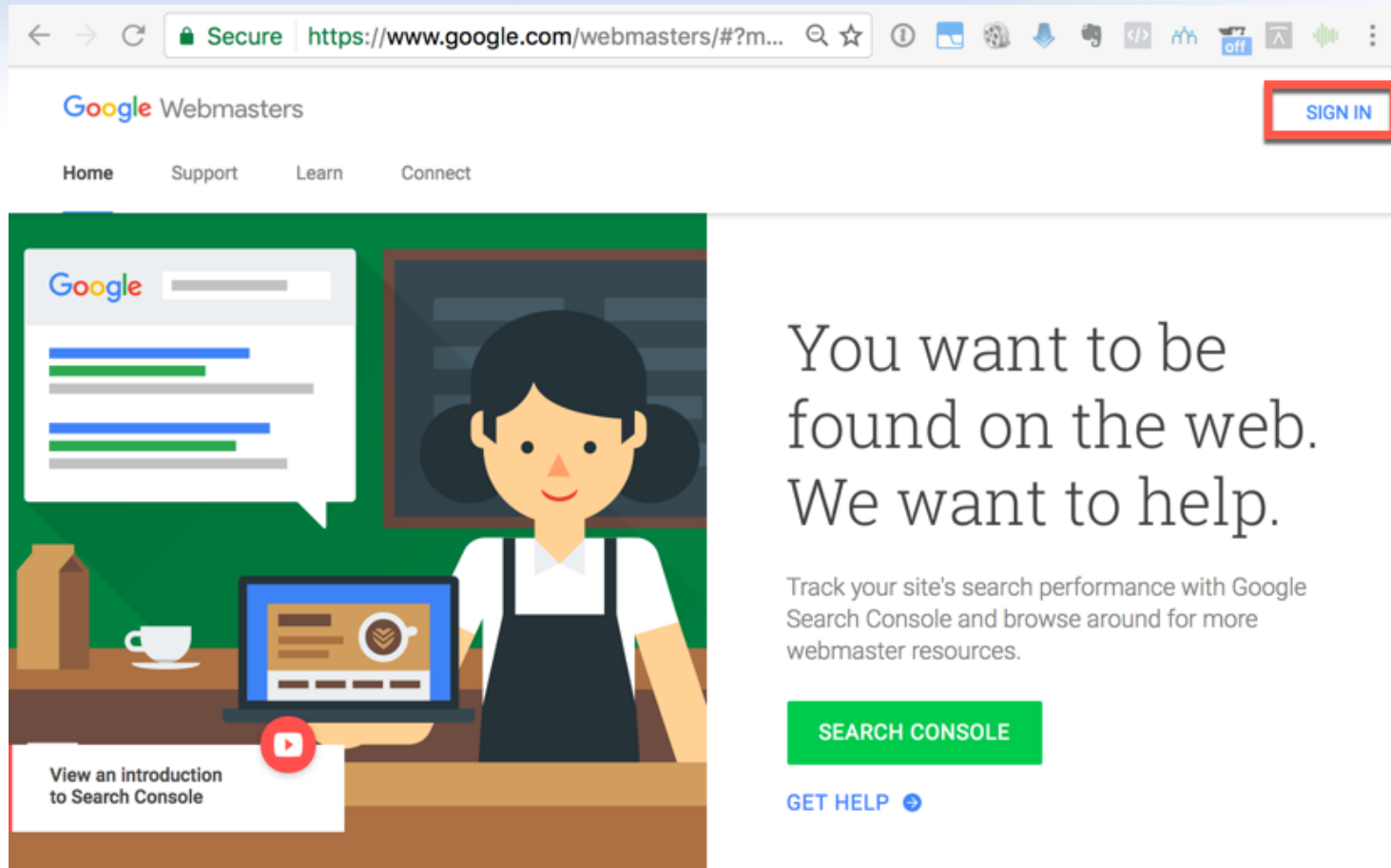
# Search Analytics

# Introduction

- Search Analytics is part of Google Webmaster Tools
- Search Analytics currently offers the best insights into a site's organic search performance.
- It offers powerful filters to zero in on areas of potential improvement e.g. which search queries originate from a mobile device; which search queries are linked to image search etc.
- Search Analytics also helps to identify both existing and potential search terms - and depicts how our site ranks for each search term

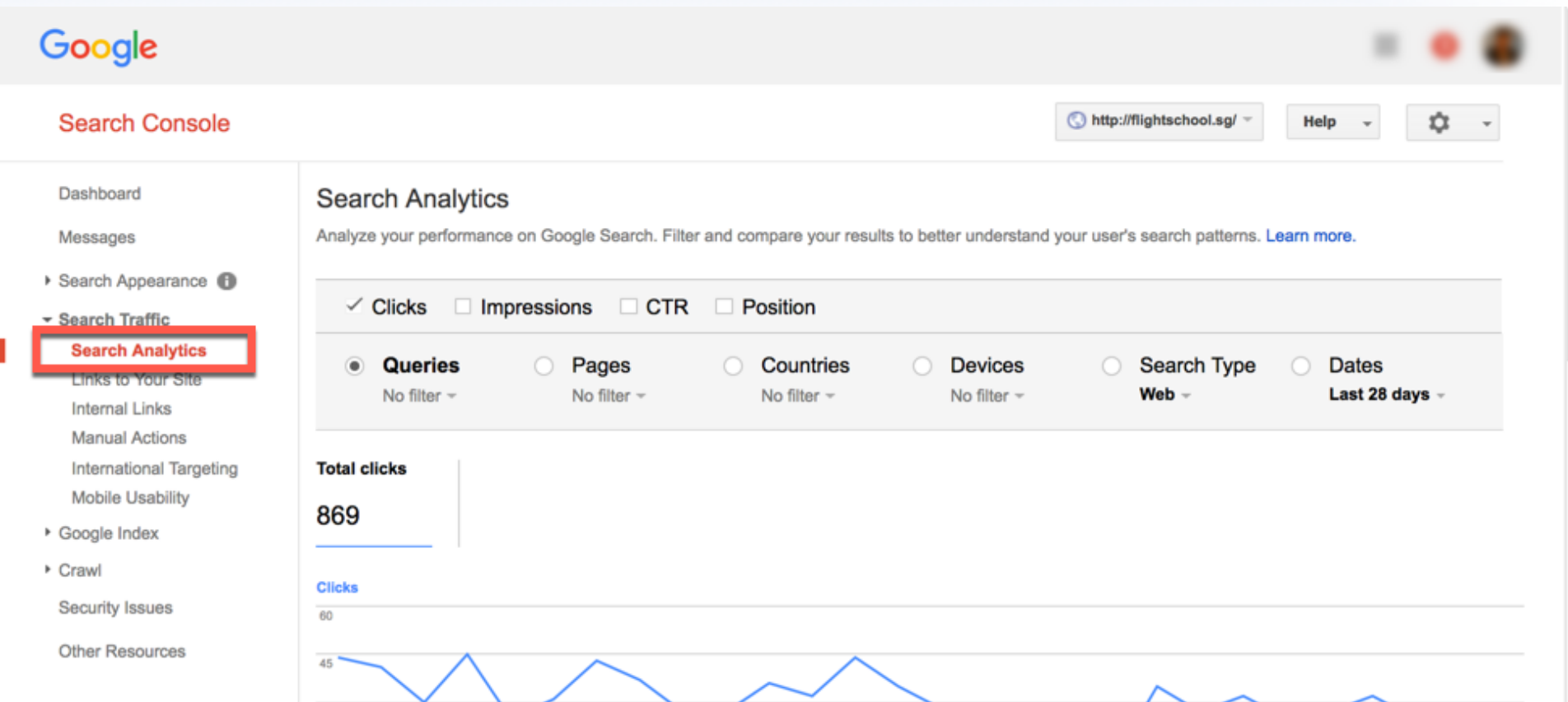


# Sign in to Google Webmaster Tools



<https://google.com/webmasters>

# Search Traffic > Search Analytics



The screenshot shows the Google Search Console interface. The left sidebar contains a menu with 'Search Analytics' highlighted in a red box. The main content area is titled 'Search Analytics' and includes a description: 'Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)'

At the top right of the main area, there is a URL bar showing 'http://flightschool.sg/' and buttons for 'Help' and settings.

Below the description, there are filter options: ☒ Clicks, ☐ Impressions, ☐ CTR, and ☐ Position. Under 'Clicks', there are further filters: ☒ Queries (No filter), ☐ Pages (No filter), ☐ Countries (No filter), ☐ Devices (No filter), ☐ Search Type (Web), and ☐ Dates (Last 28 days).

The 'Total clicks' section shows a value of 869. Below this is a line chart labeled 'Clicks' showing the trend over time. The y-axis ranges from 45 to 60. The chart shows a fluctuating line with several peaks and troughs.



# Search Analytics Dashboard

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☐ Impressions ☐ CTR ☐ Position

☒ **Queries**

No filter ▾

☐ **Pages**

No filter ▾

☐ **Countries**

No filter ▾

☐ **Devices**

No filter ▾

☐ **Search Type**

Web ▾

☐ **Dates**

Last 28 days ▾















Total clicks

869

Clicks



# Organic Search Queries Analytics

	Queries	Clicks ▼	Impressions	CTR	Position	
1	flight school singapore 	79	153	51.63%	1.3	>>
2	flightschool.sg 	31	47	65.96%	1.0	>>
3	flight school 	30	120	25%	1.8	>>
4	singapore flight school 	30	98	30.61%	2.1	>>
5	flight school sg 	26	38	68.42%	1.0	>>
6	private pilot license singapore cost 	26	63	41.27%	1.7	>>
7	flying school singapore 	25	75	33.33%	3.0	>>
8	singapore flying school 	25	124	20.16%	3.6	>>
9	flightschool.sg news 	18	24	75%	1.0	>>
10	flight simulator singapore 	15	324	4.63%	9.8	>>
11	learn to fly singapore 	14	62	22.58%	3.1	>>
12	flying school in singapore 	14	52	26.92%	3.8	>>
13	flightschool 	13	52	25%	5.5	>>
14	pilot license singapore 	13	114	11.4%	5.8	>>



## Live Demo



Questions?

