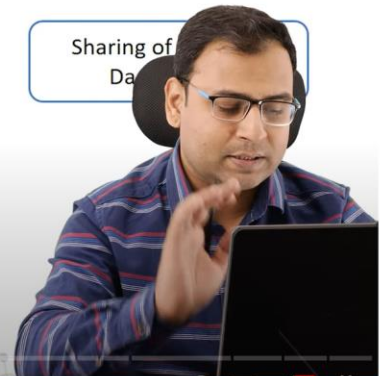
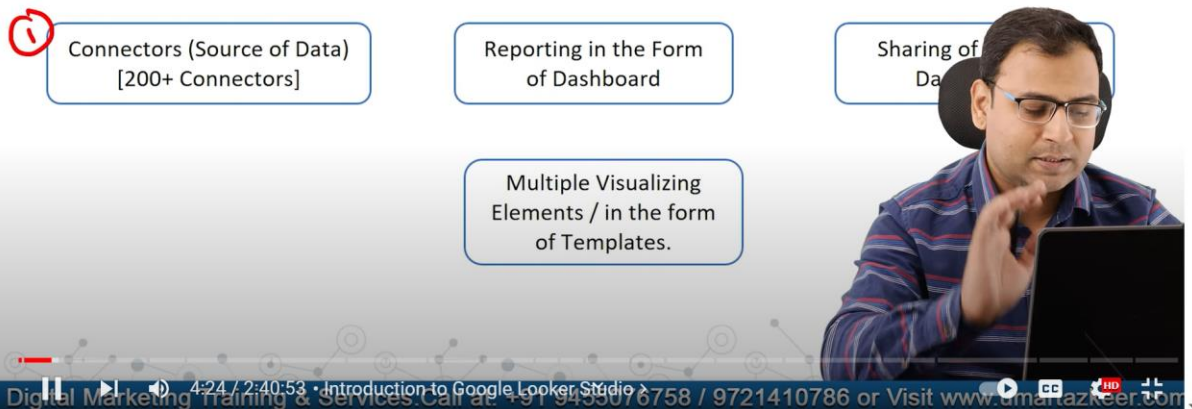


Google Looker Studio

It all Starts with **DATA** – *Visual* **Try to Read, Analyze, and Report**

✓ **Google Looker Studio** (formerly Data Studio) syncs all of your data sources into one unified reporting experience.

- Free and Paid Version.
- Additional Modeling methods (**LookML**)
- Improved Data merging options



lookerstudio.google.com/datasources/create/

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Untitled Data Source

Search

Google Connectors (23)
Connectors built and supported by Looker Studio. [Learn more](#)

Looker
By Google
Connect to your Looker semantic models.

Google Analytics
By Google
Connect to Google Analytics.

Google Ads
By Google
Connect to Google Ads performance report data.

Google Sheets
By Google
Connect to Google Sheets.

BigQuery
By Google
Connect to BigQuery tables and custom queries.

AppSheet
By Google
Connect to AppSheet app data.

File Upload
By Google
Connect to CSV (comma-separated values) files.

Amazon Redshift
By Google
Connect to Amazon Redshift.

Campaign Manager 360
By Google
Connect to Campaign Manager data.

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Umar tazkeer

Untitled Data Source

Search

PostgreSQL
By Google
Connect to PostgreSQL databases.

Search Ads 360
By Google
Connect to Search Ads 360 performance reports.

Search Console
By Google
Connect to Search Console data.

YouTube Analytics
By Google
Connect to YouTube Analytics data.

Tables by Area 120
By Area 120 by Google
The Tables connector allows you to access data stored in a Tables table.

Partner Connectors (731)
Connectors built and supported by Looker Studio partners. [Learn more](#)

Build Your Own
By Google
Build your own connectors.

FunnelGraph
By TrueMetrics LLC (a VK WEB com...
FunnelGraph for Google Analytics

Adilot - Facebook Ads
By Adilot Inc.
Connect your Facebook Ads (Meta)

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Building Blocks of any Report) Dimensions & Metrics

Dimensions (Qualitative)

- City
- Country
- Device
- Page URL

Metrics (Quantitative)

- Clicks
- CTR
- Sessions
- Conversion

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Untitled Report

File Edit View Insert Page Arrange Resource Help

Chart

SETUP STYLE

Data source

[Sample] Search Console Data (Site)

BLEND DATA

Dimension

Country

Add dimension

Drill down

Metric

Clicks

Add metric

Optional metrics

Metric sliders

Rows per Page

100

Data

Search

[Sample] Search Console Data (Site)

Country

Date

Device Category

Google Property

Query

Average Position

Clicks

Impressions

Site CTR

100

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lookerstudio.google.com/u/0/reporting/57f9d064-86b4-4d9f-8911-f7b0...

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Untitled Report

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

	Country	Clicks
1.	United States	3,233
2.	India	2,514
3.	United Kingdom	770
4.	Canada	356
5.	Germany	283
6.	France	275
7.	Australia	230
8.	Japan	224
9.	South Korea	200
10.	Spain	186

100 / 231

Chart

SETUP STYLE

Data source: [Sample] Search Console Data (Site)

BLEND DATA

Dimension: Country dimension

Drill down

Metric: AIT Clicks

Optional metrics

Metric sliders

Rows per Page: 100

Data

Search

[Sample] Search Console Data (Site)

- Country
- Date
- Device Category
- Google Property
- Query
- Average Position
- Clicks
- Impressions
- Site CTR

Add Data

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Untitled Report

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

	Country	Impressions	Average ...	Clicks
1.	United States	294,296	17.36	3,233
2.	India	127,683	13.48	2,514
3.	Indonesia	38,964	14.68	101
4.	United Kingdom	31,218	16.93	770
5.	Vietnam	29,837	15.71	102
6.	Canada	28,647	15.89	356
7.	Russia	23,056	37.51	62
8.	Turkiye	22,225	22.25	86
9.	Brazil	21,905	21.95	104
10.	South Korea	200		200

Country

Chart

SETUP STYLE

Data source: [Sample] Search Console Data (Site)

BLEND DATA

Dimension: Country

Add dimension

Drill down

Metric: AIT Impressions, AIT Average Position, AIT Clicks

Optional metrics

Metric sliders

Rows per Page

Data

Search

[Sample] Search Console Data (Site)

- Country
- Date
- Device Category
- Google Property
- Query
- Average Position
- Clicks
- Impressions
- Site CTR

Add Data

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Report : Google Search Console Report



Visualizing Element : ScoreCard

- Clicks
- Impressions
- Site CTR
- Avg Position

Visualizing Element : Timechart

- Impressions over time
- Clicks over time
- CTR Over the period of Time.



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Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

Country	Clicks
1. United States	3,237
2. India	2,546
3. United Kingdom	776
4. Canada	355
5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. Growth Engine	115

1 - 100 / 232

Text Properties

Font and Paragraph

Font: Roboto, 14px

Text: B, I, U, Link, Unlink

Overflow settings: visible

Background and Border: 100%

27:19 / 2:40:53 - Creating Basic Google Search Console report in Looker Studio

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Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Reset Share View

Theme and layout

GOOGLE SEARCH CONSOLE REPORT

Country	Clicks
1. United States	3,237
2. India	2,546
3. United Kingdom	776
4. Canada	355
5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. South Korea	115

1 - 100 / 232

Text Properties

Font and Paragraph

A 40px Roboto

B I U

Overflow settings

visible

Background and color

0 100%

Data

Search

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Add controles

Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Reset Share View

Theme and layout

GOOGLE SEARCH CONSOLE REPORT

Country	Clicks
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3. United Kingdom	776
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5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. South Korea	115

1 - 100 / 232

Date range control Properties

SETUP STYLE

Default date range

Auto date range

Data

Search

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Date and all

Add chart > Score cards

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Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Theme and layout

GOOGLE SEARCH CONSOLE REPORT

Select date range

Impressions: 928,435 Clicks: 11,547 Site CTR: 1.24% Average Position: 18.5

Country	Clicks
1. United States	3,237
2. India	2,546
3. United Kingdom	776
4. Canada	355
5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. South Korea	194

1 - 100 / 232

Chart: Total 1,168

Setup: Data source: [Sample] Search Console Data (Site) Metric: AUT Impressions

Default date range: Auto

Filter: Score

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Styling

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Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Theme and layout

GOOGLE SEARCH CONSOLE REPORT

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Impressions: 928,435 Clicks: 11,547 Site CTR: 1.24% Average Position: 18.5

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3. United Kingdom	776
4. Canada	355
5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. South Korea	194

1 - 100 / 232

Let's get started

Drag a field from the Data Panel canvas to add a new chart or score component on the report canvas

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Basic Report - Google Search Console

File Edit View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

GOOGLE SEARCH CONSOLE REPORT

Select date range

Impressions: 928,435 Clicks: 11,547 Site CTR: 1.24% Average Position: 18.5

Country	Clicks
1. United States	3,237
2. India	2,546
3. United Kingdom	776
4. Canada	355
5. Germany	298
6. France	271
7. Australia	232
8. Japan	217
9. South Korea	194

1 - 100 / 232

Let's get started

Drag a field from the Data Panel canvas to add a new chart or component on the report canvas

Data

Search

[Sample] Search Console Data (Site)

Country

Date

Device Category

File Property

Page Position

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View for real time