# Tracking SEO Performance

This playbook describes a procedure for using Google Analytics and Search Console to monitor and evaluate the performance of SEO efforts. It aims to help make informed decisions based on data-driven insights.

### Step 1: Access Analytics

Sign in to your Google Analytics account. Set up your website property if it hasn't been configured already.

### Step 2: Set Goals

Define specific goals in Google Analytics to track conversions and other key performance indicators (KPIs) for SEO.

### Step 3: Review Reports

Use the Acquisition, Behavior, and Conversions reports in Google Analytics to understand user interactions and traffic sources.

### Step 4: Integrate Console

Link your Google Search Console account with Google Analytics for a comprehensive view of organic search data.

### Step 5: Analyze Queries

Examine the Search Analytics report in Google Search Console to see the queries that bring users to your site.

### Step 6: Check Indexing

Use the Index Coverage report in Google Search Console to ensure your pages are being indexed appropriately.

### Step 7: Monitor Issues

Regularly check the Manual Actions section in Google Search Console for any penalties and the Security Issues report for potential threats.

### Step 8: Assess Links

Study the Links report in Google Search Console to understand and evaluate the backlinks to your site.

### Step 9: Implement Insights

Make informed decisions and implement changes to your SEO strategy based on the insights gained from analytics data.

## General Notes

### Regular Updates

Stay updated with any changes to the tools (Google Analytics and Search Console) to effectively use new features or adjust to updates in the reporting interface.

### Continuous Learning

SEO is an ever-changing field, so continuous learning and adapting to new trends and algorithms is crucial for ongoing success.