

Google Search Console Worksheet for Nonprofits

Step 1: Top Search Terms

Go to the 'Search Results' report to view which search terms (queries) people use to find your site.

Top Search Queries	Clicks	Impressions	CTR %	Actions to Take

Action Ideas:

- Write a blog post using this search term.
- Improve the page's title/description.
- Add a clearer call-to-action.

Step 2: Top Pages from Google Search

Click the 'Pages' tab in the same report to see which website pages receive the most clicks.

Page URL	Clicks	Impressions	CTR %	What's Working?

Tip: Think about why these pages perform well. Could you make more like them?

Step 3: Action Plan

Based on what you learned, list 1-2 actions you'll take to improve your search visibility or site content.

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