

# Google Search Console Keyword Finder Guide

Find Your Best Content Opportunities in 10 Minutes

## WHAT YOU'RE LOOKING FOR

Keywords ranking positions 20-70 that you can improve with better content. These are your quick wins - you're already close to page 1!

## STEP 1: ACCESS YOUR DATA

1. Go to [search.google.com/search-console](https://search.google.com/search-console)
2. Select your website property
3. Click "**Performance**" in left sidebar
4. Set date range to "**Last 3 months**"

## STEP 2: FIND YOUR OPPORTUNITIES

### Filter for Opportunity Keywords:

1. Click "Queries" tab (should be selected by default)
2. Click "Average position" to add position column
3. Click the position column header to sort by position
4. Look for keywords with average position 20-70

### What to Look For:

- Service-related searches (your main business keywords)
- Local searches (your city + your service)
- Questions (how, what, why, when searches)
- "Near me" variations

## STEP 3: IDENTIFY YOUR BEST OPPORTUNITIES

### Priority Keywords Have:

- Position 20-50 (easier to improve)
- 10+ impressions (people are searching for this)
- Related to your main services
- Include your location or are local in nature

### Example Opportunity Keywords:

- "emergency plumber jacksonville" (position 35)
- "drain cleaning cost florida" (position 28)
- "how much does plumbing repair cost" (position 42)
- "24 hour plumber near me" (position 31)

## STEP 4: RECORD YOUR FINDINGS

Create a simple list:

Keyword	Current Position	Impressions	Action Needed
emergency plumber [city]	35	45	Create dedicated emergency page
[service] cost [city]	28	32	Add pricing section to service page
how to [problem]	42	18	Write helpful guide/FAQ

## STEP 5: TAKE ACTION

### For Each Opportunity Keyword:

1. Find the current page ranking for this keyword:
  - Click on the keyword in GSC
  - Click "Pages" tab to see which page is ranking
2. Improve that page using the AI prompt template:
  - Add the opportunity keyword to your content naturally
  - Answer the question the searcher is asking

- Make the content more comprehensive
- Add local expertise and specific examples
- 3. Create new content if no good page exists:
  - Use the AI service page template
  - Focus on answering the complete question
  - Include local expertise and EEAT elements

## QUICK WINS TO PRIORITIZE

### #1 Priority: Position 20-35

These can often jump to page 1 with content improvements

### #2 Priority: Local Service Keywords

- "[your service] + [your city]"
- "[your service] near me"
- "[your city] + [your service] + cost/price"

### #3 Priority: Question Keywords

- "How much does [service] cost"
- "What is [service problem]"
- "Why [common issue happens]"

## MEASURING SUCCESS

### Check Monthly:

1. Return to GSC Performance
2. Look at your target keywords
3. Track position improvements
4. Watch for impression increases

### Expect Results:

- 2-4 weeks: Position improvements start
- 1-3 months: Significant ranking gains
- 3-6 months: Traffic and lead increases