DOPINGER

GOOGLE SEARCH CONSOLE *VS* GOOGLE ANALYTICS

The two tools belong to the same company and deal with its metrics but the actual reality appears to be a little more complex. Thus, before questioning the reliability of Google, we should understand the core Google Search Console vs. Google Analytics differences.

G Search Console		Google Analytics
• Search Console was more about search	**Search and Site Traffic**	• Google Analytics approaches it holistically.
• California Time • Pacific Standard Time (PST) or Pacific Daylight Time (PDT)	**Time**	• Your timezone • Any other you wish to set
• Data under canonical URLs	**URLs and Landing Pages**	• Actual landing page URL
• Data is not blocked • More protective regarding queries	**Blocks and Omissions**	• cannot extract data from browsers set on a private mode
• Doesn't care whether JavaScript is enabled on a browser or not	**JavaScript**	• It is prerequisite for Google Analytics. Otherwise, no data will be collected.