

STANDARD OPERATING PROCEDURE · WW-007

Find quick-win pages in Google Search Console

Use Search Console performance data to find pages that already rank on page one or two with low click-through, and turn them into a prioritised improvement list.

SEO

VERSION 1.0	EFFECTIVE 5 October 2026
NEXT REVIEW 5 April 2027	TIME 45 minutes
DIFFICULTY Beginner	RELATED WW-004 · WW-006
AUDIENCE Marketers with at least Restricted access to the Search Console property	
TOOLS Google Search Console · Google Sheets	

Purpose

The fastest SEO gains usually come from pages Google already trusts but that sit just off the top positions or get overlooked in the results. This procedure filters Search Console data to find those pages and queries, and produces a short list of specific improvements. It is finished when a prioritised list of five to ten pages, each with a target query and a planned fix, is agreed.

Scope

In scope

- Exporting query and page data for the last three months
- Finding high-impression queries in positions 4–20
- Finding pages with below-expected click-through rate
- Prioritising and assigning fixes

Out of scope

- Making the on-page changes (see WW-006)
- Diagnosing traffic drops after algorithm updates or migrations
- New content planning

Roles and responsibilities

Role	Responsibility
SEO specialist	Pulls the data, builds the list and recommends fixes.
Account manager	Agrees priorities with the client.
Content editor	Carries out the agreed changes using WW-006.

Prerequisites

- A verified Search Console property with at least three months of data (WW-004).
- A blank Google Sheet for the export.

Procedure

Export the data

Work from a stable, comparable time window.

1. In Search Console, open **Performance**, then **Search results**. Set the date range to the last three months and enable **Total clicks**, **Total impressions**, **Average CTR** and **Average position**.
2. Click **Export**, choose **Google Sheets**, and rename the sheet `WW-007 · <site> · <date>`.

Find striking-distance queries

Queries ranking just off the top positions are the easiest to lift.

1. In the **Queries** tab of the export, filter **Position** to between **4** and **20**.
2. Sort by **Impressions**, highest first, and remove branded queries (those containing the business name).
3. Highlight the top 20 queries that are relevant to a service or product the business wants more of.

Find the ranking page for each query

Every fix needs a page, not just a keyword.

1. Back in Search Console, click a highlighted query to filter by it, then open the **Pages** tab to see which URL ranks.
2. Record the query, ranking URL, impressions, CTR and position in a new tab called **Shortlist**.

[!TIP] If two or more URLs rank for the same query, record them all. This is often cannibalisation, and consolidating the pages can be the quick win.

Spot low click-through pages

Some pages rank well but lose the click to a better-looking result.

1. In the **Pages** tab of the export, filter **Position** to between **1** and **10**.
2. Flag pages whose CTR is noticeably lower than other pages with a similar position. Search their top query on Google and note what makes competing results more appealing (title wording, rich results, prices, dates).
3. Add flagged pages to the shortlist with the note **Low CTR**.

Prioritise and assign

Turn data into a short, actionable plan.

1. For each shortlisted page, choose one fix type: **Rewrite title and description**, **Expand content to match intent**, **Add internal links**, **Add or fix structured data**, or **Consolidate duplicate pages**.
2. Score each by impact (impressions at stake) and effort, and keep the top five to ten.
3. Create a task for each page referencing WW-006, and set a reminder to compare the same metrics after six weeks.

Quality checks

- ☐ The export covers the last three months and branded queries are excluded.
- ☐ Every shortlisted item has a query, a ranking URL and a chosen fix type.
- ☐ Cannibalised queries are flagged.
- ☐ Five to ten prioritised tasks exist with a six-week review date.

Troubleshooting

Symptom	Likely cause	Fix
Very few queries in the export	Low traffic site, or anonymised queries hidden	Extend the range to 12 months and focus on the Pages tab.
Positions fluctuate wildly	Query has low impressions	Only shortlist queries with meaningful impressions.
Ranking page is the home page for a service query	No dedicated service page exists	Plan a new service page using WW-005.

Records

- Keep the export and shortlist in the client's SEO folder.
- Record the baseline clicks, impressions, CTR and position for each shortlisted page so results can be measured.

References

- [Performance report \(Search Console Help\)](#)
- [Using Search Console and Google Analytics data for SEO \(Google Search Central\)](#)
- [Influencing your title links \(Google Search Central\)](#)

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