

THE SEARCH CONSOLE SOCIAL KIT

See which Instagram, TikTok, X and YouTube posts people find on Google, and what they searched: setup checklist, weekly review sheet, post idea prompt

Google lets you add an Instagram, TikTok, X or YouTube account to Search Console as a "platform property". It reports how your posts do on Google Search and the searches that led people to them. This kit is the setup I would follow, with the rules quoted from Google's own pages (checked October 10, 2026). Educational only. Not affiliated with Google. No rankings, traffic or income are promised.

THE 5 STEPS

- Step 1. Open Search Console and add a property. Google: "Go to the Search Console welcome screen to add a property, or open the property selector dropdown in the sidebar and click Add property."
- Step 2. Click Add next to the platform you want: Instagram, TikTok, X or YouTube. Google: "Click Add next to the platform you want to add from the list of supported options and follow the prompts."
- Step 3. Follow the prompts to prove the account is yours. Google: "Once ownership is verified, you'll see a confirmation message. Click Go to property to complete setup."
- Step 4. Wait a few days. Google: "It will take a few days for data to appear in the reports."
- Step 5. Open the Insights report and read how people find you, then make one more post about your top search (that last part is my advice, not Google's).

THE CATCH, IN GOOGLE'S OWN WORDS

Google Search only (Search Console Help)

"Platform properties only show how your content performs on Google Search. They don't track when people see your content on the platform itself (for example, they won't show how many times your video appeared on TikTok)."

Facebook is not on the list

Google's list of supported platforms: "Search Console supports the following platforms: Instagram, TikTok, X, YouTube." A Facebook Page cannot be added today.

Rollout: two Google pages, two tones

Help page: "We're rolling out this feature gradually, so it might not be available to everyone yet."
Search Central Blog, July 29, 2026: "Today, platform properties are globally available to everyone."
If Add property does not list your platform, check again later.

SETUP CHECKLIST (DO THIS BEFORE YOU CLICK ADD)

- ☐ List every account you want to track. Google: "add each account or channel as its own property". Two Instagram accounts means two properties.
- ☐ Check each one is on Google's list: Instagram, TikTok, X, YouTube. Facebook is not.
- ☐ Already claimed your Search profile? Look in Search Console first. Google: "If you already claimed your Search profile, all of your verified accounts are automatically added as properties in Search Console."
- ☐ Have each account's login ready. Google's blog: "Follow the onscreen verification steps to securely authorize the connection."
- ☐ Add them one at a time: Add property, Add next to the platform, follow the prompts, Go to property.
- ☐ Put a reminder in your calendar for three or four days from now. Google says data takes "a few days" to appear; a new property may show empty charts at first.
- ☐ Come back every so often. Google: "ownership is periodically checked. If your connection is lost ... access to your platform property will pause until you re-verify." Re-verify and you get the same report back.

ONE ROW PER ACCOUNT

Platform	Account / handle	Added (date)	Data showing (date)	Re-verify?

What a platform property gives you (Search Console Help)

"Platform properties provide data on content performance and traffic trends. Data is reported for each property so you can track your Instagram, TikTok, X, and YouTube content independently." Reports: Performance (clicks, impressions, average CTR, average position), Insights (traffic trends, top-performing content, how people discover your content) and Achievements.

WEEKLY REVIEW SHEET (10 MINUTES)

- ☐ Open the property and go to Insights. Google: "The default date range for both the Insights page and the Performance report is set to 28 days by default."
- ☐ Top-performing content: write the three posts that brought the most people from Google.
- ☐ How people find you: write the five searches (the exact words). Google: "See the search queries (also known as "search terms") people use to discover your channel or profile page, including specific social posts, videos, and more."
- ☐ Posted something new this week? Open the Performance report and use the 24 hours filter (Google's own tip).
- ☐ Compare formats. Google: YouTube `/watch` against `/shorts/`; Instagram `/p/` against `/reels/`.
- ☐ Pick ONE search and make ONE post about it (page 4 has a prompt). Add an annotation in Search Console so you can see later whether anything changed.

Week of	Top post	Top search	Clicks	Impressions	My one new post

Read the totals with care (Search Console Help)

"On the Insights page, the top summary card shows all clicks to your property across Google (including web, image, video, and news searches). However, the detailed lists below the summary card focus specifically on traffic from web search results. Because of this, the total from specific cards might be lower than the number shown in the main summary card."

- One week of numbers tells you very little. Judge a post after a few weeks, and never promise a client a result from this report.

POST IDEA PROMPT (PASTE INTO CLAUDE OR CHATGPT)

Copy this, fill the brackets first

I run [TYPE OF BUSINESS] in [TOWN]. Google Search Console says these are the searches people used before they found my [INSTAGRAM / TIKTOK / X / YOUTUBE] posts: [PASTE 5 TO 10 SEARCHES]. My top posts by clicks are: [PASTE 3 POST TITLES OR CAPTIONS]. Write five new post ideas, one for each of the five most useful searches. For each idea give me a hook (one sentence), a caption under 40 words and three hashtags. Use only the facts I pasted. Do not invent prices, statistics, reviews or results. If you need a fact, ask me.

EXAMPLE ONLY: made-up searches, not real data

A local bakery might paste: "custom birthday cake near me", "gluten free cupcakes", "how far ahead to order a cake". Your own searches come from the Insights report (How people find you).

AFTER YOU GET THE IDEAS

- ☐ Keep only the ideas that are true for your business. Delete anything the AI invented.
- ☐ Add the one detail only you know (a price you really charge, a job you really did, a question a customer really asked).
- ☐ Post it, then write the date on the weekly review sheet (page 3) so you can look again in a few weeks.

WHERE THIS COMES FROM (CHECKED OCTOBER 10, 2026)

- Search Console Help: About platform properties in Search Console
- Google Search Central: Analyze your social and video platform content performance
- Google Search Central Blog, July 7, 2026: See how content from social and video platforms performs
- Google Search Central Blog, July 29, 2026: Platform properties roll out globally
- Search Console Help: About Search Console ("a free service offered by Google")

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