Welcome to SERP Smoothie

Setting Up Your Account · https://www.serpsmoothie.com/support/setting-up-your-account/welcome-to-serp-smoothie/

This guide orients you in a few minutes: what the product does, who it’s for, and how to get value fast.

What SERP Smoothie does

- Unifies Google Ads and Google Search Console data in one dashboard
- Highlights cost-saving and growth opportunities across SEO and PPC
- Provides actionable modules: Channel Overlap, Search Gaps, Landing Page Optimizations, Integrated Search Universe
- Exports insights to CSV/XLSX for clients and internal workflows

Who it’s for

- Agencies and in-house teams managing Google Ads + SEO at once
- Practitioners who need real-time, on-demand insights without heavy setup

How it works (high-level)

1. Create an account and sign in
2. Connect your Google account via OAuth
3. Create a project per client
4. Link Google Ads and Google Search Console to that project
5. Open the dashboard—data is fetched in real time and visualized

Key modules at a glance

- Channel Overlap: find keywords where you can trim paid spend or scale; see Dashboards → Channel Overlap

- Search Gaps: surface opportunities where demand is high but coverage is weak; see Dashboards → Search Gaps
- Landing Page Optimizations: map search intent to page experience and cost share; see Dashboards → Landing Page Optimizations

What makes it different

- Real-time retrieval from Google Ads and GSC on view
- Opinionated workflows designed for agency deliverables
- Clear exports and admin-grade error visibility

Next: Create Your Account and Sign In