

Understanding Page Visibility: Which Pages Pull Their Weight (and Which Don't)



When we review a website, one of the first things we look at is page visibility. Not every page is equal. Some pages attract the right visitors and play an important role in generating enquiries. Others sit in the background with little activity, adding no value. Understanding the difference helps us identify what is working, what needs improving and what may need removing altogether.

This article explains how we assess visibility using Google Search Console and Google Analytics 4, and how we spot pages that help your business versus those that quietly hold it back.

What We Mean by “Page Visibility”

A visible page is a page that:

- appears in Google for relevant searches,
- receives impressions and clicks from potential customers,
- keeps people engaged and informed,
- and supports the journey towards enquiry.

A hidden or low-value page may exist on your website, but Google rarely shows it and visitors rarely view it.

How Google Search Console Helps Us See What Google Trusts

Search Console is one of the clearest diagnostic tools for understanding page visibility. It shows us page by page:

- how often a page appears in search results (impressions),
- how often someone clicked on it,
- which search terms triggered it,
- and where the page ranks on average.

When a page shows a healthy number of impressions and clicks for non-brand search terms, it is a sign that Google trusts it. If impressions are low or stuck, the page may not be aligned with what searchers are looking for, or it may be overshadowed by stronger pages elsewhere on your site.

What Google Analytics 4 Tells Us

GA4 works hand in hand with Search Console. Once people arrive on a page, GA4 shows us:

- how long visitors stay,
- whether they scroll or explore other pages,
- whether the page leads to meaningful actions,
- and whether audiences return later.

Later in the playbook we explain how GA4 audiences can be used to improve advertising. For this stage, all we need to know is that strong pages tend to attract engaged visitors, while weak pages struggle to hold attention.

Spotting Dead or Forgotten Pages

Many websites contain pages that serve no purpose. They may be old, buried, duplicated or simply no longer relevant. We spot these by looking for:

- pages with little or no impressions in Search Console,
- pages with zero or near-zero clicks,
- pages with no engagement in GA4,
- content that has not been updated for years,
- pages that no longer match what the business offers.

These pages often confuse visitors and dilute website performance. Sometimes they can be improved or repurposed, but often the best approach is to remove or redirect them.

Simple Signs That a Page Is Not Performing

There are a few straightforward indicators that a page is underperforming:

- It receives impressions but no clicks.
- Visitors leave within seconds.
- It rarely leads to deeper exploration of the site.
- Search Console shows it ranking for irrelevant terms.
- It appears only for brand searches and nothing broader.

These signs usually mean the page does not answer a clear question, does not match search intent or lacks the clarity needed to engage people.

How Pages Can Compete With Each Other

One issue we often discover during diagnostics is that websites unintentionally compete with themselves. When two or more pages cover a similar topic or use very similar wording, Google becomes unsure which page should rank. This leads to:

- both pages performing poorly,
- rankings bouncing around,
- visibility splitting rather than concentrating,
- and confusing journeys for visitors.

This is a common issue and easy to miss without page-level analysis. Later in the playbook we show how to fix and prevent this, but at this stage we simply identify where it is happening.

Interpreting the Findings Without Overcomplicating Things

Our goal at the diagnostics stage is not to dive into technical fixes but to identify where your website is working and where it is struggling. By looking at visibility, engagement and how pages relate to each other, we build a clear picture of:

- which pages support growth,
- which pages need attention,
- and which pages may be holding the site back.

This gives us a strong foundation before we move into the Website Structure & Planning section, where we decide how to realign, strengthen or restructure your content to support long-term growth.