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**KEYWORD FAST TEST TOOL**

**Testing links**

**Analytics:**

* Go to your website | Analytics (Site Kit) | Analytics link (bottom right of the page)
* Behaviour | Site Content | All Pages
* Put in appropriate dates (usually 6 months)
* Put in keyword
* Get results and add below

**Search:**

* Back to Analytics (Site Kit) | Search Console link (bottom left of the page)
* Put in dates
* Go to page | URL containing
* Add your keyword | Apply
* Get results and add below

***Example***

**Keywords**

Keyword: lawyers

Date: 23/12/22

**Analytics**

Dates: 1 June to 1 December 2022

Results: 9 views

**Search**

Impressions: 267

Clicks: 4

Average CTR: 1.5%

Average Position: 16.1

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