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**LINKU2 INTERNAL KEYWORD TEST TOOL**

***Where our Linku2 pages appear in Google and potential research for optimisation and future sales***

**Testing link Procedure**

**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***

***Keyword 1***

* *Keyword: lawyers*

***Analytics***

* *Results: 9 views*

***Search***

* *Impressions: 267*
* *Clicks: 4*
* *Average CTR: 1.5%*
* *Average Position: 16.1*

**Test**

**Analytics:**

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* 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
* **Industry targeted:**
* **Date test conducted:**
* **Period covered by test:**

**Keyword 1**

* Keyword:

**Analytics**

* Results:

**Search**

* Impressions:
* Clicks:
* Average CTR:
* Average Position:

**Keyword 2**

* Keyword:

**Analytics**

* Results:

**Search**

* Impressions:
* Clicks:
* Average CTR:
* Average Position:

**Keyword 3**

* Keyword:

**Analytics**

* Results:

**Search**

* Impressions:
* Clicks:
* Average CTR:
* Average Position:

**Keyword 4**

* Keyword:

**Analytics**

* Results:

**Search**

* Impressions:
* Clicks:
* Average CTR:
* Average Position:

**TARGET MARKET**

No of directory category listed businesses:

How and where they appear in current above keyword searches:

Level of interest expected (scale 1-10 with 10 being excellent):

**Summary**

*Complete this section only if you feel you want to continue with the optimisation and sales process*

* Keywords to target:
* List with all main suburb prefixes:

List:

Use Keywords Everywhere to find –

* Related keywords:
* People Also Searched For:
* Long-tail keywords:

**Full list of keywords to add (no spaces between, separated by a comma only):**

**Categories to add to:**