

Here's a summary of the Google Search Console keyword audit work completed for your site, explaining the main steps and how they support your site's organic traffic goals:

Google Search Console (GSC) Keyword Audit Summary

We conducted an in-depth audit of your website's keyword performance using Google Search Console (GSC). This review is designed to enhance your site's keyword strategy, improve visibility, and increase organic traffic. Here's an overview of the key steps we took and why each is important:

- 1 Top-Performing Keywords:** We reviewed the "Performance" report in GSC to identify which keywords generate the most impressions, clicks, and rank positions. This helped us understand which terms are already bringing users to your site and where your site has strong visibility in search results.
- 2 Keyword Rankings Evaluation:** We analysed the ranking positions for each keyword. Keywords on the first page (positions 1-10) are highly valuable, as they attract the most traffic. For keywords on the second page (positions 11-20), we noted areas for potential optimisation to improve their rankings and visibility.
- 3 Click-Through Rate (CTR) Assessment:** The CTR metric in GSC shows the percentage of users who click on your site's link after seeing it in search results. We identified keywords with high ranks but low CTR, which suggests the need to refine meta titles and descriptions to make these listings more attractive and capture more clicks.
- 4 Opportunity Identification:** For keywords that show high impressions but are ranked lower, we identified opportunities for improvement. Optimising existing content, strengthening internal linking, or creating new content targeting these terms can help improve rankings and capture additional traffic.
- 5 Monitoring and Adjustments:** This audit serves as a benchmark to track improvements over time. We'll continue to monitor keyword performance and refine our approach based on how rankings, impressions, and CTR evolve after optimisation.

This keyword audit provides a clear view of your current search performance and a roadmap to improve visibility for priority keywords. Let us know if you have questions or want to discuss specific findings in more detail.