

Detailed Build Steps (10 min)

1 — Create the Data Sources

1. Open **Looker Studio** → **Create** → **Data Source**.
2. Choose **Google Analytics** → pick your GA4 property → name it “GA4 Organic”.
3. Repeat: **Google Search Console** → Site Impression view → name it “GSC All Queries”.
4. (Optional) Add **File Upload** for backlinks CSV → name it “Backlinks CSV”.

2 — Start a Blank Report

1. Click **Create** → **Report** → add the three sources you just made.

3 — Add Scorecards

1. Insert → **Scorecard** → Data Source = GA4 Organic.

Metric = **Users** → Style tab → rename label “Organic Traffic”.

Filter → Add → include Default Channel Group = Organic Search.
2. Duplicate the card four times, assign each the metric + source listed in the table above.

4 — Apply Date Controls

- Insert → **Date Range Control** → top-right corner.
- Set default to **Last 28 days** (users can change).

5 — Tidy Layout

- Align cards in a 2×3 grid (three top, three bottom).
- Turn on **Compact numbers** in Style if large sites.
- Optional: add sparklines (Scorecard → Show Sparkline) for quick trend view.

6 — Save as Template

1. File → **Make copy** → keep data sources switched to “Do not share” → share the link you copy into your page (href="#").