

ENTERPRISE · SEO · ORGANIC SEARCH

SEO ROI Calculator Manual

Projecting organic traffic growth, lead generation, and revenue return on SEO investment.

WHAT THIS CALCULATOR DOES

The SEO ROI Calculator helps businesses understand the financial return on their investment in search engine optimisation. Unlike paid media, SEO is a compounding long-term asset. The calculator projects how your current organic traffic, conversion rates, and client values translate into revenue, and models the growth achievable through consistent SEO investment.

HOW IT WORKS

Adjust the five sliders to reflect your current organic search performance. The calculator projects both your current revenue from organic traffic and a 12-month growth scenario based on typical SEO performance benchmarks. It also calculates the equivalent PPC value of your organic traffic – showing what you would need to spend on paid ads to replace it.

INPUT SLIDERS EXPLAINED

INPUT	DEFAULT	DESCRIPTION
Monthly Organic Sessions	2,000	The number of visitors arriving at your website each month from organic search. Find this in Google Analytics under Acquisition > Organic Search.
Organic Lead Conversion Rate	2.5%	The percentage of organic visitors who convert into leads. Industry average is 1-5% depending on sector and website quality.
Lead to Client Rate	15%	The percentage of leads who become paying clients. This is your overall sales conversion rate from initial enquiry to closed deal.
Average Client Value (Annual)	\$8,000	The average annual revenue from a single client. For project-based businesses use average project value. For retainers use annual contract value.
Monthly SEO Investment	\$2,000	Your total monthly spend on SEO including agency fees, content production, link building, and tools or software.

OUTPUT METRICS EXPLAINED

OUTPUT METRIC	HOW IT'S CALCULATED
Projected Annual Revenue	Revenue from optimised organic performance. Based on 2.8x traffic growth and improved conversion rates over 12 months of consistent SEO.
Projected Monthly Traffic	Estimated monthly organic sessions after 12 months of SEO investment, based on industry average growth rates for sustained campaigns.
Traffic Value (PPC equiv.)	The equivalent monthly cost to generate the same traffic through paid search. Shows the compounding value of organic rankings.
Current SEO ROI	Current Annual Revenue from Organic / Annual SEO Investment. Dollars of revenue currently generated per dollar invested in SEO.
Projected SEO ROI	Projected Annual Revenue / Annual SEO Investment. Your return once SEO efforts have compounded over 12 months.
New Clients/Month	Projected monthly new clients from organic search after growth. Sessions x Conversion Rate x Lead-to-Client Rate.
Annual SEO Investment	Monthly SEO Investment x 12. Your total yearly spend used to calculate ROI.

CALCULATION FORMULAS

Monthly Leads = Monthly Sessions x (Conversion Rate / 100)

Monthly Clients = Monthly Leads x (Lead to Client Rate / 100)

Monthly Revenue = Monthly Clients x Average Client Value

Annual Revenue = Monthly Revenue x 12

SEO ROI = Annual Revenue / Annual SEO Investment

Projected Sessions = Current Sessions x 2.8 (12-month benchmark)

Traffic Value = Projected Sessions x \$3.20 (avg PPC cost per visitor)

Annual SEO Investment = Monthly Investment x 12

TIPS FOR BEST RESULTS

- Find monthly organic sessions in Google Analytics 4 under Reports > Acquisition > Traffic Acquisition, filtered to Organic Search.
- A realistic conversion rate for most B2B websites is 1-3%. E-commerce can be 2-5%.
- SEO is a 6-12 month investment. Projected figures reflect performance after sustained effort, not month one.
- The traffic value metric is particularly useful for demonstrating SEO value to stakeholders who think in paid media terms.

- If current SEO ROI is below 1x, conversion rate or client value may be the constraint – not traffic volume.

Ready to unlock these results? Book a free strategy session at jumpdigital.com.au/contact