



ROI. And lots of it



The key to SEO is ROI. Making a return on the investment in SEO is the only reason to commit longterm to SEO in the first place. In order to track SEO effectively deliverables must be agreed and a monetary value assigned to each before the commencement of the campaign so it can then be measured effectively against the pre-SEO stats and therefore SEO Campaign ROI can be calculated.

1. Tracking SEO

In order to track ROI for an SEO campaign we must:

1. Define the goals of the SEO Campaign
2. Establish the baseline from which to measure from
3. Implement SEO and collect data after agreed timeline
4. Compare baseline data with new data
5. Refine the SEO campaign

Some possible SEO goals:

increased sales
 more leads
 more ad revenue
 increased traffic
 more downloads
 increased donations
 more sign ups / subscriptions
 increased offline store sales

2. Smart

SEO is as measurable as PPC and significantly more than most offline marketing channels. However, it is important that the objectives of an SEO campaign are the right objectives. We use the SMART plan.

Setting **SMART** objectives:

- **Specific objectives** - we set very specific objectives e.g. 45% increase in site traffic.
- **Measurable objectives** - the specific objectives must be measurable e.g. analytics software/Apollo.
- **Achievable objectives** - the specific objectives must be attainable with the resources available e.g. budget.
- **Realistic objectives** - the specific objectives must be realistic in the content of general resources available e.g. ability for website to deal with increased traffic.
- **Time-bound milestones and deadlines** - the specific objectives must be time-bound so as to be measurable e.g. 45% increase in site traffic within 9 months of start of SEO.

Specific Measurable Achievable
Realistic Time-bound objectives.

3. KPIs

In order to measure the specific objectives the performance of the SEO campaign is tracked on a day to day basis using Key Performance Indicators.

The KPIs we use for SEO campaigns are:

- Number 1 Rankings
- Top 30 Rankings
- Position Changes
- Keyword Traffic
- Keyword Conversions
- Traffic by Engine
- Traffic by Referrer
- Link Popularity
- Entry and Exit Pages

All the above KPIs can be monitored daily using our Apollo campaign management software which each Place1 customer has there own log in to.

"All KPIs are constantly measured by Apollo campaign management software and are viewable 24hrs a day."

4. What's my Return?

How do we estimate your ROI for the campaign before commencement? Two steps - first we estimate the SEO Revenue, and then we estimate the ROI of the campaign.

1. SEO Revenue = Number of searches on your keywords x est. click through rate x est. conversion rate x est. transaction amount (profit per sale/lead value etc)

Keyword phrase 'casio digital camera' has 90,500 searches per month in the UK. Using an average click through rate of 10% for page 1 ranking (number 1 ranking on page 1 on Google has a 40% click through rate), an average conversion rate of 5% (industry average) and a profit per sale for each camera of £100 we get:

SEO Revenue = 90,500 x 10% x 5% x £100 = £45,250

2. SEO ROI = SEO Revenue/ SEO Cost

Using an estimated average monthly SEO cost of £2000 for a large complex e-commerce site in a very competitive industry and including the initial 6 months of work with no returns we get:

SEO ROI = £45,250/£12000 = an ROI of 3.7x

but then for every month after month 6

SEO ROI = £45,250/£2000 = an ROI of 22x

What's my Return

1. **SEO Revenue** = Number of searches on your keywords x est. click through rate x est. conversion rate x est. transaction amount (profit per sale/lead value etc)
2. **SEO ROI** = SEO Revenue/ SEO Cost

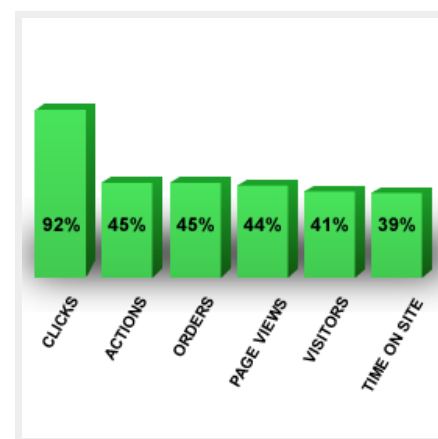
5. SEO ROI vs Offline advertising ROI

SEO is significantly cheaper, more effective and more accountable as a marketing channel than offline advertising such as magazines, newspapers and television. The saying 'As seen on TV' is being replaced with 'As found on the web'. In fact, every £1 spent on online advertising drives £6 offline spending (Yahoo study, 2007).

Every £1 spent on online advertising creates £6 offline expenditure in stores

6. SEO ROI vs Pay Per Click/Adwords ROI

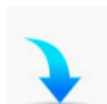
- 85 % of searchers click on natural results.
- The top 4 paid for slots are the equivalent of positions 7 to 10 in natural listings making a top 3 natural ranking worth 3 times the paid for number 1 position.
- 43% of all users make up to 3 visits over a couple of days to complete the sale - meaning PPC will cost significantly more.
- PPC prices are susceptible to market forces - and the more competition the more expensive they become.
- PPC listings disappear once the daily budget has been reached.
- Incorporating SEO into a Paid Search Campaign can increase click thru by 91%, orders by 45% and time on site by 38%. (ICCrossing Report)



Online Performance Percentage change when integrating natural and prepaid search.

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Please email us at info@place1.co.uk or call us on **0207 6177416** and we will be more than happy to discuss your SEO requirements or answer any questions you may have.

Alternatively, fill in our contact form [here](#).

Thank you for your time.
 with regards
 The Place1 Team

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About Us

Place1 is a rapidly growing young and vibrant SEO company based in Bethnal Green, London. Our directors have worked in Internet Marketing since 2002.

Place1 is a breath of fresh air in the SEO industry because of our commitment to customer service, attention to detail and complete openness with our methods. This is underlined by our customer's 24hr access to the Apollo App which allows them to see anything and everything we do in relation to their campaign. We hide nothing. We don't believe SEO is a dark art, it is a marketing service firmly based on return of investment.

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