HOW TO

ESTIMATE SEO ROI

FROM CONTENT MARKETING

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Why read this guide?

You’re creating content. But is it working?

You’re questioning the investment of producing content. Your traffic and conversions are increasing, but at a slower pace than you expected. Why is it taking so long? Is content marketing actually worth the investment versus other marketing channels?

This is what this guide helps you solve.

Content marketing is an investment - particularly for driving search traffic. It takes time. But after you continuously build the best educational content in your industry, search revenue from content marketing is the gift that keeps on giving; aggregating thousands, if not millions, of additional dollars each month.

You’ll discover how to:

• Calculate revenue potential from organic traffic against competitors
• Estimate your costs to develop a content marketing budget
• Determine your timeline required to outperform competitors

Generating ROI from search traffic is an intensive process. No longer can spammy, link-building methods be utilized - content marketing is the only effective, long-term solution to building ROI from search traffic.

Ready? Let’s get started.

Expert Tip

Follow along using the calculator on siegmedia.com/roi-calculator, where you can experiment with goal, cost and revenue numbers for your own business.

Note: the calculator’s default numbers are from the Pacific Surf and Summit (a fake business created to illustrate to measurements throughout this entire guide), so you can follow along.
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Disclaimer

Content marketing has far more benefits than driving search traffic.

Please keep note of this.

However, it has sufficient impact on your bottom line if your content answers questions prospects have about your products or services. When you have a question, and no one around you has the answer, where do you turn?

Google.

This guide was created to help you measure that potential revenue increase from search traffic.

This is an advanced guide. We assume you have knowledge how to build content that ranks in search engines, but don’t understand how to measure the potential of ranking in search engines.

While following along, you should take these numbers as a rough estimate. As with any ROI estimation, there are numerous variables and moving parts attributed to calculating your competitive environment, budget and potential revenue.

But if you follow the steps outlined, you’ll be able to roughly understand how to generate effective search ROI from content marketing - which can eventually become a multi-million dollar marketing asset.
THE FOUNDATION OF EFFECTIVE CONTENT
Why Create Content?

When people have a problem or question, they turn to Google. If you can answer your prospective customer’s questions better than anyone else, you will undoubtedly gain awareness, trust and respect (over time) of those interested in your solution - expanding the lifetime value of customers.

Those who educate the best, will be the best in business. This is a transformational shift in the modern world of marketing.

This is essential for understanding how to generate SEO ROI with content marketing.

Building an Effective Content Marketing Strategy

Simply put, you’ll rank if you have best possible result for that query, given you have enough relevant links (meaning the links are from authoritative websites in your industry) to get there.

However, let’s dive one step deeper, uncovering what it takes to be the best result for that search query (hang tight, we’ll cover how many links you need in a few pages).

Besides having enough relevant links, these are the 5 critical steps you cannot avoid when creating content. Without these, it’s difficult to be successful with content marketing.
1. Beautiful and Elegant Website Design

An elegant user experience is essential for your customers, for both the product pages and blog. Your customers should have zero issues navigating to whatever product or topic they’re searching for, while also satisfied with the aesthetics and overall design of your website. Design influences perceived authority and trust; something you should never compromise.

2. Quality > Quantity

Creating content is more than having great content; it’s having the best content on that specific, niche topic or question. You should follow basic principles to break up text with headers, images, video, bullet points and concise paragraphs, while also working to develop dynamic elements that separate a boring 300-word article from an interactive visualization that solves an advanced problem.

3. Qualified Traffic > Traffic

Just because your blog posts are driving eyeballs, doesn’t mean they’re driving the correct eyeballs. Your content should attract your ideal customer, not just any person, as defined by your user persona. If you don’t have a user persona developed, here is a massive resource to get started. If you aren’t driving qualified traffic, it’s likely Google will also figure out that as well, leaving you without much traffic at all.
4. Defined Conversion Funnel

Unless your business goal is brand awareness, capturing qualified search traffic is useless if you’re not converting readers into leads. You should be converting your traffic by acquiring emails through mouth-watering offers (such as this eBook ;) that push readers to optimized landing pages.

But let’s be clear - will a user who found you for the first time via Google give up their email address when they see your email opt-in form? 95% of the time, no.

Content marketing is about building trust and rapport, leveraging multiple touch points that answer your prospect’s questions. If you’ve helped them enough they’ll consider either opting into your newsletter, where you can then nurture them into customers.

5. Marketing Flywheel

Building a marketing flywheel is about gaining subscribers, followers and ranking for organic search results. This guide is focused primarily on the latter.

As Rand Fishkin, founder of Moz, elegantly stated, “When people are on Google, they’re in ‘do things mode.’ When people are on social media, they’re in ‘browse mode.’”

Catch people in both modes and you’ll begin growing your email list, increasing followers and ranking for search results - the three ingredients to building your content marketing flywheel.
DEFINING SEO ROI
This guide is called *How to Estimate SEO ROI from Content Marketing*, which in essence means:

*How to increase revenue from organic traffic by measuring and projecting the costs and key performance indicators (KPIs) associated with content marketing that influence SEO.*

You’ll learn how to estimate revenue and expenses, getting a visual outline of your return on investment. Ranking for competitive search results is a time-intensive process. However, once you get to your target goal, it pays off in huge dividends.

Again, we’re only measuring content marketing’s effect on organic search; not accounting for other traffic sources such as email, social media, direct or referral. This analysis is strictly about search results and doesn’t measure the amount of subscribers or social media followers.

By utilizing content marketing in the right way, you’ll likely multiply the total investment from your efforts by seeing revenue through other channels. This can’t be emphasized enough.

**Time to start number crunching.**
3

REVERSE ENGINEERING GOALS
To estimate SEO ROI from content marketing, you need to determine specific goals and benchmarks.

From this point forward, we’re going to illustrate our measurements using a fictitious eCommerce company in the adventure sports industry. For simplicity terms throughout the measurement process, let’s make up a name.

We’re headquartered in San Diego, so we’ll call it Pacific Surf and Summit.

**List Your Competition**

For Pacific Surf and Summit, the big players in the eCommerce adventure sports apparel industry are:

![List Your Competition Logos]

The next step is discovering the revenue potential from each competitor.
Revenue Estimate

Using SEMRush, you can estimate their monthly search traffic revenue by simply plugging in the URL into the search bar, such as like this:

Next, list all of the competitors side-by-side to compare Organic Search Traffic Cost:
SEMRush defines the Organic Search Traffic Cost as, “the estimated price of organic keywords in Google AdWords.” In layman terms, this is the projected monthly amount of revenue Backcountry.com earns from organic traffic.

We're aiming to create a very large and powerful brand, so we're going to "roughly" calculate what it would take to compete with Backcountry.com - the second largest of competitors, behind REI. We do this also to set a reasonable expectation of potential rather than the biggest revenue generating company.

If Pacific Surf and Summit can compete with Backcountry.com, they have the potential to be earning $968,000 per month from organic traffic. This is our revenue goal.

Note: Backcountry.com’s Organic Search Traffic Cost may have increased since the time of this original calculation.
Domain Authority and LRDs Estimate

After discovering your revenue goal, you'll need to estimate the Domain Authority and number of Linking Root Domains, or LRDs, needed.

Plot out the four competitors who had the top SEMRush Organic Search Traffic Cost. In our case, these are REI, Backcountry.com, Sierra Trading Post and Moosejaw:

**REI – Top-Brand Clothing, Gear, Footwear and Expert**

www.rei.com/ REI

From backpacking to cycling to staying in shape and more, outfit your outdoor activities with the latest gear, clothing & footwear at REI.

3) PA: 88 | 141,065 links / 6,100 RDS | DA: 66 | 31,288,750 links / 19,566 RDS | Link Analysis

**Backcountry.com: Outdoor Gear & Clothing | Run, Camp**

www.backcountry.com/ Backcountry.com

12 DAYS OF DEALS - Find the foremost selection of The North Face, Patagonia, Mountain Hardwear, Arcteryx & Marmot outdoor gear & apparel.

Outlet - Men's Outdoor Clothing - Women's Clothing - Bike

5) PA: 81 | 103,612 links / 1,935 RDS | DA: 77 | 15,743,424 links / 4,739 RDS | Link Analysis

**Outdoor Gear - Sierra Trading Post**

www.sierratradingpost.com/outdoor-gear-d-2/ Backcountry.com

Outdoor Gear: Camping & Hiking, Hunting Gear, Binoculars & Cameras, Snow Sports, Water Sports, Sunglasses, and more. Save up to 70%. Love the Deals.

4) PA: 1 | 0 links / 0 RDS | DA: 71 | 2,070,692 links / 3,372 RDS | Link Analysis

**North Face Jackets | Patagonia Jackets | Arcteryx Jackets**

www.moosejaw.com/ Moosejaw

Get free shipping on jackets, clothing and outdoor gear orders over $49, plus get 10% back in Moosejaw Rewards Points to earn free gear.

Sale - The North Face - Rewards - Backpacking Gear

1) PA: 65 | 7,236 links / 876 RDS | DA: 62 | 1,261,977 links / 1,720 RDS | Link Analysis

This information can be found by downloading the free MozBar extension in your browser.
Domain Authority (DA)

To compete against Backcountry.com, we’ll need a Domain Authority (DA) of approximately 77.

Linking Root Domains (LRDs)

If we aim to compete against Backcountry.com, we’ll need approximately 4,739 LRDs. This can vary depending on the quality and relevance of the LRDs (if you have fewer links but they tend to be from high-authority websites, you can get to 77 DA quicker). It’s good practice observe competitors to see if there are link outliers to see if this estimation seems reasonable, so you can adjust accordingly.

Number of Links Per Month

In order to calculate the number of LRDs we’ll get per month, let’s divide that into two sections - how many LRDs we’ll get through content marketing and how many LRDs we’ll get through other SEO activities.

First, let’s estimate how many LRDs we’ll get through content marketing. These examples include blog posts, interactive tools, massive guides, webinars and other similar examples. For our example, let’s say we average 4 LRDs per piece of content and we create 8 pieces of content per month. That totals 32 LRDs per month.

Second, let’s estimate how many LRDs we’ll get through other marketing and SEO activities. Some examples include on-page adjustments for SEO, traditional link building or when someone links to your homepage because of a television ad your ran. Anything that could possibly result in a link, that isn’t directly related to content marketing activities. For our example, let’s say we average 10 LRDs per month in this category.

Thus in total each month, we get 42 links. However, we need to account for link attrition. This is when links naturally break over time because webmasters decide not to renew their domain, or there’s a redesign, or something else.

If we assume a 5% attrition rate (we suggest keeping it between 5% and 10%), this drops our number of links per month to approximately 40 links.
Disclaimer: These link numbers are only estimates. Once you start producing content and developing other content marketing initiatives, you can adjust these accordingly to your results. But for now, these are estimates for demonstrational purposes only.

**Number of Years to Compete**

If we build 40 links per month and need 4,739 LRDs to compete, it would take approximately 119 months or 9.9 years. Don’t panic - this is normal in any sophisticated market.

It’s important to keep in mind the number of years is an approximation. Over time, the DA and PA (thus, the number of LRDs) are likely to increase for competitors websites, but don’t get too caught up in that initially. Although competitor growth is vital to consider, that’s a slightly more advanced topic when trying to calculate what resources you roughly need to compete.

Keep in mind you’ll need to adjust for their organic traffic growth, not just your own, as you begin to run a more in-depth competitor analysis.

Remember, you can follow along using the ROI Calculator to play around with these numbers (or input your own business’ numbers) in real-time.
Page Authority (PA)

Although Domain Authority will roughly estimate what you need to compete, it’s vital we mention the impact of Page Authority (PA). Page Authority dictates the value of specific pages, whereas Domain Authority dictates the value of the entire domain.

Due to the complexity of calculating PA of multiple pages on one domain, we’re not going to include this in the calculation. However, we’ll briefly illustrate an example of why it matters.

If we want to rank for the search query “surfboard size chart,” which gets 880 searches per month, we’ll have to consider the PA of the pages that rank for this term, in addition to the DA.

This is illustrated below.
If we had a Page Authority of 19 and Domain Authority of 32, we’d be equivalent to the third result, rustysurfboards.com. If we had a DA of 32, but had a PA of 30 (assuming all else equal; they’re also an online retailer in the same industry), we’d rank higher.

There are many complex factors that go into understand Page Authority, but for our reasoning, it’s beyond the scope of this book. You can find more information about PA in the resources section at the end of the guide.
CALCULATING EXPENSES
Monthly Content Marketing Expense

The easiest way to determine your content marketing expense, is to multiply labor hours by how many pieces of content you create per month.

Illustrating our example using Pacific Surf and Summit, we create 8 pieces of large content per month. If that’s split between 3 content creators (1 writer, 1 designer, 1 developer) who average a $50,000 salary ($4,166 per month per person), that’s $12,500 per month:

<table>
<thead>
<tr>
<th>Monthly content marketing expense</th>
<th># of content creators x avg. monthly salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly content marketing expense</td>
<td>3 people x $4,166</td>
</tr>
<tr>
<td>Monthly content marketing expense</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

As a reminder from Chapter 3, we get 32 LRDs per month from content marketing.

Monthly SEO Expense

Now estimating the “SEO expense” can be tricky. As a warning, it’s difficult to allocate these costs. This follows a pseudo-multi-touch attribution model, where you attribute labor costs to anything that influences SEO. Again, this cost is very difficult to discover, but we’ll try to illustrate a basic example on the next page.

Let’s say we have an 10 salaries, that average $50,000 annual salary, to pay:

- **Category A** - 2 SEO Managers
- **Category B** - 4 Website Designers
- **Category C** - 4 Website Developers
The website designers and developer’s salary contribute to more than SEO, but the SEO Director’s salary is primarily dedicated to SEO (obviously), so each gets different attribution.

Let’s say 40% of revenue comes from SEO, so we’ll attribute 40% of the website designer and website developer salaries to this expense. Thus, each designer and developer only accounts for roughly $1,666 per month per person.

The grand total for all ten salaries is now $21,664.

<table>
<thead>
<tr>
<th>Monthly SEO Expense</th>
<th>(category A # of people x monthly salary x % to SEO) + (category B # of people x monthly salary % to SEO) + (category C # of people x monthly salary x % to SEO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly SEO Expense</td>
<td>((2 \times 4,166 \times 100%) + (4 \times 4,166 \times 40%) + (4 \times 4,166 \times 40%))</td>
</tr>
<tr>
<td>Monthly SEO Expense</td>
<td>$21,664</td>
</tr>
</tbody>
</table>

As a reminder, we get 10 LRDs per month from these expenses.

Disclaimer: Again, this SEO expense estimate is just that... an estimate.
Optional: Additional Website Expense

If you’re calculating the SEO ROI potential of a new business idea, you’ll want to account for the cost to develop your first website. We’re not talking about just getting a basic website live, we’re talking about the first, fully-completed version of your website.

These estimated expenses should include market research, idea validation, competitor analysis, UX, design, prototyping, beta testing, redesign and final development. The process to develop a fully-functional eCommerce website (similar to backcountry.com) isn’t cheap, so we’ll estimate costs for Pacific Surf and Summit to be $300,000.

Since this is a new business idea, we’ll use this cost of $300,000 in the Chapter 6 timeline and on the ROI Calculator.
Cost Per Linking Root Domain (CPLRD)

A Critical Cost Analysis

So far, you should understand how to estimate your costs. However, as you start scaling your marketing activities, you’ll want to learn not only how to calculate costs, but how to optimize them.

A valuable metric to optimize costs is the cost-per-LRD, or CPLRD, which tell you how much money it takes to acquire each LRD. You can lower your CPLRD by either reducing total marketing costs per month or increasing the number of links generated per month.

For Pacific Surf and Summit, our total monthly expenses are $19,998. Our total LRDs per month, as mentioned in chapter 3, are approximately 40 (this includes our 5% link attrition rate). Calculating CPLRD is now just simple division:

<table>
<thead>
<tr>
<th>CPLRD</th>
<th>Total Monthly Expenses / Total Monthly LRDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPLRD</td>
<td>$19,998 / 40</td>
</tr>
<tr>
<td>CPLRD</td>
<td>$501</td>
</tr>
</tbody>
</table>

Thus, it takes $501 to acquire an LRD.

As we scale, we’ll want to work on optimizing our CPLRD to get a higher ROI. Let’s say for example, we reduce our total monthly expenses to $15,000 per month (with the same number of LRDs per month, at 40):

<table>
<thead>
<tr>
<th>CPLRD</th>
<th>Total Monthly Expenses / Total Monthly LRDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPLRD</td>
<td>$15,000 / 40</td>
</tr>
<tr>
<td>CPLRD</td>
<td>$375</td>
</tr>
</tbody>
</table>

This would drop our CPLRD to $375. We could also reduce our CPLRD by increasing the number of LRDs (or our efficiency in building content) per month. Let’s say for example, we increase the total monthly LRDs to 53 (while keeping costs the same as the original, at $19,998):
<table>
<thead>
<tr>
<th>CPLRD</th>
<th>Total Monthly Marketing Cost / Total Monthly LRDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPLRD</td>
<td>$19,998 / 53</td>
</tr>
<tr>
<td>CPLRD</td>
<td>$375</td>
</tr>
</tbody>
</table>

This would also drop our CPLRD to roughly $375.

In this scenario, we have two options - decrease monthly marketing expenses by $4,998 or obtain 13 more LRDs per month at the same cost. Many times, it’s merely increasing your efficiency in creating content that captures the most LRDs per month.

If you need assistance obtaining more LRDs per piece of content, see our content marketing services.
Calculating revenue for Pacific Surf and Summit is fairly simple, because we already found our goal in chapter 3. Remember this graphic?

Backcountry’s estimated monthly revenue from search traffic is currently $968,000. In our case, we’re estimating it will take 9.9 years, or 119 months, to reach that monthly revenue.

However, a website usually takes at least 6 months to generate search revenue, so we’re going to calculate our average monthly revenue increase using 113 months:

<table>
<thead>
<tr>
<th>Avg. monthly revenue increase</th>
<th>$968,000 / (119 months - 6 months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. monthly revenue increase</td>
<td>$968,000 / 113 months</td>
</tr>
<tr>
<td>Avg. monthly revenue increase</td>
<td>$8,584</td>
</tr>
</tbody>
</table>

Thus, for the first 6 months we’ll make $0. For the next 113 months, revenue will increase by $8,584 each month on average. Again, this is just a projection and your results will likely vary wildly, but this will help establish an initial expectation for your business.

Will you realistically go from making $0 in revenue to over $8,000 the next month? No, that would never happen. The revenue would increase at a much more gradual rate, so you need to keep in mind this is a rough estimate.

We’ll elaborate upon this principle of exponential revenue growth in the next chapter, where we visualize revenue and costs over 9.9 years.
Expenses Recap

As a recap, we estimate expenses to be:

- $12,500 per month for content marketing
- $21,664 per month for “SEO expenses”
- $300,000 one-time cost for the initial website

This means the total monthly expenses are $34,164 for Pacific Surf and Summit stay the same every single month. Granted, this is using a linear curve, averaging out the cost over 9.9 years. In the first few years, the costs will be less. In the latter years, the costs will be more. This is just a rough estimate for each month.

This monthly expense of $34,164 can be found on column D on the sheet titled ‘Profit and ROI Timeline’. For clarity, it’s highlighted in red in the image below:

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So far, we’ve found average monthly expenses and average monthly revenue. Now we can visualize these financial projections for Pacific Surf and Summit.
However, Total Expenses to Date has each month’s $34,164 added to the previous month, in addition to including the initial $300,000 website expense. It can be found on column G on the sheet titled ‘Profit and ROI Timeline’. For clarity, it’s highlighted in red in the image below:

<p>| A       | B       | C       | D       | E       | F       | G       | H       | I       | J       | K       | L       | M       | N       |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|</p>
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<th>Year</th>
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<th>Initial Website Cost</th>
<th>Monthly Expenses</th>
<th>Monthly Search Revenue</th>
<th>Monthly Profit</th>
<th>Total Expenses to Date</th>
<th>Total Search Revenue to Date</th>
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<th>ROI to Date</th>
<th>Total Search Revenue &amp; Expenses Visualized Over 15 Years</th>
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Revenue Recap

We estimate to be earning an additional $8,584 each month, starting on month 7 (remember, during months 1-6 we’re generating no revenue from search).

Unlike how costs remain the same each month, search revenue compounds over time. This is the power using content marketing to lead your SEO initiatives and drive organic traffic.

Because you don’t earn $8,584 per month over 9.9 years - but rather an additional $8,584 each month over 9.9 years. Thus, at the end of the 24th month, you’ll be earning $154,507 - far surpassing that month’s expenses.

Similar to our disclaimer with the expenses, this is average search revenue over 9.9 years. In the first few years, the revenue will be growing at a lesser rate (i.e. it won’t go from $0 in month 6 to $8,584 in month 7). But in the latter years, the revenue grow at a faster pace. This average monthly increase of...
$8,584 is just that - an average. Keep that in mind and don’t take it too literally.

Pacific Surf and Summit's Monthly Search Revenue is on column E on the sheet titled 'Profit and ROI Timeline'. For clarity, it’s highlighted in red in the image below:

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<th>Initial Website Cost</th>
<th>Monthly Expenses</th>
<th>Monthly Search Revenue</th>
<th>Monthly Profit</th>
<th>Total Expenses to Date</th>
<th>Total Search Revenue to Date</th>
<th>Total Profit to Date</th>
<th>ROI to Date</th>
<th>Total Search Revenue &amp; Expenses Visualized Over 15 Years</th>
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After 1 Year: Revenue & Expenses

After 2 Years: Revenue & Expenses
Profit Timeline

Putting costs and revenue together, these are the projections for Pacific Surf and Summit after reaching the target revenue goal of $968,000 per month.

You’ll notice that revenue is vastly greater than costs after 10 years because of the exponential growth.

However, if you look closer at this graph for only the first 2 years, you’ll see the difference in exponential revenue growth versus linear cost growth:
You can also see that using our current numbers, Pacific Surf and Summit has a break-even point at 21 months.

Once again, $8,584 is the average search revenue increase per month, so it wouldn’t grow this rapidly in the beginning. At the same time, the average total monthly expenses are $34,164, so it wouldn’t be as large in the beginning.

Use this break-even point only as a rough estimate, as there are numerous variables that influences this figure.

Hopefully this example for Pacific Surf and Summit has been helpful illustrating the numbers, but chances are you’ll want to do this yourself.

**That’s exactly why we made the Siege Media ROI Calculator**

---

**Moz Campaign Tracking**

You can estimate numbers in the beginning of the process, like we did for Pacific Surf and Summit, but those figures will inevitably change. Instead of using original numbers, use Moz Campaign Tracking to monitor change once you get started. It is an efficient method to monitor growth of Domain Authority and LRDs over time - a necessity for growing your content marketing campaign. You can also input competitors to better project growth.
You simply need to plug in these inputs:

**Goals**
- How many LRDs are needed for the domain?
- How many LRDs do you average per piece of content marketing?
- How many pieces of content marketing do you create per month?
- How many LRDs do you get per month for all other reasons?
- What is your estimated link attrition rate? (we suggest keeping this at 5%)

**Expenses**
- What are your content marketing expenses per month?
- What are your SEO expenses per month?
- Optional: If you’re creating a new web business, how much will the first, fully-completed version of your website cost?

**Revenue**
- What is your target traffic value, as based on SEMRush’s “Traffic Cost” metric?

Many of the costs will be arbitrary estimates until you start tracking data. However, the “goals” and “revenue” numbers are found using the tools in SEMRush and Moz.

Keep in mind this tool wasn’t developed to be 100% precise. It would be impossible to create a 100% accurate ROI calculator. Rather, it was developed for you to experiment. Experiment with different scenarios, getting a rough idea of what it takes to compete, and understanding how to generate SEO ROI with content marketing. But most importantly, visualizing the power of compounding search engine revenue, versus linear costs.
You now have the knowledge to:

- Calculate revenue potential from organic traffic against competitors
- Estimate your costs to develop a content marketing budget
- Determine your timeline required to outperform competitors

Keep in mind that content marketing is an investment. It takes time. But after you continuously build the best content in your industry, search revenue from content marketing is the gift that keeps on giving. As illustrated with our example from Pacific Surf and Summit, you have the potential to earn millions of dollars from organic traffic.

Whether or not you take advantage of that, is up to you.

Try the content marketing ROI CALCULATOR

Get Started

Additional Resources

TOOLS
- SEMRush
- MozBar
- Moz Pro

CONTENT
- Link to original SlideShare deck
- More details on Page Authority
- More details on Domain Authority
LET’S CREATE SOMETHING AMAZING TOGETHER.

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858.609.9118