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SEO_ROI_Calculation_G...

Code

Preview

	$\frac{\text{Multiplier} - \text{Cost}}{\text{Cost}} \times \text{revenue (SaaS, subscriptions)}$	100%
Organic CAC	Total SEO Cost ÷ New Customers from Organic	Understanding customer acquisition cost per channel
PPC Equivalent Value	Organic Clicks × Avg. CPC for Target Keywords	Showing cost savings vs. buying the same traffic

Important:

SEO ROI compounds over time. A 6-month-old blog post may generate revenue for years. When reporting, include both *current* ROI and *projected lifetime* ROI for content assets.

STEP 5

Communicate ROI

Calculating ROI is worthless if you can't communicate it effectively. The C-suite doesn't care about rankings — they care about revenue, growth, and competitive advantage.

Build Your Executive Dashboard

- ✓

Lead with Revenue: Put total SEO-attributed revenue at the top. Large, bold, impossible to miss.
- ✓

Show Trend Over Time: A line chart of monthly SEO revenue for the past 12 months tells a story that a single number cannot.
- ✓

Compare to PPC: Show what the same traffic would cost if purchased via Google Ads. This reframes SEO from "cost" to "savings."
- ✓

Highlight Content ROI: Identify your top 5 revenue-generating pages. This proves which efforts are working.
- ✓

Include Forecasts: Use AI-powered tools (Semrush, BrightEdge) to project next quarter's revenue based on current trajectory.
- ✓

Keep It to One Page: If your dashboard needs scrolling, it's too long. One page. Six