

**Formulas for calculating potential return on investment:**

Once you've found your keywords and their monthly search volumes, using the following formulas to work out potential return on investment for your next marketing campaign.

**Keyword volume:**

Keyword 1: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Keyword 2: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Keyword 3: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Keyword 4: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Keyword 5: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Keyword 6: \_\_\_\_\_ Monthly Search Volume: \_\_\_\_\_

Total Monthly Search Volume: \_\_\_\_\_ **(A)**

**Expected new montly website traffic:**

What position do you want to have your website in? \_\_\_\_\_

Approximate click through rate by Google search position **(B)**:

1 = 31.24%

2 = 14.04%

3 = 9.85%

4 = 6.97%

5 = 5.5%

A x B% = expected number of new visitors per month **(C)**

**Enquiries and Sales**

Expected percentage of website visitors turning into enquiries: \_\_\_\_\_ % **(D)**

C x D% = Expected number of enquiries: \_\_\_\_\_ **(E)**

Expected percentage of enquiries turning into sales: \_\_\_\_\_ % **(F)**

E x F% = Expected numbers of sales: \_\_\_\_\_

**Potential ROI based on proposed website position, enquiries and sales:**

Average lifetime customer value: \$ \_\_\_\_\_ **(G)**

*F x G = expected potential ROI: \$ \_\_\_\_\_*