

SEO Forecasting Template

Instructions

- Download the Template: Download the SEO Forecasting Template and open it in Google Sheets or Excel.
- Historical Traffic Data: Fill in the historical traffic data for the past 12-24 months.
- Keyword Research: Enter keyword data, including monthly search volume and CTR.
- Forecasted Traffic Growth: Use formulas provided to calculate forecasted traffic growth based on historical data and keyword research.

Template Sections

1. Historical Traffic Data

Instructions: Enter your website's monthly organic traffic data for the past 12-24 months. This data can be gathered from tools like Google Analytics and Search Console.

Month	Year 1 Traffic	Year 2 Traffic	Percentage Change
January			
February			
March			
...			
December			

How to Enter Data:

- Fill in the traffic data for each month under "Year 1 Traffic" and "Year 2 Traffic".
- Calculate the "Percentage Change" for each month using the formula:
 $Percentage\ Change = ((Year\ 2\ Traffic - Year\ 1\ Traffic) / Year\ 1\ Traffic) * 100$

2. Keyword Research

Instructions: Enter target keywords, their monthly search volumes, and the estimated click-through rate (CTR).

Keyword	Monthly Search Volume (MSV)	Estimated CTR (%)	Estimated Traffic
ExampleKeyword1			
ExampleKeyword2			
...			

How to Enter Data:

- Fill in each target keyword.
- Enter the "Monthly Search Volume (MSV)" for each keyword (data can be sourced from tools like Google Trends, SEMrush, Ahrefs).
- Enter the "Estimated CTR" for each keyword.
- Calculate the "Estimated Traffic" using the formula:

$$\text{Estimated Traffic} = \text{MSV} * (\text{Estimated CTR} / 100)$$

3. Forecasted Traffic Growth

Instructions: Use the historical traffic data and keyword research to forecast future traffic growth.

Month	Forecasted Traffic Growth
January	
February	
March	
...	
December	

How to Enter Data:

- Use the average percentage change from the historical traffic data to estimate future traffic growth. Calculate the average percentage change using the formula:

Average Percentage Change = (Sum of Percentage Changes) / (Number of Months)

- Apply this average percentage change to your most recent traffic data to forecast future traffic growth:

Forecasted Traffic (Next Month) = Current Traffic * (1 + Average Percentage Change / 100)

How to Interpret the Results

- **Historical Traffic Data:** Identifies trends in past performance and calculates the average percentage change in traffic.
- **Keyword Research:** Estimates potential traffic based on target keywords and their search volume and CTR.
- **Forecasted Traffic Growth:** Uses historical data and keyword research to predict future traffic, allowing you to set realistic goals and adjust your SEO strategy accordingly.

By following this template, you can create data-driven SEO forecasts that help you make informed decisions and optimize your website's performance.

Feel free to adjust the formulas and sections according to your specific needs and preferences. This template aims to provide a structured approach to SEO forecasting, making it easier to analyze and predict future traffic trends.