

# 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.**