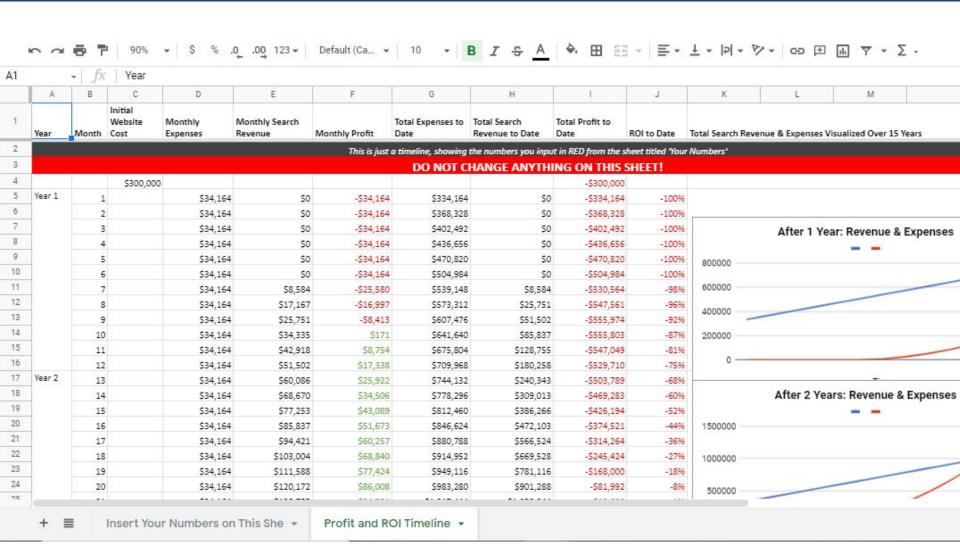
## How to Estimate SEO ROI From Content Marketing in Your Dental Business

1	To customize this spreadsheet, go to File > Make a copy	
2	**ONLY EDIT THE NUMBERS IN RED**	
3	GOALS	
4	How many Linking Root Domains (LRDs) are needed to match your closest competitor? Use MozBar to find this metric; see example image at this URL: www.siegemedia.com/image/roi-mozbar [Chapter 3, page 15]	500
5	How many LRDs do you generate per piece of content on average? This could include blog posts, eBooks, tools, guides, webinars, etc. [Chapter 3, page 16]	50
6	How many pieces of content do you create per month on average? [Chapter 3, page 16]	100
7:	Number of LRDs per month (from content marketing)	5000
8	How many LRDs per month do you get for all other reasons? This could include links to product pages, homepage links for TV ad you ran, traditional link building, etc. [Chapter 3, page 16]	100
9	Combined Number of LRDs per month	<u>5100</u>
0	What is your estimated link attrition rate (percentage of links you lose over time)? [Chapter 3, page 17]	596
1	Adjusted LRDs Per Month = 4845	
2	Number of Months to Reach LRD Goal = 0	
3	Number of Years to Reach LRD Goal = 0.0	
4		
5	EXPENSES	
6	What are your content marketing expenses each month? (ex. content research, creation and promotion) [Chp. 4, page 21]	\$12.500
7	What are your SEO expenses each month? (ex. traditional link building, on-page website improvements for organic search, etc) [Chp. 4, page 22]	521,664
8	Average Total Monthly Expenses	\$34,164
9	*Optional* If you're creating a new web business, how much will the first, fully-completed version of your website cost?	

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