

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	<u>Number of LRDs per month (from content marketing)</u>	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	<u>Combined Number of LRDs per month</u>	5100
10	What is your estimated link attrition rate (percentage of links you lose over time)? [Chapter 3, page 17]	5%
11	Adjusted LRDs Per Month = 4845	
12	Number of Months to Reach LRD Goal = 0	
13	Number of Years to Reach LRD Goal = 0.0	
14		
15	EXPENSES	
16	What are your content marketing expenses each month? (ex. content research, creation and promotion) [Chp. 4, page 21]	\$12,500
17	What are your SEO expenses each month? (ex. traditional link building, on-page website improvements for organic search, etc) [Chp. 4, page 22]	\$21,664
18	<u>Average Total Monthly Expenses</u>	\$34,164
19	*Optional* If you're creating a new web business, how much will the first, fully-completed version of your website cost?	

+ ≡ Insert Your Numbers on This She Profit and ROI Timeline



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Profit and ROI Timeline											
Year	Month	Initial Website Cost	Monthly Expenses	Monthly Search Revenue	Monthly Profit	Total Expenses to Date	Total Search Revenue to Date	Total Profit to Date	ROI to Date	Total Search Revenue & Expenses Visualized Over 15 Years	
This is just a timeline, showing the numbers you input in RED from the sheet titled 'Your Numbers'											
DO NOT CHANGE ANYTHING ON THIS SHEET!											
Year 1	1	\$300,000						-\$300,000			
Year 1	2		\$34,164	\$0	-\$34,164	\$334,164	\$0	-\$334,164	-100%		
	3		\$34,164	\$0	-\$34,164	\$368,328	\$0	-\$368,328	-100%		
	4		\$34,164	\$0	-\$34,164	\$402,492	\$0	-\$402,492	-100%		
	5		\$34,164	\$0	-\$34,164	\$436,656	\$0	-\$436,656	-100%		
	6		\$34,164	\$0	-\$34,164	\$470,820	\$0	-\$470,820	-100%		
	7		\$34,164	\$0	-\$34,164	\$504,984	\$0	-\$504,984	-100%		
	8		\$34,164	\$8,584	-\$25,580	\$539,148	\$8,584	-\$530,564	-98%		
	9		\$34,164	\$17,167	-\$16,997	\$573,312	\$25,751	-\$547,561	-96%		
	10		\$34,164	\$25,751	-\$8,413	\$607,476	\$51,502	-\$555,974	-92%		
	11		\$34,164	\$34,335	\$171	\$641,640	\$85,837	-\$555,803	-87%		
Year 2	12		\$34,164	\$42,918	\$8,754	\$675,804	\$128,755	-\$547,049	-81%		
	13		\$34,164	\$51,502	\$17,338	\$709,968	\$180,258	-\$529,710	-75%		
	14		\$34,164	\$60,086	\$25,922	\$744,132	\$240,343	-\$503,789	-68%		
	15		\$34,164	\$68,670	\$34,506	\$778,296	\$309,013	-\$469,283	-60%		
	16		\$34,164	\$77,253	\$43,089	\$812,460	\$386,266	-\$426,194	-52%		
	17		\$34,164	\$85,837	\$51,673	\$846,624	\$472,103	-\$374,521	-44%		
	18		\$34,164	\$94,421	\$60,257	\$880,788	\$566,524	-\$314,264	-36%		
	19		\$34,164	\$103,004	\$68,840	\$914,952	\$669,528	-\$245,424	-27%		
	20		\$34,164	\$111,588	\$77,424	\$949,116	\$781,116	-\$168,000	-18%		
	21		\$34,164	\$120,172	\$86,008	\$983,280	\$901,288	-\$81,992	-8%		

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