



MARKETING ROI

SEO & Ads ROI Calculator

Template to estimate spend, leads, sales,
and revenue.



01 • INPUTS

Enter your numbers

Replace the examples with your business data.

Monthly spend

\$ _____

Visits / clicks

Conversion rate

_____ %

Leads

**Lead-to-customer
rate**

_____ %

Customers

Average order value

\$ _____

Revenue

\$ _____



02 • FORMULAS

Calculate the result

Use these formulas in Excel or Google Sheets.

LEADS

Visits $\times$ conversion rate

CUSTOMERS

Leads $\times$ lead-to-customer rate

REVENUE

Customers $\times$ average order value

ROI

$(\text{Revenue} - \text{spend}) \div \text{spend} \times 100$



03 • SCENARIOS

Compare scenarios

Model what happens if one variable improves.

Conservative

Lower
conversion /
close rate

Base

Current data

Optimistic

Better
conversion /
close rate



04 • SEO

Variables you can measure

SEO usually requires a long-term view.

- | | |
|---|---|
| ☐ Impressions | ☐ Organic leads |
| ☐ Organic clicks | ☐ Customers |
| ☐ CTR | ☐ Attributed revenue |
| ☐ Rankings | ☐ Customer value |



05 • ADS

Campaign variables

Don't look only at clicks: connect spend with business outcomes.

☐ Spend

☐ Conversions

☐ Impressions

☐ CPA

☐ Clicks

☐ Customers

☐ CPC

☐ Revenue



06 • DECISION

Which metric matters most?

The end goal should be the business outcome, not traffic alone.

VISIBILITY

Impressions, reach, rankings

DEMAND

Clicks, sessions, leads

BUSINESS

Customers, revenue, ROI



07 • CTA

Turn metrics into decisions

AnaK can help you define a measurement system that connects marketing with results.

NEXT STEP

Request an SEO and digital marketing strategy.

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