To use this template, simply make a copy, save it as new and fill in your business case to invest in SEO. Remove *instructional information* from document as you complete tasks.

Helpful Resources:

* [SEO Basics and Best Practices](https://www.semrush.com/blog/technical-seo/)
* [On-Page SEO Best Practices](https://3aspensmedia.com/blog/blog-post-seo-checklist-how-to-seo-a-blog-post-pdf/)
* [Google’s Fundamentals of Helpful Content](https://developers.google.com/search/docs/fundamentals/creating-helpful-content)

Reach out to us at [info@3aspensmedia.com](mailto:info@3aspensmedia.com) if you have questions.

**The Business Case to Invest in SEO at [COMPANY NAME]**

**I. SUMMARY**   
*An overview of SEO and how it works, then specific SEO proposal details. Feel free to pull content about how SEO works* [*from this blog post*](https://3aspensmedia.com/blog/how-to-create-a-business-case-for-seo-investment/)*.*

**II. OPPORTUNITY AND RISK** 

1. **Benefits of SEO for [company name].** *(ex: increased website traffic, improved brand awareness, increased leads and sales)*

1. **Organic traffic estimates if you rank in top positions for desired keywords.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Keyword** | **Current Position** | **Search Volume Estimate** | **Search Traffic Estimate** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **Forecasted benefits related to business goals.** *(such as volume to lead conversions and e-commerce.)*

1. **Competitor positioning**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Competitor** | **Keyword(s)** | **Current Position** | **Branded Search** | **Organic Search** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**III. COST ESTIMATE**

*Cost estimate for proposed SEO efforts, including the time and resources required to implement SEO.*

*Factors to consider and include:*

* *Size and complexity of the website*
* *Keywords [company name] wants to target and the competitive landscape*
* *SEO services recommended*
* *In-house resources vs. outsourced costs*

**IV. ROI ESTIMATE**

*Forecasting is possible at even the most basic level**by using organic traffic estimates and then looking at existing goal conversion data and tracking by organic channel such as:*

1. *E-commerce sales*
2. *Lead conversions:*    
   *(If not already set, recommend the client/prospect sets a monetary value for goal conversions):*
3. *Request a Demo or Contact Us form submissions*
4. *Email newsletter signups*
5. *PDF downloads*
6. *Engagement metrics*
7. *Video plays*
8. *Time on page*
9. *Number of pages visited per session*