SEO ROI Tracking Worksheet

Track the path from search visibility to customers and return.
Fill the baseline, record three months, then review the business result.

01	02	03	04	05
Investment	**Visibility**	**Inquiries**	**Customers**	**Return**
Work + cost	Right searches	Qualified leads	Closed sales	Gross profit

1. Establish Your Baseline

BUSINESS OR PROJECT

REPORTING START MONTH (YYYY-MM)

PRIORITY SERVICE, PRODUCT, OR PAGE GROUP

MAIN BUSINESS OUTCOME (DEFINE THE ACTION)

BASELINE NOTES AND DATA SOURCES

Keep the stages separate

Visibility: relevant impressions, clicks, and priority-page movement.

Customers: qualified inquiries and closed sales, recorded separately.

Financial result: attributable revenue, gross profit, and full SEO cost.

Rankings and pipeline estimates are evidence, not earned revenue.

Based on Chapter 10 of Michael Hodgdon's Quickest Path to ROI SEO.
Fillable and printable. Duplicate a monthly page for longer tracking.

Month 01 / Record the Evidence

Leave unknown values blank. Enter 0 only when you know the result was zero.

If gross profit is unknown, use revenue x gross margin / 100 on the review page.

REPORTING MONTH (YYYY-MM)

PRIORITY PAGE / SEARCH OPPORTUNITY

Investment

SEO FEES ($)

ADDITIONAL CONTENT / PRODUCTION ($)

RELEVANT TOOLS ($)

APPLICABLE INTERNAL LABOR ($)

TOTAL SEO INVESTMENT ($)

☐ All applicable costs recorded

Blank cost categories are not applicable.

Search Progress

RELEVANT ORGANIC IMPRESSIONS

RELEVANT ORGANIC CLICKS

PRIORITY-PAGE MOVEMENT

Customer Progress

QUALIFIED LEADS

CUSTOMERS WON

OPEN PIPELINE ($ ESTIMATE)

Financial Result

ATTRIBUTABLE REVENUE ($)

ATTRIBUTABLE GROSS PROFIT ($)

GROSS MARGIN (%) IF NEEDED

ATTRIBUTION BASIS (HOW YOU CONNECTED SALES TO SEO)

SEASONALITY, TRACKING GAPS, OR CHANGES MADE

Month 02 / Record the Evidence

Leave unknown values blank. Enter 0 only when you know the result was zero.

If gross profit is unknown, use revenue x gross margin / 100 on the review page.

REPORTING MONTH (YYYY-MM)

PRIORITY PAGE / SEARCH OPPORTUNITY

Investment

SEO FEES ($)

ADDITIONAL CONTENT / PRODUCTION ($)

RELEVANT TOOLS ($)

APPLICABLE INTERNAL LABOR ($)

TOTAL SEO INVESTMENT ($)

☐ All applicable costs recorded

Blank cost categories are not applicable.

Search Progress

RELEVANT ORGANIC IMPRESSIONS

RELEVANT ORGANIC CLICKS

PRIORITY-PAGE MOVEMENT

Customer Progress

QUALIFIED LEADS

CUSTOMERS WON

OPEN PIPELINE ($ ESTIMATE)

Financial Result

ATTRIBUTABLE REVENUE ($)

ATTRIBUTABLE GROSS PROFIT ($)

GROSS MARGIN (%) IF NEEDED

ATTRIBUTION BASIS (HOW YOU CONNECTED SALES TO SEO)

SEASONALITY, TRACKING GAPS, OR CHANGES MADE

Month 03 / Record the Evidence

Leave unknown values blank. Enter 0 only when you know the result was zero.

If gross profit is unknown, use revenue x gross margin / 100 on the review page.

REPORTING MONTH (YYYY-MM)

PRIORITY PAGE / SEARCH OPPORTUNITY

Investment

SEO FEES ($)

ADDITIONAL CONTENT / PRODUCTION ($)

RELEVANT TOOLS ($)

APPLICABLE INTERNAL LABOR ($)

TOTAL SEO INVESTMENT ($)

☐ All applicable costs recorded

Blank cost categories are not applicable.

Search Progress

RELEVANT ORGANIC IMPRESSIONS

RELEVANT ORGANIC CLICKS

PRIORITY-PAGE MOVEMENT

Customer Progress

QUALIFIED LEADS

CUSTOMERS WON

OPEN PIPELINE ($ ESTIMATE)

Financial Result

ATTRIBUTABLE REVENUE ($)

ATTRIBUTABLE GROSS PROFIT ($)

GROSS MARGIN (%) IF NEEDED

ATTRIBUTION BASIS (HOW YOU CONNECTED SALES TO SEO)

SEASONALITY, TRACKING GAPS, OR CHANGES MADE

Review the Result / Choose the Next Move

Copy completed monthly figures here. This PDF does not calculate automatically.

2. Compare Three Months

MONTH	COST ($)	LEADS	WON	REVENUE ($)	GROSS PROFIT ($)

3. Calculate Return

TOTAL INVESTMENT ($)

TOTAL EARNED REVENUE ($)

TOTAL GROSS PROFIT ($)

SEO ROI (%) = (total gross profit - total investment) / total investment x 100

If profit or cost is missing, record "More information needed" instead of a percentage.

SEO ROI (%) / ESTIMATE IF MARGIN-DERIVED

- [ ] Costs complete for every month
- [ ] Gross profit known or estimated

4. Decide What to Do Next

WHAT CHANGED FIRST IN SEARCH OR INQUIRIES?

WHERE DID MOMENTUM STOP: VISIBILITY, LEADS, OR SALES?

NEXT ACTION: FASTEST PRACTICAL WORK WITH MEANINGFUL REVENUE UPSIDE