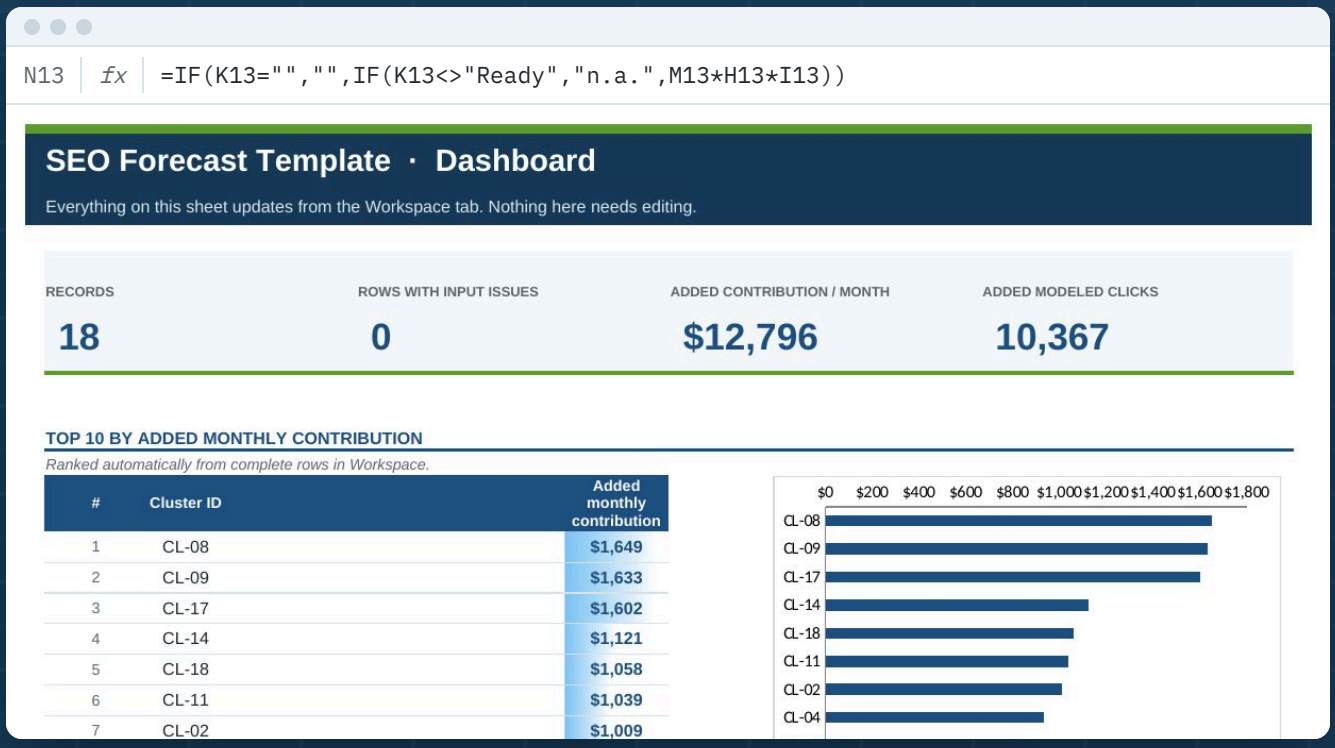
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 31

SEO Forecast Template

Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

Built for the DataForSEO API: Labs: Keyword Overview



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

How much additional traffic and monthly contribution a portfolio of keyword clusters could add, with every assumption visible.

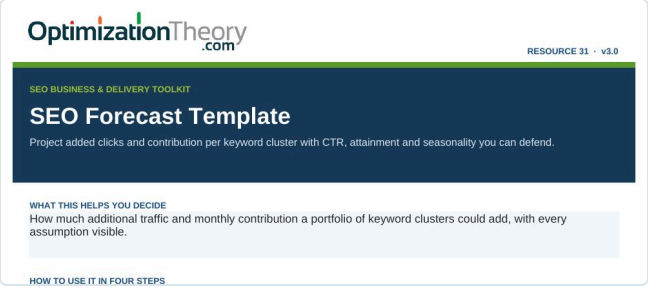
SEO forecasts fail in two ways: they're so optimistic nobody believes them, or so vague nobody can act on them. A good forecast states its assumptions plainly so stakeholders can argue with the inputs instead of the conclusion.

This SEO forecast template models each keyword cluster (one row per cluster, deduplicated so traffic isn't counted twice) from search volume, baseline CTR, target CTR, an attainment factor, seasonality, conversion rate and value per conversion. It calculates baseline modeled clicks, added clicks and added monthly contribution, and ranks clusters by the value they add.

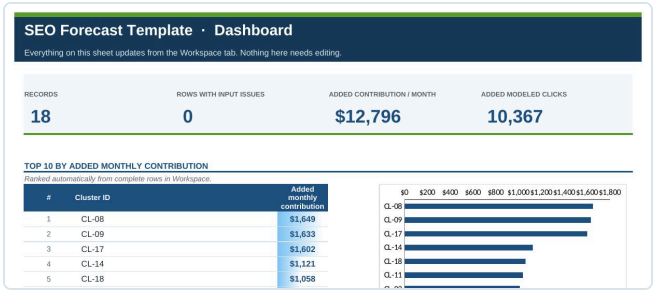
Who it's for

- SEO leads building a business case or budget request
- Agencies scoping retainers and setting expectations
- Finance and leadership teams evaluating SEO investment
- In-house teams setting quarterly targets

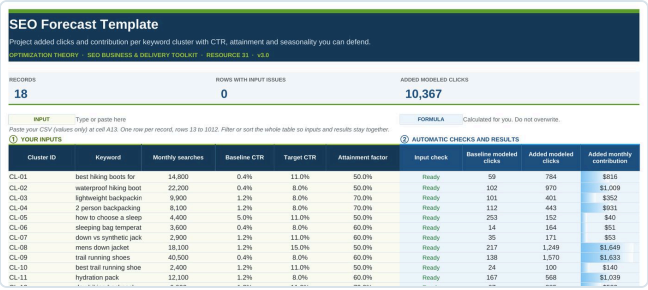
What's in the workbook



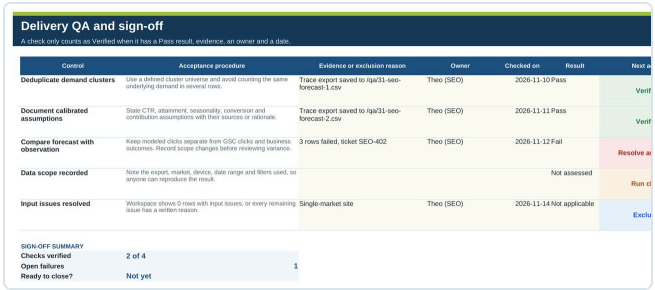
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Baseline clicks = volume × baseline CTR × seasonality. Added clicks = volume × (target CTR – baseline CTR, min 0) × seasonality × attainment. Added contribution = added clicks × conversion rate × value per conversion.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",M13*H13*I13))
```

Result column	Plain-English formula	What it tells you
Baseline modeled clicks	Monthly searches × Baseline CTR × Seasonal multiplier	Modeled baseline for the selected month.
Added modeled clicks	Monthly searches × MAX(0,Target CTR-Baseline CTR) × Seasonal multiplier × Attainment factor	Incremental opportunity after seasonal and attainment factors.
Added monthly contribution	Added modeled clicks × Conversion rate × Value per conversion	Forecast contribution based on the input conversion economics.

How to use it, step by step

1

Deduplicate into clusters

One row per cluster, using the primary keyword's volume or the cluster's combined volume, never both.

2

Set baseline and target CTR

Baseline from Search Console; target for the position you can credibly reach.

3

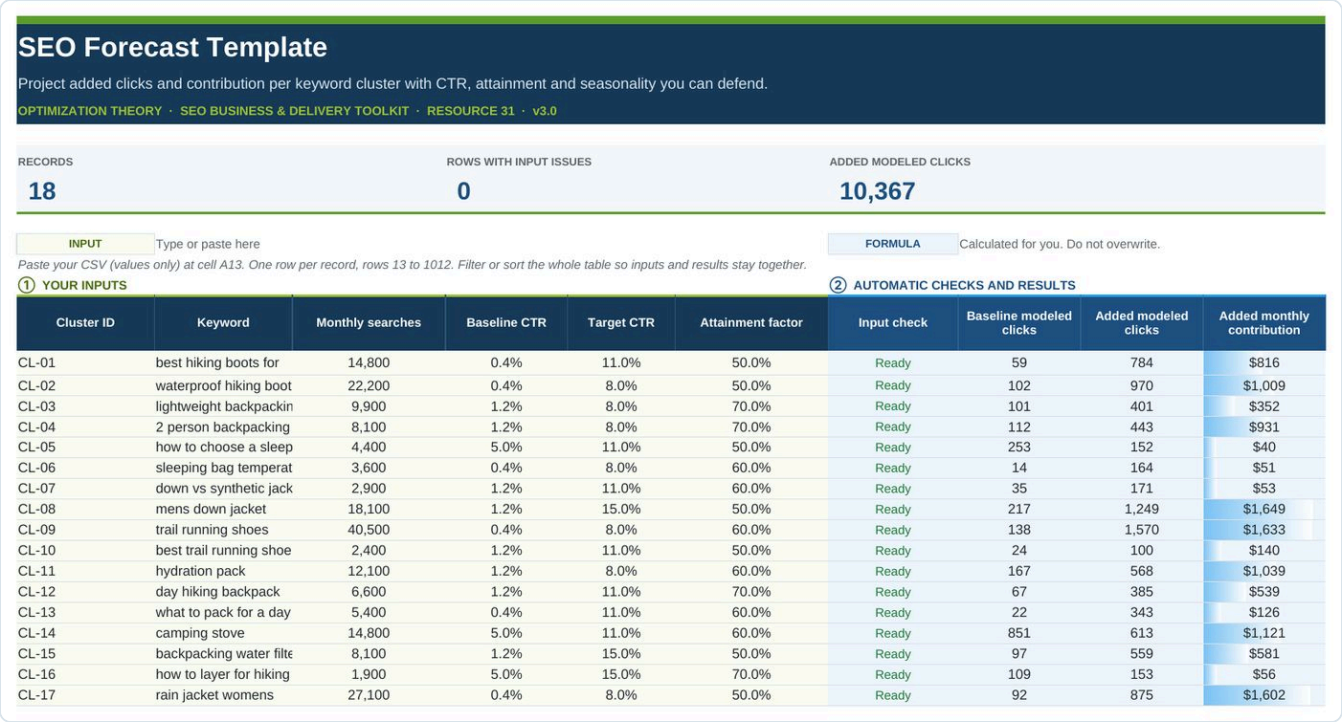
Apply attainment and seasonality

Attainment discounts the gain (0.5 to 0.7 is sensible). Seasonality scales a specific month (1.0 = average).

4

Present ranges, not points

Copy the sheet for conservative and stretch scenarios by changing attainment and target CTR.



SEO Forecast Template

Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

OPTIMIZATION THEORY · SEO BUSINESS & DELIVERY TOOLKIT · RESOURCE 31 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	ADDED MODELED CLICKS
18	0	10,367

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Cluster ID	Keyword	Monthly searches	Baseline CTR	Target CTR	Attainment factor	Input check	Baseline modeled clicks	Added modeled clicks	Added monthly contribution
CL-01	best hiking boots for	14,800	0.4%	11.0%	50.0%	Ready	59	784	$816
CL-02	waterproof hiking boot	22,200	0.4%	8.0%	50.0%	Ready	102	970	$1,009
CL-03	lightweight backpackin	9,900	1.2%	8.0%	70.0%	Ready	101	401	$352
CL-04	2 person backpacking	8,100	1.2%	8.0%	70.0%	Ready	112	443	$931
CL-05	how to choose a sleep	4,400	5.0%	11.0%	50.0%	Ready	253	152	$40
CL-06	sleeping bag temperat	3,600	0.4%	8.0%	60.0%	Ready	14	164	$51
CL-07	down vs synthetic jack	2,900	1.2%	11.0%	60.0%	Ready	35	171	$53
CL-08	mens down jacket	18,100	1.2%	15.0%	50.0%	Ready	217	1,249	$1,649
CL-09	trail running shoes	40,500	0.4%	8.0%	60.0%	Ready	138	1,570	$1,633
CL-10	best trail running shoe	2,400	1.2%	11.0%	50.0%	Ready	24	100	$140
CL-11	hydration pack	12,100	1.2%	8.0%	60.0%	Ready	167	568	$1,039
CL-12	day hiking backpack	6,600	1.2%	11.0%	70.0%	Ready	67	385	$539
CL-13	what to pack for a day	5,400	0.4%	11.0%	60.0%	Ready	22	343	$126
CL-14	camping stove	14,800	5.0%	11.0%	60.0%	Ready	851	613	$1,121
CL-15	backpacking water filte	8,100	1.2%	15.0%	50.0%	Ready	97	559	$581
CL-16	how to layer for hiking	1,900	5.0%	15.0%	70.0%	Ready	109	153	$56
CL-17	rain jacket womens	27,100	0.4%	8.0%	50.0%	Ready	92	875	$1,602

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Keyword Overview**: search volume, monthly history, difficulty and intent for a list of keywords.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/keyword_overview/live
[
  {
    "keywords": [
      "your keyword 1",
      "your keyword 2"
    ],
    "location_code": 2840,
    "language_code": "en"
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 31 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Monthly searches	Cluster ID, Baseline CTR, Target CTR, Attainment factor, Seasonal multiplier, Conversion rate, Value per conversion

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`cluster_id`	Cluster ID	Unique nonoverlapping demand cluster. Do not repeat the same intent family.	Your records or manual review
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`search_volume`	Monthly searches	Provider monthly search-volume estimate. Use one market, language and source date.	DataForSEO: search_volume
`baseline_ctr`	Baseline CTR	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	Your records or manual review
`target_ctr`	Target CTR	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	Your records or manual review
`attainment`	Attainment factor	Planning haircut for partial target attainment. Decimal, 0.08 = 8%.	Your records or manual review
`seasonality`	Seasonal multiplier	Demand relative to an average month. 1 means average.	Your records or manual review
`conversion_rate`	Conversion rate	Conversions divided by eligible organic sessions for the same segment. This is an assumption. Decimal, 0.08 = 8%.	Your records or manual review
`value_per_conversion`	Value per conversion	USD contribution profit per conversion or expected lead profit. Use one value basis.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

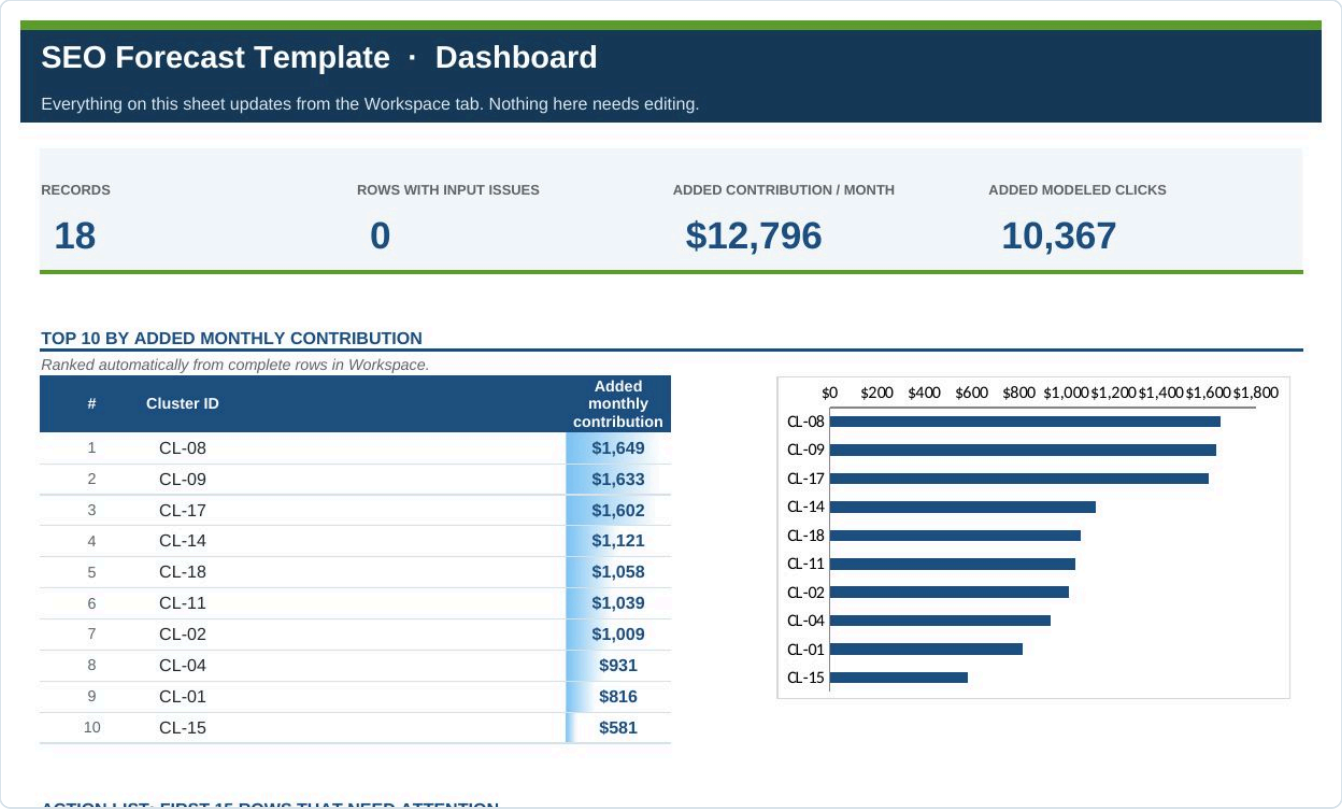
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 18 example rows.

18	0	$12,796	10,367
Records	Rows with input issues	Added contribution / month	Added modeled clicks

The example portfolio adds roughly 10,400 modeled clicks and $12,800 in monthly contribution, led by the men's down jacket, trail running shoe and women's rain jacket clusters.

Top 10 by added monthly contribution

#	Cluster ID	Added monthly contribution
1	CL-08	$1,649
2	CL-09	$1,633
3	CL-17	$1,602
4	CL-14	$1,121
5	CL-18	$1,058



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

A forecast is conditional on the entered assumptions. Use it to discuss a range by changing and saving a clearly labeled planning case.

Limits. Do not add secondary keywords from the same cluster as independent demand. This is a one-month steady-state opportunity, not a timing model.

Mistakes to avoid

Forecasting from rankings alone. Rankings don't pay bills. Carry the forecast through to conversions and contribution.

Double counting keyword variants. If ten variants share one page, forecast the cluster once.

Presenting one number. Show a range with stated assumptions; it's more honest and more persuasive.

Tips from the field

Use the seasonality planner's index for the seasonality column.

Compare forecast to actuals monthly in the SEO ROI calculator.

Feed winning clusters into the 90-day roadmap.

Questions people ask

How do you forecast SEO traffic?

Estimate the CTR you can achieve for each keyword cluster, multiply by search volume and an attainment factor, adjust for seasonality, then convert to conversions and value.

How accurate are SEO forecasts?

They're planning estimates, not promises. Accuracy improves with your own CTR data, conservative attainment and regular comparison to actuals.

What's an attainment factor?

A discount for how much of the modeled gain you expect to actually capture, accounting for competition, execution and time.

Can I forecast revenue with this template?

Yes. Use value per conversion as contribution (margin) for profit, or average order value for revenue.

Templates that work well with this one

SEO ROI Calculator

Turn incremental sessions into revenue, contribution, net return and a break-even month against real SEO costs.

Keyword Prioritization Template

Rank every keyword by the profit it could add per hour of work, not by search volume alone.

Search Seasonality Planner

Turn monthly search volume into a seasonal index, season-adjusted click targets and a publish-by month.

SEO Roadmap Template

Sequence 90 days of SEO and GEO work by weighted opportunity per hour, dependencies and acceptance criteria.

Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

SEO Split Test Calculator

Estimate ratio-adjusted lift and difference-in-differences against matched control pages, with a pre-trend check.

Read the full tutorial online: **optimizationtheory.com/download-view/seo-forecast-template/**
Get all six templates in the **SEO Business & Delivery Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.