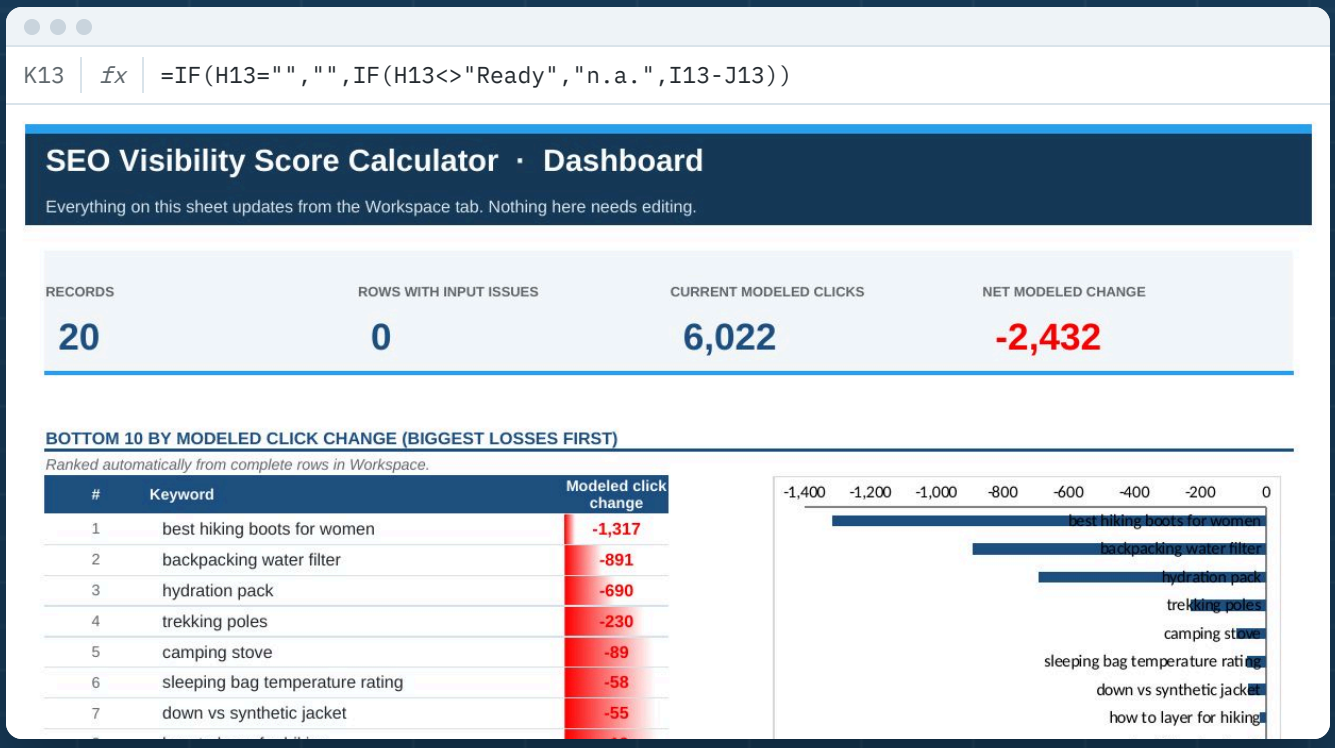
OptimizationTheory.com

Keyword Research Toolkit, resource 06

SEO Visibility Score Calculator

Weight rankings by search volume and CTR to see real visibility gains and losses across a fixed keyword set.

Built for the DataForSEO API: Labs: Ranked Keywords



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Whether your visibility for a stable keyword set went up or down, and which keywords drove the change, measured in modeled clicks rather than average position.

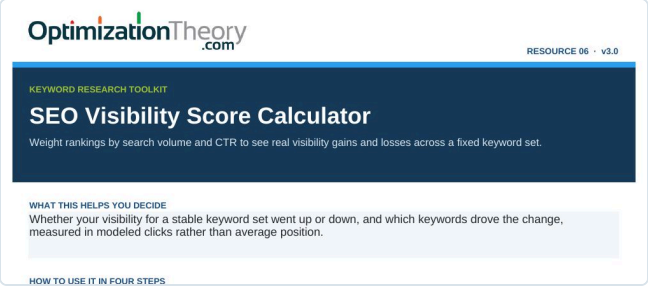
Average position is a bad scoreboard. Moving a 50-search keyword from 40 to 10 and dropping a 40,000-search keyword from 2 to 4 can produce the same average change while one is a rounding error and the other is a real loss.

This SEO visibility score calculator weights every ranking by search volume and the CTR you'd expect at that position. It models clicks for the current and previous period, shows the change per keyword, and totals it into a visibility number you can track over time without confusing it with actual traffic.

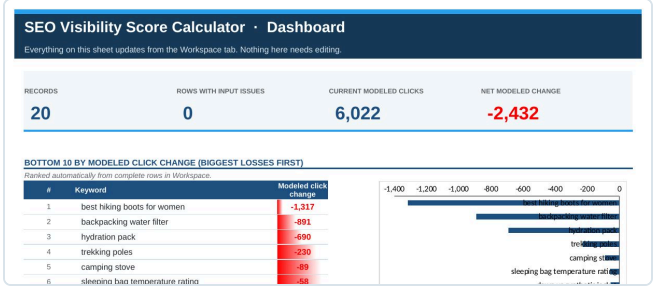
Who it's for

- SEOs reporting rank movement to stakeholders
- Teams that track a fixed keyword basket weekly or monthly
- Anyone checking an algorithm update's impact on priority keywords
- Agencies replacing average position in client reports

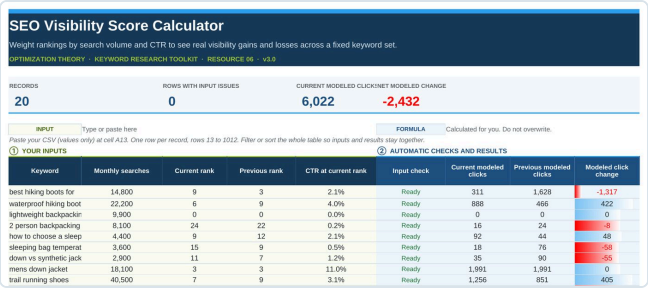
What's in the workbook



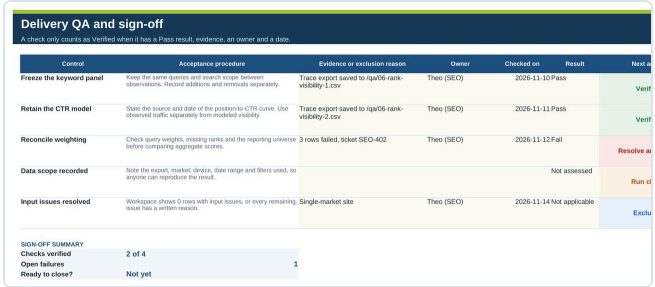
Start Here. Purpose, four-step setup and colour key.



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

Current modeled clicks = volume × CTR at current rank (0 if not ranking). Previous modeled clicks = volume × CTR at previous rank. Change = current – previous. The total is your visibility score for the set.

The key formula, as written in the workbook

```
=IF(H13="","",IF(H13<>"Ready","n.a.",I13-J13))
```

Result column	Plain-English formula	What it tells you
Current modeled clicks	IF(Current rank=0,0,Monthly searches × CTR at current rank)	Search-volume-weighted CTR opportunity for the current rank.
Previous modeled clicks	IF(Previous rank=0,0,Monthly searches × CTR at previous rank)	Same keyword volume used at the prior CTR to isolate rank movement.
Modeled click change	Current modeled clicks-Previous modeled clicks	Current modeled clicks minus prior modeled clicks.

How to use it, step by step

1

Fix your keyword set

Choose the keywords you'll track every period and keep the list stable, so changes reflect rankings, not list edits.

2

Enter both periods' ranks

Add current and previous ranks. Use 0 for not ranking within your tracked depth.

3

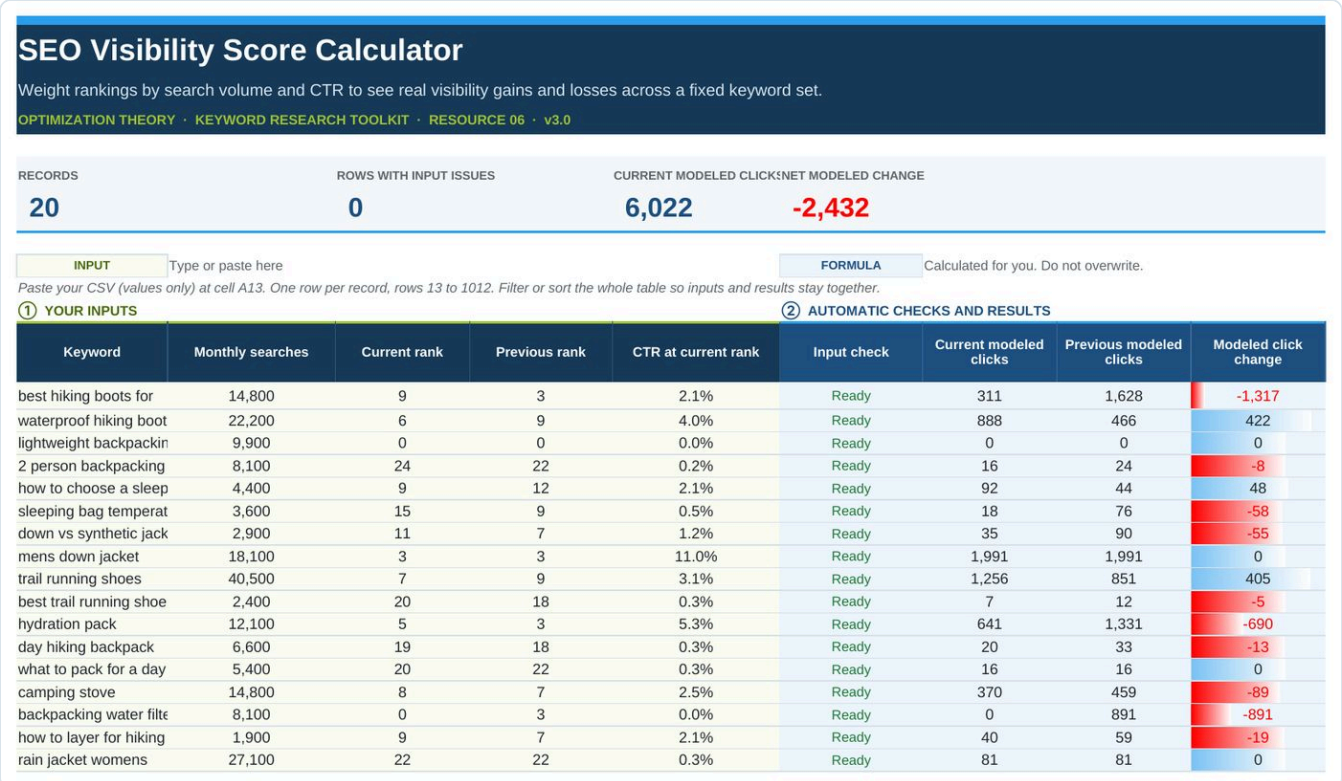
Apply a CTR curve

Enter the CTR for each rank, ideally from your own Search Console data. The template ships with a typical curve in the example.

4

Read the losers first

The Dashboard lists the biggest modeled losses first. Investigate those before celebrating the gains.



SEO Visibility Score Calculator

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OPTIMIZATION THEORY · KEYWORD RESEARCH TOOLKIT · RESOURCE 06 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	CURRENT MODELED CLICKS	NET MODELED CHANGE
20	0	6,022	-2,432

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

Keyword	Monthly searches	Current rank	Previous rank	CTR at current rank	Input check	Current modeled clicks	Previous modeled clicks	Modeled click change
best hiking boots for	14,800	9	3	2.1%	Ready	311	1,628	-1,317
waterproof hiking boot	22,200	6	9	4.0%	Ready	888	466	422
lightweight backpackin	9,900	0	0	0.0%	Ready	0	0	0
2 person backpacking	8,100	24	22	0.2%	Ready	16	24	-8
how to choose a sleep	4,400	9	12	2.1%	Ready	92	44	48
sleeping bag temperat	3,600	15	9	0.5%	Ready	18	76	-58
down vs synthetic jack	2,900	11	7	1.2%	Ready	35	90	-55
mens down jacket	18,100	3	3	11.0%	Ready	1,991	1,991	0
trail running shoes	40,500	7	9	3.1%	Ready	1,256	851	405
best trail running shoe	2,400	20	18	0.3%	Ready	7	12	-5
hydration pack	12,100	5	3	5.3%	Ready	641	1,331	-690
day hiking backpack	6,600	19	18	0.3%	Ready	20	33	-13
what to pack for a day	5,400	20	22	0.3%	Ready	16	16	0
camping stove	14,800	8	7	2.5%	Ready	370	459	-89
backpacking water filte	8,100	0	3	0.0%	Ready	0	891	-891
how to layer for hiking	1,900	9	7	2.1%	Ready	40	59	-19
rain jacket womens	27,100	22	22	0.3%	Ready	81	81	0

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: Ranked Keywords**: every keyword a domain ranks for, with its ranking URL, position and volume.

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/ranked_keywords/live
[
  {
    "target": "yourdomain.com",
    "location_code": 2840,
    "language_code": "en",
    "limit": 1000
  }
]
```

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 06 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Monthly searches, Current rank	Previous rank, CTR at current rank, CTR at previous rank

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
`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
`current_rank`	Current rank	Current organic rank. Zero means confirmed outside the tracked depth.	DataForSEO: rank
`previous_rank`	Previous rank	Previous organic rank at the same depth. Zero means confirmed not found.	Your records or manual review
`rank_ctr`	CTR at current rank	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	Your records or manual review
`previous_ctr`	CTR at previous rank	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	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

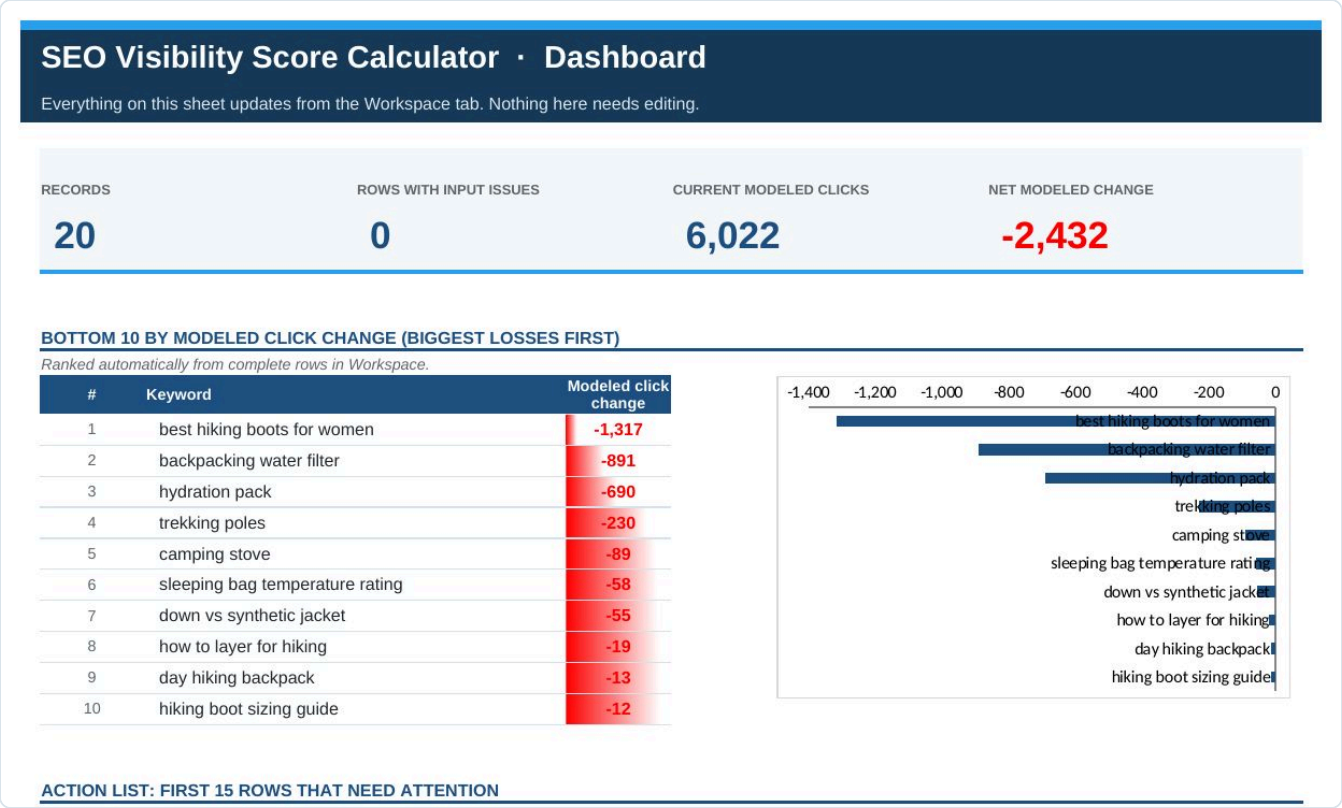
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 20 example rows.

20	0	6,022	-2,432
Records	Rows with input issues	Current modeled clicks	Net modeled change

Twelve of the 20 example keywords lost modeled clicks and only four gained, for a net loss of about 2,400 clicks, led by 'best hiking boots for women'. Average position would have hidden how much of that loss sits on high-volume terms.

Bottom 10 by modeled click change (biggest losses first)

#	Keyword	Modeled click change
1	best hiking boots for women	-1,317
2	backpacking water filter	-891
3	hydration pack	-690
4	trekking poles	-230
5	camping stove	-89



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Use the result as an index for this query set. Compare actual clicks separately in Search Console.

Limits. Provider ETV, modeled CTR clicks and Search Console clicks are different measures. Do not add them together.

Mistakes to avoid

Calling modeled clicks traffic. This is visibility, not observed traffic. Compare it with Search Console clicks, don't substitute it.

Changing the keyword set mid-series. Adding keywords inflates visibility without any ranking change. Start a new series instead.

Using one CTR curve for every SERP. SERPs with ads, shopping or AI Overviews have lower organic CTR. Use separate curves for very different SERP types.

Tips from the field

Track the same set in the local grid tracker for location-sensitive keywords.

Annotate update dates so changes line up with events.

Use your own CTR by position from Search Console; it's more accurate than any industry curve.

Questions people ask

What is an SEO visibility score?

A single number that summarizes how visible a site is for a set of keywords, typically by weighting each ranking by search volume and expected CTR.

Why not just use average position?

Average position treats every keyword equally. Visibility weights them by how much traffic each position is actually worth.

Where do the CTR values come from?

Ideally from your own Search Console CTR by position. Otherwise use a published CTR curve and note it in Source reference.

Is this the same as share of voice?

It's close. Share of voice compares your visibility with competitors' for the same set; this template measures your own change over time.

Templates that work well with this one

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

Local Rank Grid Tracker
Log rankings across a geo grid, see a colour heatmap and measure weighted top-3 coverage for any local keyword.

AI Share of Voice Calculator
Compare citation rate and share across competitor domains inside one fixed set of AI answers.

Post-Migration SEO Monitoring Template
Compare each migrated segment with an untouched control so you can tell real migration loss from seasonality.

Content Decay Analysis Template
Separate lost impressions, lower CTR and falling demand, so you refresh the pages that really decayed.

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

Read the full tutorial online: **optimizationtheory.com/download-view/seo-visibility-score-calculator/**
Get all six templates in the **Keyword Research Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.