

Read in detail how these were calculated [here](#) ➔ Or, [contact us](#) about building a custom tool for your business.

Dashboard

A summary view of your website's YoY growth projections, based on four 12-month campaign scenarios. It's important to keep in mind, **these are estimates**. There is [literally] no way to predict organic traffic as Google's algorithm changes daily. These should be used to explore if investing in SEO is right for your website.



7%

1. Business As Usual (BAU) ... aka "doing nothing"

This figure represents **your website's current organic growth rate [yearly]**. It was calculated by pulling your past organic traffic performance and projecting it forward over the next 12 months. It can be used to understand how your website will perform over the next year **by doing nothing** (in regards to SEO) to your website.



44%

2. Improve Existing Keywords ... aka doing "traditional SEO" to increase current positions

This figure is built on the assumption that doing "traditional SEO" will improve your existing keyword rankings by 50% over the next year. Traditional SEO means tactics like on-page enhancements, link-building + technical fixes (NO content creation).



665%

3. New Keyword Growth...aka potential addressable market (competitor analysis)

Attack keywords currently being owned by your competitors (and you have no visibility). These keywords can be captured by creating additional content for your website. The tool pulls in SEMrush rankings data for up to 3 competitor sites, and forecasts the traffic increase from matching their current position within the next 12 months.



701%

4. Existing + New Keyword Growth...aka your organic traffic potential

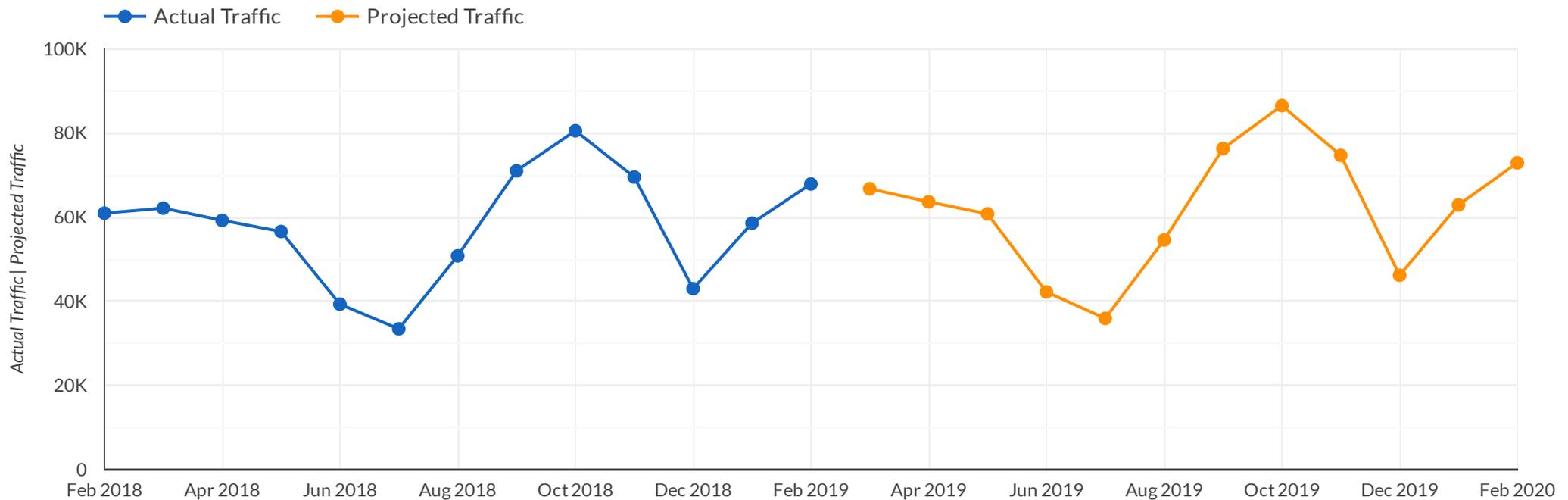
This figure represents the full picture if you embark on an aggressive SEO campaign. That means you do "traditional SEO" to improve existing keyword rankings AND go after new keywords (aka create new pages / content on your site). This is your website's organic traffic potential.

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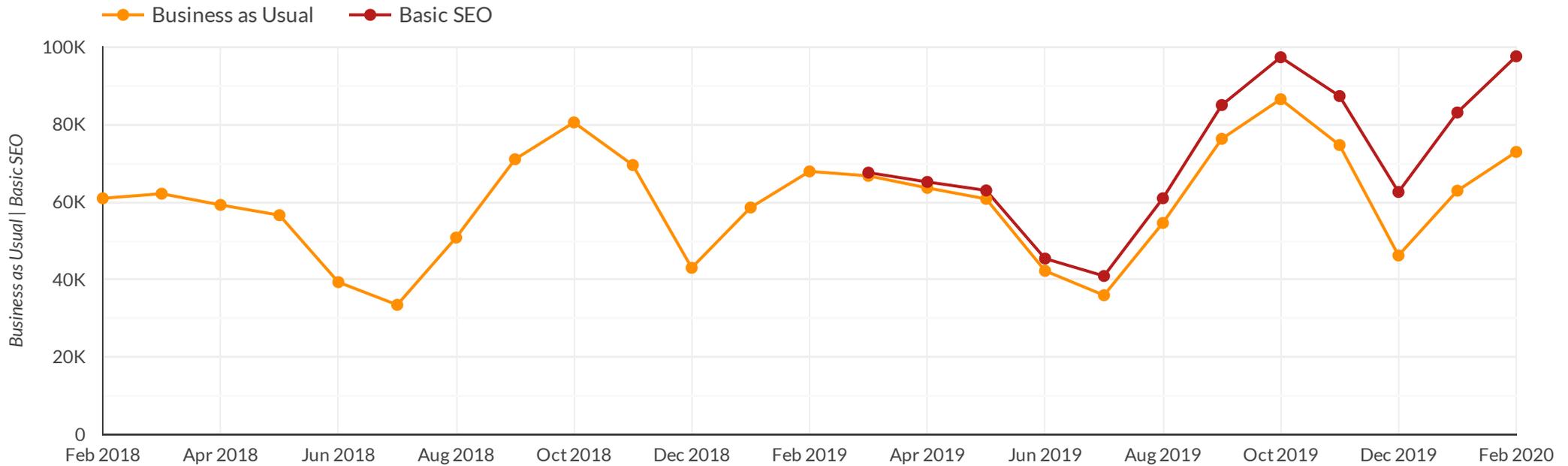
The plot on the left (blue) is pulling data from your Google Analytics account - it **shows the last 12 months of organic traffic** to your site. The plot on the right (orange) uses a **projects the next 12 months of organic traffic** using on current and past performance. We call this the "business as usual" projection because it shows how your website will perform next year without doing anything (ie "doing nothing" for SEO). **As you can see, your website is losing organic traffic - doing nothing will result in a continued decline in traffic.**

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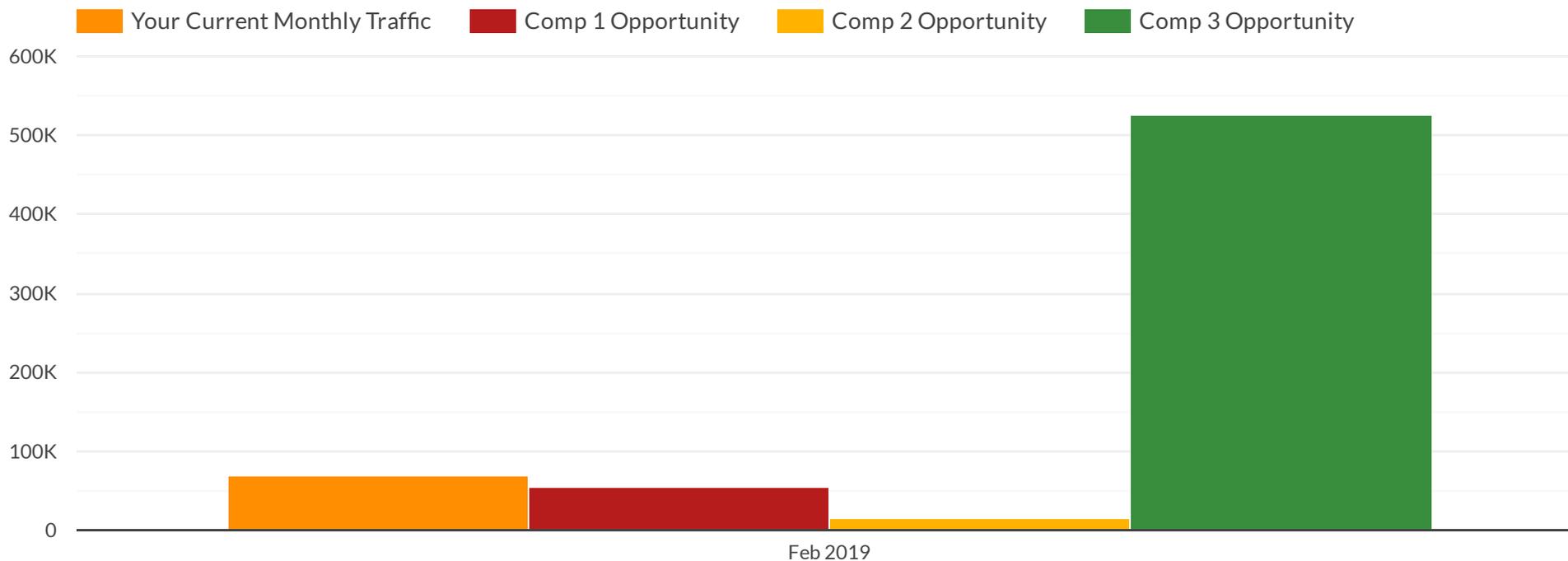
This chart projects keyword growth based on our agency's average growth rate from doing SEO on sites like yours. We calculated this assumed a default position increase over a 12-month campaign, and multiplied those rankings by a click-through rate by position (based on current published studies). Multiplying the current SEMrush search volume for that keyword by the new CTR equals projected traffic. Growth rates are shown on the left axis, with projected new traffic on the right axis.

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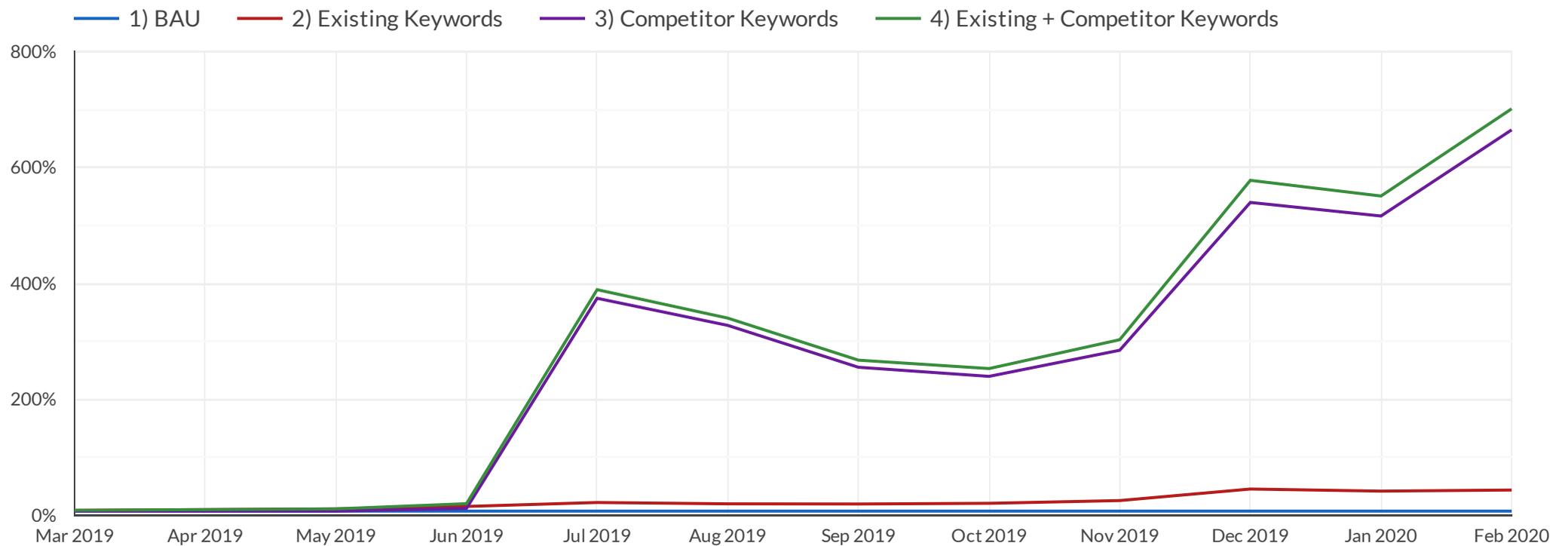
This chart shows the potential traffic that could be captured by targeting keywords your competitors currently rank for, but your site does not. Your site's current traffic is shown in orange, with the total addressable markets available to capture from each of your competitors' shown in red, yellow and green.

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This chart shows the four potential growth scenarios playing out over the next 12 months of your campaign.