The business case for investing in SEO

A 12-month plan to grow organic revenue and reduce paid acquisition costs

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Executive Summary

The investment we are asking for, the return we expect and why it matters now

The Request

Approve £60,000 over 12 months (£5,000/month) plus 10 hours of developer time in Q1.

The problem

Paid search costs have risen 22% year-on-year, while competitors capture 65% of non-branded search traffic in our core category.

Expected return

Projected £185,000 in incremental revenue (conservative model) with a 7-month payback period and a 3.1x first-year ROI.

Strategic goal

Supports our FY27 target to reduce blended CAC by 15% and diversify lead sources.

Risk of inaction

Continuing without organic growth forces an estimated £90,000 increase in paid ad spend to hit next year's revenue targets.

The opportunity

Why invest in SEO now?

Search demand we could compete for

25,000 relevant searches /month

Across 50 priority commercial keywords.

900 new customers /month

From 7,200 new customer enquiries.

$755,500 revenue /month

Estimated monthly revenue if we captured this demand at our current close rate.

33 commercial searches where competitors rank

High-intent searches where competitors appear on page one and we do not.

Our current position

3,000 / 25,000

searches currently captured



We are missing out on 22,000 commercial searches every month that could lead directly to enquiries.

55 signups from organic /month

Lack of organic visibility is currently resulting in the business losing around 900 new signups each month.

$50,000 revenue /month

We are generating less than 10% of the revenue potential currently available from organic search.

Why act now?

Competitors are already investing in content and links for these searches, and every month they hold the top positions their lead gets harder to close. Starting now means we capture demand that already exists, reduce our reliance on rising paid search costs, and build an asset that keeps delivering enquiries long after the initial investment.

Search opportunity details

Where the commercial search demand is, and who is capturing it today

Commercial search demand forecast

50
Commercial keywords

900/month
New customers

$755,500/month
Potential revenue uplift

Top keyword opportunities

KEYWORD	VOLUME	TRAFFIC / SIGNUPS	REVENUE UPLIFT	POSITION
project management software	8,100	2,430 / 73	**$61,000**	#14
best project management tool	4,400	1,320 / 40	**$33,000**	#22
team task tracker	2,900	870 / 26	**$21,800**	#9
project planning software	1,900	570 / 17	**$14,300**	#31
gantt chart software	1,600	480 / 14	**$12,000**	#18

Competitor market share

Share of monthly organic traffic



Strategic alignment

How SEO supports our wider business goals

Lowering customer acquisition costs

Build an organic acquisition channel that can reduce our blended cost per customer over time.

Building a qualified inbound pipeline

Attract people actively searching for our solutions and turn that demand into leads and sales opportunities.

Supporting product and service launches

Create search visibility for new offerings so potential customers can discover them when researching solutions.

Entering new markets

Reach buyers in priority industries, locations or customer segments through targeted search content.

Reducing reliance on paid advertising

Diversify customer acquisition so growth is less dependent on advertising budgets and rising media costs.

Strengthening competitive positioning

Increase our presence in searches where competitors currently attract potential customers.

Supporting sales conversations

Create comparison pages, case studies and resources that help prospects evaluate our offering and make buying decisions.

Building brand visibility and trust

Make our business more discoverable throughout the buying journey, with useful content that demonstrates our expertise.

Expected results

What we expect SEO to deliver for the business

Target performance by month 12

CONSERVATIVE

80% of forecast traffic

400
Additional customers per month

$100,000
Additional revenue per month

$2,400,000
LTV added per month

EXPECTED

Forecast traffic

500
Additional customers per month

$125,000
Additional revenue per month

$3,000,000
LTV added per month

STRONG

120% of forecast traffic

600
Additional customers per month

$150,000
Additional revenue per month

$3,600,000
LTV added per month

Estimates from your inputs: additional customers per month = monthly traffic × visit-to-sales conversion rate; additional revenue per month = additional customers × average monthly fee; LTV added per month = additional revenue × average customer lifetime. Conservative and strong scenarios apply 80% and 120% of forecast traffic.

Recommended approach

What we recommend, and how we would deliver it

What we propose

A 12-month SEO programme targeting the 50 priority commercial keywords identified in this business case.

Months 1-3: fix technical issues and rebuild the commercial page set.
Months 4-12: publish content and run digital PR to grow authority and rankings.

Estimated investment: £60,000 over 12 months (£5,000/month), plus 10 hours of developer time in Q1.

How we will deliver it

HYBRID

Our in-house team owns strategy, keyword prioritisation and monthly reporting, while an external agency delivers content production, technical development and digital PR outreach. This keeps strategic control in-house and gives us specialist capacity on demand.

Resource Requirements

The people, partners and investment required to deliver the plan

In-house resource

Junior developer — technical fixes and page rebuilds

10 hours/month — **$600/month**

Content writer — 4 commercial pages per month

20 hours/month — **$800/month**

Marketing manager — programme ownership and reporting

5 hours/month — **$400/month**

Total monthly cost	**$1,800**
Total annual cost	**$21,600**

Agency engagements

Link building agency — outreach and digital PR

40 hours/month — **$2,500/month**

Technical SEO consultant — audits and sprint reviews

6 hours/month — **$500/month**

Total monthly cost	**$3,000**
Total annual cost	**$36,000**

Other

SEO tooling — rank tracking and crawl licenses

2 hours/month — **$300/month**

Content design and production budget

4 hours/month — **$400/month**

Total monthly cost	**$700**
Total annual cost	**$8,400**

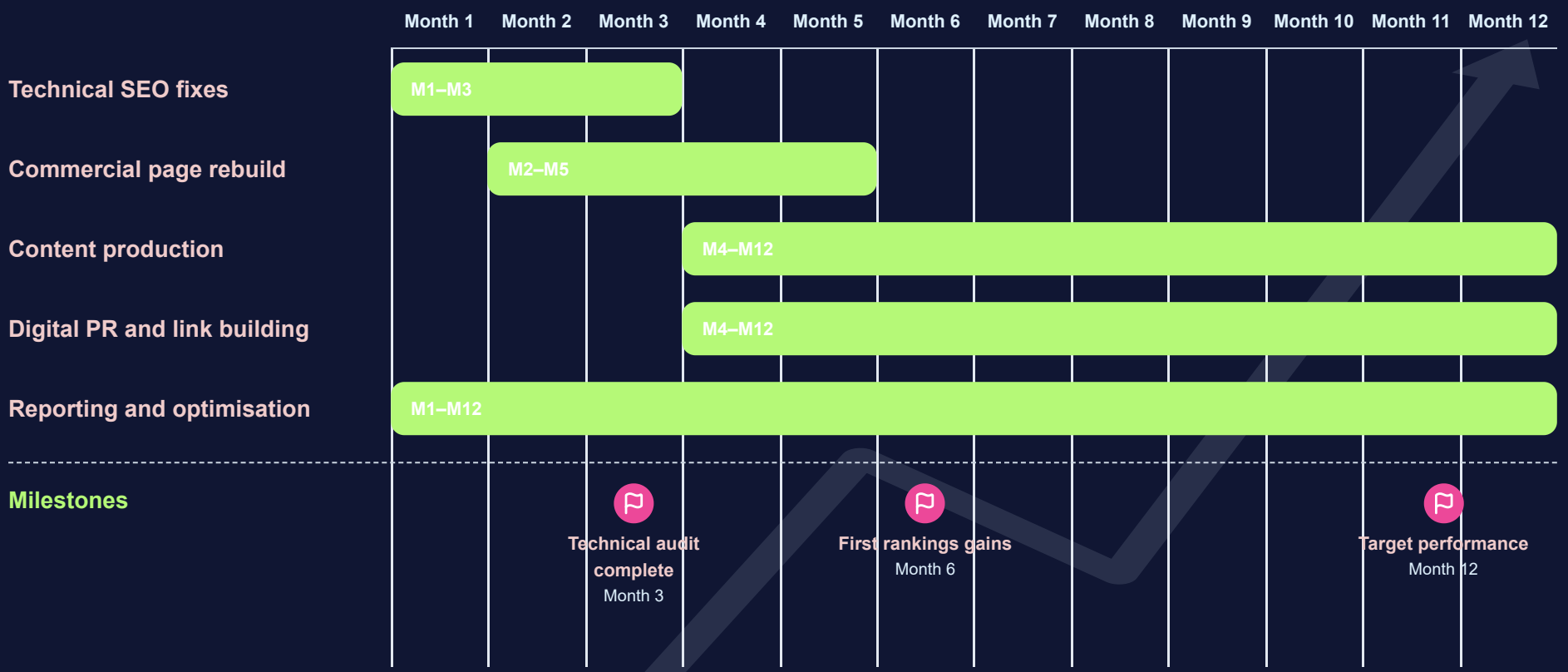
Total resource investment

Total monthly cost	Total annual cost
$5,500	**$66,000**

Annual costs assume 12 months at the predicted monthly cost.

Project timeline

How the programme will be delivered over time, with key milestones



Return on investment

The return we expect SEO to generate on our investment

ADDITIONAL REVENUE COLLECTED / MONTH	ADDITIONAL LTV ADDED / MONTH	MONTHLY SEO INVESTMENT	PROJECT LENGTH
$25,000	$150,000	$5,000	12 months

ROI of collected revenue

108%

Return from revenue actually collected over 12 months ($125,000 on $60,000 invested)

Expected long-term ROI

1,150%

Return including future customer value — $750,000 of predicted LTV, not all collected yet

Payback period

Month 8

When collected revenue covers the total investment

Customer acquisition cost

$50

SEO cost per new customer once results are at full level

Assumes no results for the first 3 months, then growth to the full monthly figures by month 12; revenue then continues at that level.

Ownership and measurement

Who is accountable for SEO, and how progress will be reported



SEO OWNER

Sarah Mitchell

Head of Marketing — accountable for the SEO programme, budget and results.

Reporting schedule

Performance dashboard	Weekly
SEO progress report	Monthly
Strategy review meeting	Quarterly

What we will report on

- Keyword rankings
- AI visibility
- Organic traffic
- Sales / customers
- Revenue

Risk and mitigation

The risks of doing nothing, and how delivery risks will be managed

Risks of inaction

Competitors capture the demand

Search demand in our market keeps growing. Without investment, competitors strengthen their positions and become harder to displace.

Rising acquisition costs

Relying on paid channels means customer acquisition costs rise with media prices, squeezing margins over time.

Lost compounding returns

SEO results compound. Every quarter of delay pushes back the traffic and revenue curve we could already be on.

Project risks

RISK	MITIGATION
Slower than expected results Rankings may take longer to improve than forecast.	Conservative forecasting, monthly reporting and quarterly strategy reviews to adjust priorities early.
Limited developer capacity Technical changes depend on internal development time.	Work is prioritised by impact and batched into small, clearly specified tickets to minimise developer hours.
Search engine changes Algorithm or AI search changes could affect performance.	Diversified keyword portfolio and a focus on genuinely useful content, which is resilient to algorithm shifts.

Approval and next steps

The decision we are asking for, and what happens once it is approved

We are seeking approval to proceed with the SEO programme outlined in this business case.

BUDGET

$60,000

Total investment requested

RESOURCES

Marketing team time for content reviews and approvals, plus developer time for technical changes.

What the business needs to provide

DECISION NEEDED BY

Not entered

To keep the timeline on track

PROJECT OWNER

Not entered

Accountable for delivery

Next steps

1. Approve the budget and confirm the project owner
2. Sign off the scope and timeline with the delivery team
3. Complete onboarding and grant access to analytics and the website
4. Kick off month 1: technical audit and priority fixes