

How to Successfully Predict Traffic on Your Website with High Accuracy?

“When your clients ask you, “Can you predict how much traffic your agency is going to bring for my website?” you are often clueless. This SEO tutorial and whitepaper on solving the website traffic puzzle will immensely help SEO professionals in their career.”

-- Satyendra Mishra, CoFounder, Digital Berge, A leading SEO Company in India

Before we begin discussing the entire approach to predict organic traffic, I would like to tell you that at the end of this exercise, you will be able to see the results as follows:

Theme	Search Vol	Rank	CTR @ Rank	Search Volume						Traffic					
				Month1	Month2	Month3	Month4	Month5	Month6	Month1	Month2	Month3	Month4	Month5	Month6
Category7	166,992	1-3	1.97%	3,330	3,600	4,620	17,360	17,780	22,050	66	71	91	342	350	434
Category7	166,992	4-6	1.90%	11,900	14,000	13,650	4,640	11,910	13,430	226	266	259	88	226	255
Category7	166,992	7-10	0.92%	2,470	420	3,730	12,780	5,140	5,620	23	4	34	118	47	52
Category7	166,992	11-20	0.99%	270	3,880	5,090	4,640	6,270	2,290	3	38	50	46	62	23
Category7	166,992	21-30	0.58%	9,020	5,240	9,990	1,680	1,410	4,920	52	30	58	10	8	29
Category7	166,992	31-40	0.58%	1,750	1,600	3,940	1,410	8,700	2,900	10	9	23	8	50	17
Category7	166,992	41-50	0.58%	-	11,580	560	134,500	128,700	128,700	-	67	3	780	746	746
Category7	166,992	51-100	0.34%	151,170	139,590	138,330	2,900	-	-	514	475	470	10	-	-
Category7	166,992	>100	0.00%	-	-	-	-	-	-	-	-	-	-	-	-
				179,910	179,910	179,910	179,910	179,910	179,910	894	961	989	1,402	1,491	1,556
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Buy, why would you need this?

Hello guys!

As an agency owner, every time I meet a prospect or an existing client, they ask me the same questions and the most frequently asked question is:

“What would I get if I implement all of the things you have suggested for my website?”

The answer is simple -- **You will see growth in terms of search engine rankings on different keywords and therefore assured and predictable organic traffic.**

However, most of the clients have no clue how keyword rankings are going to help them. They are basically interested in traffic and conversions an SEO agency could increase for their website.

The traffic puzzle

To predict traffic, earlier I used methods like historical traffic stats of a client and gave a blind prediction based on industry trends, which is somewhere around 10-30% month over month.

Theoretically, it might sound okay, but it hardly reflects in terms of real growth stats. Many SEO professionals fail at this point as they have no sound reason to give, when they fail to achieve what they promise.

The moment of shame

When these SEO professionals face their clients in review meetings, their heads get down as they are generally not able to achieve what they had predicted in the beginning.

Bodhisattva's moment of enlightenment

I have spent many sleepless nights over it. Then one day, an idea popped up in my mind. Why do we not consider keywords while predicting traffic??

In fact, there are a number of things you need to take into consideration to predict traffic.

Just wondering if you have any idea or wild guesses?

The above situation gets worse when the client asks "How much traffic/revenue growth can I expect in a particular category i.e. in electronic, footwear, or fashion etc.?"

But then every problem has a solution. One fine day, we developed a method through which we could predict data from organic keywords with approximately 90% accuracy.

Step by Step process to predict organic hits/traffic, you could bring by promoting a particular set of keywords or analyzing how much total traffic a particular set of keywords could bring on your website.

Step1 - Know the Complete Search Universe - The most important thing is that you must have access to a comprehensive list of keywords a particular niche has. This list will be different, if you are a global leader or serving a local market as per your business needs.

In order to meet your clients' objectives, you need to narrow down the list of keywords. To do this, you need to take help of some popular SEO tools available in the market. I've listed them below for your reference.

- **Moz keyword Tool**
- **Keyword Spy**
- **SEMrush - Tap in to your competitors keywords**
- **Google Adword**

Create a comprehensive list of keywords using these tools; remove all the duplicate keywords, repeated words, and non related keywords.

Step2 – Categorize the keywords – Group keywords according to their niche. This will help you in understanding total potential of those keywords in a particular category. The word “potential” here means what you are going to get by promoting a particular niche/category.

Keyword	Category	Existing Rank	Competition	Search Volume	Month 1	Month 2	Month 3	Month 4
Search Term2		-	50	50	51-100	41-50	21-30	11-20
Search Term3		-	50	50	51-100	51-100	51-100	31-40
Search Term4		-	50	50	51-100	41-50	21-30	7-10
Search Term5		-	50	50	51-100	51-100	41-50	21-30
Search Term6		-	50	50	51-100	51-100	51-100	41-50
Search Term1		-	50	50	51-100	51-100	31-40	11-20
Search Term8		-	50	50	51-100	41-50	21-30	7-10
Search Term14		-	50	50	51-100	51-100	31-40	11-20
Search Term20		14	50	50	11-20	4-6	1-3	1-3
Search Term26		-	50	50	51-100	41-50	21-30	7-10
Search Term32		-	50	50	51-100	51-100	41-50	21-30
Search Term38		3	50	50	1-3	1-3	1-3	1-3
Search Term44		18	50	50	11-20	7-10	7-10	4-6
Search Term51		-	-	15	51-100	41-50	21-30	7-10
Search Term60		-	100	20	51-100	51-100	31-40	11-20
Search Term66		54	100	20	31-40	31-40	11-20	7-10
Search Term72		15	100	20	11-20	7-10	4-6	1-3
Search Term75		25	50	21	21-30	7-10	4-6	1-3
Search Term81		8	100	25	7-10	4-6	1-3	1-3
Search Term86		-	30	30	51-100	51-100	31-40	11-20
Search Term92		19	30	30	11-20	7-10	4-6	1-3
Search Term98		-	30	30	51-100	51-100	51-100	31-40
Search Term106	Category1	29	-	34	21-30	7-10	4-6	1-3

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Step 3 – Predicting keyword ranking - To predict traffic you need to know how the keyword ranking will move over a period of time. If you know the industry trends and the budget in hand, this could easily be predicted.

To do this, we should take the following steps:

3a. Calculating competition for each keyword

What is the overall competition for a particular keyword? How do you know the competition for a particular keyword?

Before you calculate this, you must know whom you are going to compete with and how many sites are fighting for a particular keyword.

- i. Enter the keyword and see the total number of results coming in search. But, this doesn't indicate the competition for that keyword. Rather, it is the number of times that particular search term appears on the web indexed by Google.
- ii. Some people do search the keywords in quotes, i.e. "top 7 healthcare blogs" to explore the competition for a particular keyword; however this is also not the right way.
- iii. The people who are seriously competing for a particular search term must put it in "title" of that particular page.

You should pay attention to the number of results appearing, when you hit a query in the Google search field in the following manner:

- Allintitle:Your keyword
- iv. This will give you the number of web pages actually competing for that particular search term
 - v. But typing such keywords one by one and jotting down the numbers displayed in search results, is again a tedious task. Isn't it? Huh, not to worry friends. With the help of Google Spreadsheet, you can easily do this.

Click the following link:

<https://docs.google.com/spreadsheets/d/1YqyjGML6tHs3qMSoFto2S530Aoc5QgvDK0a2xEkitBk/edit#gid=0>

Step 3: Now, you've a list of keywords, with competition mentioned against each keyword

Step 4: Sort keywords as per competition in the increasing order, this will help you to know which keywords have relatively low search volume and which keywords are really hard to rank (high competition keywords).

Step 5: Keywords which have (competition<500) low competition, could be easily placed in top 10 search results within 2-3 months of time. **{SEO people are smart enough to do this.}**

Note: You've to take other factors in consideration, while predicting keyword rankings. Some of these factors are listed below.

- Website history [Which means how old the website is]
- Current status of the website
- Current ranking of keywords

Step 6: You need to have a rough estimate of rankings of the keywords, your team would be able to achieve in next 3 months, 6 months, 9 months and 12 months time.

Step 7: Now you've an Excel sheet, which will look something like the one below that I've created for demonstration purposes.

Keyword	Category	Existing Rank	Competition	Search Volume	Month 1	Month 2	Month 3	Month 4
Search Term2	Category1	-	50	50	51-100	41-50	21-30	11-20
Search Term3	Category2	-	50	50	51-100	51-100	51-100	31-40
Search Term4	Category3	-	50	50	51-100	41-50	21-30	7-10
Search Term5	Category4	-	50	50	51-100	51-100	41-50	21-30
Search Term6	Category6	-	50	50	51-100	51-100	51-100	41-50
Search Term1	Category7	-	50	50	51-100	51-100	31-40	11-20
Search Term8	Category1	-	50	50	51-100	41-50	21-30	7-10
Search Term14	Category1	-	50	50	51-100	51-100	31-40	11-20
Search Term20	Category1	14	50	50	11-20	4-6	1-3	1-3
Search Term26	Category1	-	50	50	51-100	41-50	21-30	7-10
Search Term32	Category1	-	50	50	51-100	51-100	41-50	21-30
Search Term38	Category1	3	50	50	1-3	1-3	1-3	1-3
Search Term44	Category1	18	50	50	11-20	7-10	7-10	4-6
Search Term51	Category1	-	-	15	51-100	41-50	21-30	7-10
Search Term60	Category1	-	100	20	51-100	51-100	31-40	11-20
Search Term66	Category1	54	100	20	31-40	31-40	11-20	7-10
Search Term72	Category1	15	100	20	11-20	7-10	4-6	1-3
Search Term75	Category1	25	50	21	21-30	7-10	4-6	1-3
Search Term81	Category1	8	100	25	7-10	4-6	1-3	1-3
Search Term86	Category1	-	30	30	51-100	51-100	31-40	11-20
Search Term92	Category1	19	30	30	11-20	7-10	4-6	1-3
Search Term98	Category1	-	30	30	51-100	51-100	51-100	31-40
Search Term106	Category1	29	-	34	21-30	7-10	4-6	1-3

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Now, you've all the ingredients for your recipe. Your process of traffic estimation will start now.

Click through Rate for particular keyword positions: CTR is not equal for every position, it varies drastically. CTR is higher when you are ranking high and CTR is low when you are ranking on 2nd page, 3rd page and likewise.

CTR also varies from industry to industry. For some industries, you might get clicks even when your keywords are ranking on 3rd or 4th pages, while for others, you will not receive any clicks, if you are on 2nd page or 3rd page of Google search.

To have a fair idea of the CTR, login into your Google Search Console and see how your website is performing in terms of CTR for various positions.

Query	Clicks	↓ Impressions	CTR	Position
[REDACTED]	69	11,579	0.6%	7
[REDACTED]	1,868	9,245	20.2%	2.2
[REDACTED]	39	9,021	0.4%	7.8
[REDACTED]	245	6,303	3.9%	38.9
[REDACTED]	189	5,382	3.5%	6.2
[REDACTED]	229	5,376	4.3%	7.3
[REDACTED]	123	4,508	2.7%	8.5
[REDACTED]	187	3,822	4.9%	6.5

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Now you can easily get the CTR with the keyword positioning.

Create a tab in MS Excel and name it as you like. We've named it as 'Rules'; this will look something like this:

A	B	C	D	E
Category Name	Search Volume	Orderby	Category Name	Search Volume
Category1	100,818	2	Category1	100,818
Category2	56,248	5	Category2	56,248
Category3	67,384	3	Category3	67,384
Category4	56,865	4	Category4	56,865
Category5	0	7	Category5	0
Category6	52,260	6	Category6	52,260
Category7	166,992	1	Category7	166,992

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Step 1:

Write the name of categories in Column “A”. We have to do it manually—such as “Your Category 1”, “Category 2” ...and so on.

Step 2:

To bring in the sum of all the keywords in column “B”, we have to use the formula given below:

`=SUMIFS ('Name of Tab Containing keywords'!E:E,' Name of Tab Containing keywords '!B:B,A2)`

Where:

- E is name of the column containing search volume
- B is the name of the column containing names of “Categories”

Note: Make sure the names of the categories are same as mentioned in the original Spread Sheet.

Step 3: We’ve ranked categories in decreasing order of total search volume of keywords in that particular category.

To do this, use the formula mentioned below in column “C”

- `=RANK(B2,B2:B8)`

Now, we have to establish a relation among Rank, Category and Search Volume. In order to do that, we need to replicate all the values in column “A” and “B” to Column “D” and “E” as mentioned below:

A	B	C	D	E
Category Name	Search Volume	Orderby	Category Name	Search Volume
Category1	100,818	2	Category1	100,818
Category2	56,248	5	Category2	56,248
Category3	67,384	3	Category3	67,384
Category4	56,865	4	Category4	56,865
Category5	0	7	Category5	0
Category6	52,260	6	Category6	52,260
Category7	166,992	1	Category7	166,992

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Step 4:

Create a New Tab in MS Excel named as “Purified View”, something like this:

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Theme	Search Vol	Rank	CTR @ Rank	Search Volume						Traffic						
				Month1	Month2	Month3	Month4	Month5	Month6	Month1	Month2	Month3	Month4	Month5	Month6	
		1-3	1.97%													
		4-6	1.90%													
		7-10	0.92%													
		11-20	0.99%													
		21-30	0.58%													
		31-40	0.58%													
		41-50	0.58%													
		51-100	0.34%													
		>100	0.00%													
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- You need to put keyword ranking range like 1-3, 4-6, and 7-10, so on...
- You need to put CTR against each keyword range like X%, Y%, Z% and so on...

I hope you’ve noticed the column “A” having value “1” in it. This is the **Order by Value** assigned to Category 7.

A	B	C	D	E
Category Name	Search Volume	Orderby	Category Name	Search Volume
Category1	100,818	2	Category1	100,818
Category2	56,248	5	Category2	56,248
Category3	67,384	3	Category3	67,384
Category4	56,865	4	Category4	56,865
Category5	0	7	Category5	0
Category6	52,260	6	Category6	52,260
Category7	166,992	1	Category7	166,992
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Step 5:

We need to “vlookup” search volume and name of category from the tab named as “rules” using the below mentioned formulas:

Enter these formulas:

Formula to bring name of category

- =VLOOKUP(A3,rules!C:F,2,0)

Formula to bring search volume

- =VLOOKUP(A3,rules!C:F,3,0)

Now, your Excel sheet will look something like this:

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
					Search Volume						Traffic					
Theme	Search Vol	Rank	CTR @ Rank	Month1	Month2	Month3	Month4	Month5	Month6	Month1	Month2	Month3	Month4	Month5	Month6	
Category7	166,992	1-3	1.97%													
Category7	166,992	4-6	1.90%													
Category7	166,992	7-10	0.92%													
Category7	166,992	11-20	0.99%													
Category7	166,992	21-30	0.58%													
Category7	166,992	31-40	0.58%													
Category7	166,992	41-50	0.58%													
Category7	166,992	51-100	0.34%													
Category7	166,992	>100	0.00%													
Category1	100,818	1-3	1.97%													
Category1	100,818	4-6	1.90%													
Category1	100,818	7-10	0.92%													
Category1	100,818	11-20	0.99%													
Category1	100,818	21-30	0.58%													
Category1	100,818	31-40	0.58%													
Category1	100,818	41-50	0.58%													
Category1	100,818	51-100	0.34%													
Category1	100,818	>100	0.00%													
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Step 6:

Okay, now we've to bring in

1. Total search volume of keywords ranking in (1-3) of Niche1 in the month of July
2. Total search volume of keywords ranking in (4-5) of Niche1 in the month of July
3. Total search volume of keywords ranking in (7-10) of Niche1 in the month of July
4. And so on....

To do this, you need to use this formula in Excel:

- =SUMIFS('Keywords'!\$D:\$D,'Keywords'!\$B:\$B,'Purified View'!\$B:\$B,'Keywords'!F:F,'Purified View'!\$D:\$D)

You simply need to copy and paste this formula in all of the cells of niche 1, niche 2 and so on... If you implement things correctly, you'll have a spreadsheet like this:

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
					Search Volume						Traffic					
Theme	Search Vol	Rank	CTR @ Rank	Month1	Month2	Month3	Month4	Month5	Month6	Month1	Month2	Month3	Month4	Month5	Month6	
Category7	166,992	1-3	1.97%	3,330	3,600	4,620	17,360	17,780	22,050							
Category7	166,992	4-6	1.90%	11,900	14,000	13,650	4,640	11,910	13,430							
Category7	166,992	7-10	0.92%	2,470	420	3,730	12,780	5,140	5,620							
Category7	166,992	11-20	0.99%	270	3,880	5,090	4,640	6,270	2,290							
Category7	166,992	21-30	0.58%	9,020	5,240	9,990	1,680	1,410	4,920							
Category7	166,992	31-40	0.58%	1,750	1,600	3,940	1,410	8,700	2,900							
Category7	166,992	41-50	0.58%	-	11,580	560	134,500	128,700	128,700							
Category7	166,992	51-100	0.34%	151,170	139,590	138,330	2,900	-	-							
Category7	166,992	>100	0.00%	-	-	-	-	-	-							
				179,910	179,910	179,910	179,910	179,910	179,910							
Category1	100,818	1-3	1.97%	200	1,590	12,970	18,510	18,510	20,550							
Category1	100,818	4-6	1.90%	13,040	12,020	5,540	290	2,660	1,710							
Category1	100,818	7-10	0.92%	320	5,120	220	2,370	-	5,990							
Category1	100,818	11-20	0.99%	5,120	-	1,720	5,050	6,830	14,880							
Category1	100,818	21-30	0.58%	1,350	1,550	1,810	1,780	42,630	60,940							
Category1	100,818	31-40	0.58%	350	170	33,060	42,730	40,040	6,600							
Category1	100,818	41-50	0.58%	27,500	29,730	9,190	250	210	210							
Category1	100,818	51-100	0.34%	63,000	60,700	46,370	39,900	-	-							
Category1	100,818	>100	0.00%	-	-	-	-	-	-							
				110,880	110,880	110,880	110,880	110,880	110,880							
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To calculate the traffic, we need to multiply the search volume of each month with respective CTR.

So, values in **F3 will be multiplied with E3** to get a spreadsheet like this:

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
					Search Volume						Traffic					
Theme	Search Vol	Rank	CTR @ Rank	Month1	Month2	Month3	Month4	Month5	Month6	Month1	Month2	Month3	Month4	Month5	Month6	
Category7	166,992	1-3	1.97%	3,330	3,600	4,620	17,360	17,780	22,050	66	71	91	342	350	434	
Category7	166,992	4-6	1.90%	11,900	14,000	13,650	4,640	11,910	13,430	226	266	259	88	226	255	
Category7	166,992	7-10	0.92%	2,470	420	3,730	12,780	5,140	5,620	23	4	34	118	47	52	
Category7	166,992	11-20	0.99%	270	3,880	5,090	4,640	6,270	2,290	3	38	50	46	62	23	
Category7	166,992	21-30	0.58%	9,020	5,240	9,990	1,680	1,410	4,920	52	30	58	10	8	29	
Category7	166,992	31-40	0.58%	1,750	1,600	3,940	1,410	8,700	2,900	10	9	23	8	50	17	
Category7	166,992	41-50	0.58%	-	11,580	560	134,500	128,700	128,700	-	67	3	780	746	746	
Category7	166,992	51-100	0.34%	151,170	139,590	138,330	2,900	-	-	514	475	470	10	-	-	
Category7	166,992	>100	0.00%	-	-	-	-	-	-	-	-	-	-	-	-	
				179,910	179,910	179,910	179,910	179,910	179,910	894	961	989	1,402	1,491	1,556	
Category1	100,818	1-3	1.97%	200	1,590	12,970	18,510	18,510	20,550	4	31	256	365	365	405	
Category1	100,818	4-6	1.90%	13,040	12,020	5,540	290	2,660	1,710	248	228	105	6	51	32	
Category1	100,818	7-10	0.92%	320	5,120	220	2,370	-	5,990	3	47	2	22	-	55	
Category1	100,818	11-20	0.99%	5,120	-	1,720	5,050	6,830	14,880	51	-	17	50	68	147	
Category1	100,818	21-30	0.58%	1,350	1,550	1,810	1,780	42,630	60,940	8	9	10	10	247	353	
Category1	100,818	31-40	0.58%	350	170	33,060	42,730	40,040	6,600	2	1	192	248	232	38	
Category1	100,818	41-50	0.58%	27,500	29,730	9,190	250	210	210	160	172	53	1	1	1	
Category1	100,818	51-100	0.34%	63,000	60,700	46,370	39,900	-	-	214	206	158	136	-	-	
Category1	100,818	>100	0.00%	-	-	-	-	-	-	-	-	-	-	-	-	
				110,880	110,880	110,880	110,880	110,880	110,880	689	696	793	837	964	1,033	
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In this example, you will get “894” for Month1 in Category1, similarly for Month2, you will get “961” and so on...

To reach to a conclusion regarding the total predicted traffic for a particular month, you need to add monthly numbers.

Total Traffic = Traffic in Month1 in Category1+ Traffic in Month2 in Category 2+ Traffic in Month3 in Category 3 +....

Final words

This is the proven and one of the most reliable and accurate methods to predict traffic on month on month basis. Only an inexperienced and inefficient SEO agency will say that they can't predict the traffic accurately or that traffic is unpredictable or it's out of the scope of SEO. In this era, when organic traffic mainly depends on your website's rankings, you can predict future traffic with a high degree of accuracy using your projections about anticipated rankings.

Your comments are most welcome. If you know some other tactics to predict traffic, please feel free to share it here.