



# **BrightEdge — Forecast your SEO traffic**

**A step by step guide**

**by MKG Marketing**

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## Forecasting SEO traffic

This checklist will guide you through the process of turning Keyword Ranking gains into a measurable forecast to estimate and increase Organic Search traffic.

In BrightEdge the following items must be configured before you forecast your SEO traffic:

- Tracked Keywords and Keyword Groups created
- PLP's Set and Matched to Tracked KW's
- Web Analytics (Google Analytics or Adobe Analytics) and Google Search Console integration complete (click-click-done!)
- At least one week of data collected

## The checklist

- Login to BrightEdge
- Select 'Opportunity Forecasting' on the left hand rail
- Choose a Keyword Group
- Choose 'Traffic' in the Forecast Model drop down menu
- Click on the toggle/gear icon that says "Assumption Settings"
- Select Custom Rank Settings
- Change Rank by Keyword Difficulty to the following settings
- Once you have configured the Custom Rank Settings, click 'Run' in the Forecast Status column (this will take up to 24 hours to complete).
- Once the Forecast has completed, click 'Complete (month/day/year)' in the Forecast Status column to review the forecast
- Review the Search Volume Increase or Decrease

- Go to [google.com/trends](https://www.google.com/trends)
- Select a core keyword from the Keyword Group from BrightEdge
- Plug that into the search bar for Google Trends
- Select the time option of “Last 12 Months”
- Calculate the difference last year to today. For example:
- If we were at a keyword vol 30 five years ago and now Google Trends shows 81, calculate the percent increase  $(81 - 30) / 30 = 170\%$
- Insert the difference figure into the open field in the Assumption Settings tab that reads “Search Volume”
- Change drop down to select “Increase by” or “Decrease by” depending on if your search volume went up or down.
- Select 'apply'
- Choose 'Traffic' in the Forecast Model drop down menu
- Click on the toggle/gear icon that says “Assumption Settings”
- Select Custom Rank Settings
- Scroll down to 'update forecast'

The answer to “How much traffic could we potentially gain by improving performance for this Keyword Group” lies in the “Potential Increase in Traffic” metric displayed when you’ve completed these steps.

You can also watch the following YouTube video to see how we use the Opportunity Forecasting feature of BrightEdge.



## About MKG Marketing

MKG Marketing is a digital marketing agency run by Digital Marketing Experts.

Our Experts specialize in Search Engine Optimization (SEO), Pay-Per-Click (PPC) Advertising, as well as Campaign and Website Analytics.

Experts are defined as individuals who focus on a specific service, and have years of qualifying experience.

Because we only hire experts our clients experience little-to-no turnover with their agency stakeholders.

The checklist and results demonstrated in this document are based directly on our experts actual experience.



# Thank you

MKG Marketing can help your brand get found via transparent, measurable digital marketing. Contact AnDrae' Jones — [andrae@mkgmarketinginc.com](mailto:andrae@mkgmarketinginc.com).