

Executive Summary

A data-driven SEO program for {{company name}}.

Organic search is our largest marketing channel, responsible for driving over £20m in annual revenue and has been identified by leadership as strategically vital for achieving our growth targets. We currently have a key objective to increase organic traffic by X% by {{date}}.

Despite its critical importance, our organic channel operates as a "black box." Our strategy is dictated by a fear of breaking what works, as we know a single negative change can have a multi-million-pound impact. We waste significant engineering resources on unproven changes and cannot reliably attribute outcomes to specific actions. This lack of control means we are not only missing out on revenue gains but are also exposing the business to an estimated £2-4 million in preventable losses annually. Meanwhile, our most sophisticated competitors are using data-driven experimentation to innovate and capture the market share we are targeting.

If we are to hit our strategic goals, this raises a key question. How can we transform organic search from an unpredictable liability into a controllable, efficient, and innovative performance channel that can achieve our strategic growth targets?

We must move from a reactive state of guesswork to a proactive strategy of discovery. By implementing a dedicated SEO A/B testing program, we will gain control over our most important channel, eliminate operational waste, and unlock a projected £5-£14 million annual revenue opportunity while building a sustainable competitive advantage.

Proposal

To achieve our strategic objective of `{{insert target}}`, we must adopt an SEO experimentation program. This will empower us to make validated, data-driven decisions that directly connect SEO activities to business growth.

Key Arguments & Evidence

1. We Lack Control Over Our Biggest Channel

Our current approach is unstable and prevents predictable growth.

- **Our biggest channel is a "black box."** We're lacking clear data on what changes are helping and which are hurting performance. When things go well, or when they go wrong, we're unable to see why.
- **Our strategy is driven by fear, not data.** Our current approach to SEO is reactive. We treat the website like a "Jenga tower," afraid to make significant changes in case we accidentally break something.
- **We can't reliably attribute changes to results.** This makes it impossible to determine where to increase investment and prove the ROI of our team's efforts.

2. We Have Significant Operational Inefficiencies

We are misallocating valuable resources and hindering our team's ability to execute.

- **We're wasting valuable engineering effort.** SearchPilot data shows that only around 15-20% of SEO changes are positive. Without understanding the value of our changes, we're potentially wasting 80% of the engineering time we spend on SEO tickets.
- **Our team has little autonomy to get things done.** We're entirely dependent on engineering teams for most changes.
- **SEO is consistently deprioritised.** We're constantly competing with other teams for engineering resources. Because we don't have data to back up our recommendations, we're left to make do with whatever resources are left, rather than having dedicated support to grow our biggest channel.

3. We're Falling Behind Our Competitors

The market is evolving faster than our current strategy allows us to.

- **We can't innovate or take calculated risks.** Without testing, we're only able to do the same
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things that everyone else is doing: the safe things, the best practices, and the housekeeping. It's impossible to make up ground when we don't have the safety nets in place to allow us to push performance to the max and try things that others can't or won't do.

- **Our competitors are testing to discover the future while we're guessing.** The most sophisticated SEO teams in the world are using SEO testing to discover what works. Meanwhile, we're gambling with every change.
- **We're unprepared for the impact of AI on search.** While traffic from large language models (LLMs) like ChatGPT and Gemini is currently small, it's increasing, and our leadership is asking more about it. Without testing, we can't provide meaningful answers.

ROI Projections

We've created two different scenarios, a conservative scenario and an on-target scenario to calculate possible ROI. [See the full working sheet here](#). There are four main levers that influence the success of a program.

1. **Annual test volume:** Test frequency significantly impacts testing program success. Maintaining a consistent experiment backlog, avoiding testing lulls, is crucial for success.
2. **Average uplift:** When we do find winning experiments, what is the average impact we expect to see? Across all of their customers, SearchPilot typically sees an average uplift of around 10%.
3. **Average win rate:** The quality of hypotheses affects experiment success. SearchPilot's customers typically see a 15-20% win rate.
4. **Average impact length:** A winning experiment's benefit will vary before external factors cause it to fade. SearchPilot recommends forecasting 6 months to balance optimism with realistic business impact.

Conservative scenario

The conservative scenario is based on:

- Running three tests per month
 - 15% of tests are positive
 - An average uplift of 8%
 - The average length of a winner lasts 6 months
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Based on these assumptions, we project an additional £4.5 million in revenue during the first year of the testing program. Furthermore, the program is expected to safeguard an additional £2.2 million by preventing avoidable losses.

Annual Tests	Estimated Winning Tests	Estimated Incremental Revenue
36	5	£4,536,000
Annual Tests	Estimated Losing Tests	Estimated Rescued Revenue
36	3	£2,268,000

On Target Scenario

Based on our traffic, we believe a more realistic scenario is running 60 tests per year. The on-target scenario has the following assumptions.

- Running five tests per month
- 15% of tests are positive
- An average uplift of 10%
- The average length of a winner lasts 6 months

Annual Tests	Estimated Winning Tests	Estimated Incremental Revenue
60	9	£9,450,000
Annual Tests	Estimated Losing Tests	Estimated Rescued Revenue
60	5	£4,725,000

Under this scenario, we more than double the incremental revenue to just over £9.4 million and £4.7 million in rescue revenue.

Recommendation & Next Steps

To move forward, we recommend a 60-day pilot program with SearchPilot to validate the impact of SEO testing on our key landing pages. The cost of the pilot would be £X, and if successful, the total investment needed would be £Y.

Success Criteria: A Picture of a Data-Driven Future

At the end of this 60-day pilot, we will have fundamentally changed how we manage our largest channel. Success will be defined by the following outcomes:

- **From "Black Box" to Clear Answers:** We will have our first set of conclusive test results, including at least one statistically significant winning test. This will provide the first-ever quantitative link between a specific SEO change and its impact on revenue. At our revenue numbers, a single winning test would more than cover the cost of the entire program.
- **Increased Velocity and Efficiency:** We will have successfully launched and completed 3-5 tests, demonstrating our ability to execute changes and gather insights faster than our current engineering-dependent process allows.
- **A Validated Financial Model:** The pilot results will allow us to move from a theoretical ROI model to one validated with our own data, providing a confident projection for a full-scale rollout.
- **A New Way of Working:** We will have established a new, data-driven process for making SEO decisions, shifting our team's focus from debating opinions to analysing results.

