

The **ROI Calculator** should be a simple, user-friendly tool that estimates how much money a business is losing due to **wasted ad spend, poor conversion rates, and missed SEO traffic**. It should include input fields for the user to enter their own data and instantly receive an estimated financial impact.

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## Basic ROI Calculator Framework

### Inputs (User Fills Out)

1. **Ad Spend Per Month (\$)**
    - How much do you currently spend on Google/Facebook ads?
  2. **Estimated Wasted Ad Spend (%)**
    - Industry benchmarks suggest **30-50% of ad spend** is wasted on poor targeting, irrelevant clicks, or low-performing ads.
    - (We can pre-fill this at **40%** but allow users to adjust.)
  3. **Website Visitors Per Month**
    - How much traffic do you get?
  4. **Current Conversion Rate (%)**
    - Industry standard: **2-3%** (if unknown, default to 2%).
  5. **Industry Average Conversion Rate (%)**
    - High-performing websites convert at **5% or more** (default benchmark).
  6. **Average Customer Value (\$)**
    - What is your average sale or customer lifetime value?
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### Output (Instant Calculation Results)

1. **Estimated Wasted Ad Spend:**
  - Formula: **Ad Spend × Wasted Ad Spend %**
  - Example: \$10,000 × 40% = **\$4,000 wasted monthly**
2. **Missed Revenue from Poor Conversion Rates:**
  - Formula:
    - **Current Sales = Website Visitors × Current Conversion Rate %**

- Potential Sales = **Website Visitors × Industry Benchmark Conversion %**
- Missed Sales = **Potential Sales - Current Sales**
- Missed Revenue = **Missed Sales × Avg Customer Value**
- Example:
  - 10,000 visitors × 2% = **200 sales**
  - 10,000 visitors × 5% = **500 sales**
  - 500 - 200 = **300 missed sales**
  - 300 × \$500 avg sale = **\$150,000 in missed revenue**

### 3. Missed SEO Traffic Value:

- If they aren't ranking well on Google, they are missing organic traffic that would **reduce their need for paid ads**.
- Formula:
  - Potential SEO Traffic = **(Estimated Monthly Search Volume × Estimated Click-Through Rate %) - Current Organic Traffic**
  - Missed Revenue = **Potential SEO Traffic × Average Conversion Rate × Average Customer Value**

## How It Would Work in Practice

- **Simple Web Form:** Users enter their numbers, and the calculator instantly shows them their **potential lost revenue**.
- **Dynamic Results Page:** Show results with a **breakdown of wasted ad spend, missed sales, and missed SEO opportunities**.
- **Email Capture Option:** Offer users a **full report via email** in exchange for their contact info (great for lead generation!).

To turn the **ROI Calculator** into an **interactive tool**, you have a few options depending on your preferred platform:

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## Option 1: Build a Simple Web-Based ROI Calculator

### Best for: Growth Shark's Website (Lead Generation)

- Users **input their data** (ad spend, website visitors, conversion rates, etc.).
- The calculator **instantly calculates** wasted ad spend, missed revenue, and SEO potential.
- Results **display dynamically** on the page.
- **Lead Capture:** Offer users a **full report via email** to collect leads.

### How to Build It:

1. **Use a Web Form + JavaScript**
    - Create an **HTML form** with input fields.
    - Use **JavaScript** to calculate the results in real-time.
    - Display results immediately **or via an email opt-in**.
  2. **Use a No-Code Tool Like Typeform or Calculoid**
    - **Typeform:** Create a quiz-style ROI calculator.
    - **Calculoid:** Embed a **customizable** calculator in your site.
  3. **Use WordPress Plugins**
    - If Growth Shark's site is on **WordPress**, use a **calculator plugin** like:
      - **Formidable Forms**
      - **Calculated Fields Form**
      - **Gravity Forms with custom formulas**
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## Option 2: Google Sheets ROI Calculator (Quick & Shareable)

### Best for: Sending to Clients & Internal Use

- Create a **Google Sheet with formulas**.
- Add a simple **data entry section** where users input their numbers.
- Automatically calculate and display results.
- **Share as a free tool** via a link.

 **Bonus:** Turn the sheet into a **Google Forms-based tool** to capture leads.

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### Option 3: Interactive ROI Calculator as a Landing Page

#### Best for: Running Paid Ads to Capture Leads

- Create a **dedicated landing page**.
- Embed an **ROI calculator tool** that shows users **how much money they're losing**.
- Add a **CTA for a Free Audit**:
  - “Find out exactly how much money you’re losing – and how to fix it!”
  - Require **email signup to get full results**.

#### How to Build It:

- Use a **landing page builder** like **Unbounce, ClickFunnels, or Webflow**.
- Embed a **calculator widget** using JavaScript or a third-party tool like **Outgrow**.

Metric	Example Values
Ad Spend Per Month (\$)	10000
Estimated Wasted Ad Spend (%)	40
Website Visitors Per Month	10000
Current Conversion Rate (%)	2
Industry Benchmark Conversion Rate (%)	5
Average Customer Value (\$)	500
Estimated Wasted Ad Spend (\$)	4000
Current Sales	200
Potential Sales	500
Missed Sales	300
Missed Revenue (\$)	150000