

SEO Revenue Report

Organic Search Performance & Revenue Attribution

Fiscal Year 2024 | Q1 – Q4 | Prepared by: Marketing Analytics Team

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Executive Summary

This report presents the organic search revenue performance for the full fiscal year 2024. Overall, SEO contributed **\$4.82 million** in attributed revenue, representing a **34% year-over-year increase**. Improvements in Core Web Vitals, a comprehensive content refresh across high-intent landing pages, and a sustained link-building programme were the primary growth drivers. The e-commerce vertical showed the strongest absolute gains while the B2B segment recorded the highest conversion-rate improvement.

Key Performance Indicators — Full Year 2024

\$4.82M	2.18M	3.4%	\$2.21
Total SEO Revenue	Organic Sessions	Avg. Conversion Rate	Revenue per Session
▲ 34% YoY	▲ 28% YoY	▲ 0.6 pts	▲ 5% YoY
14,820	68,400	52	1.8s
Keywords in Top 10	Backlinks Acquired	Domain Authority Score	Avg. Page Load Time
▲ 41% YoY	▲ 22% YoY	▲ 4 pts	▼ 0.4s

Quarterly Revenue Breakdown

Quarter	Organic Sessions	Revenue (\$)	Conv. Rate	Avg. Order Value	YoY Growth
Q1 2024	468,200	\$982,400	3.0%	\$210	+24%
Q2 2024	521,600	\$1,148,000	3.3%	\$217	+31%
Q3 2024	580,400	\$1,320,800	3.5%	\$225	+38%
Q4 2024	612,800	\$1,369,200	3.7%	\$231	+42%
Full Year	2,183,000	\$4,820,400	3.4%	\$221	+34%

Revenue by Traffic Segment

Segment	Sessions	Revenue (\$)	% of Total	Conv. Rate	Trend
Informational	720,000	\$964,080	20%	2.1%	▲ Growing
Commercial	590,000	\$1,495,200	31%	4.2%	▲ Strong
Transactional	480,000	\$1,881,960	39%	5.8%	▲ Strong
Navigational	393,000	\$479,160	10%	1.8%	→ Stable
Total	2,183,000	\$4,820,400	100%	3.4%	

Top 10 Revenue-Driving Keywords

#	Keyword	Avg. Position	Clicks	Revenue (\$)	Conv. Rate
1	buy [product] online	1.2	48,200	\$412,600	6.1%
2	[brand] discount code	1.5	39,800	\$298,500	5.8%
3	best [product] 2024	2.1	35,400	\$241,400	4.9%
4	[product] review	2.4	32,100	\$214,800	4.5%
5	[product] price	1.9	29,700	\$196,200	4.7%
6	cheap [product]	3.0	27,500	\$178,400	4.4%
7	[product] near me	2.7	25,900	\$162,700	4.2%
8	[product] comparison	3.3	23,400	\$148,600	4.1%
9	how to choose [product]	4.1	21,800	\$132,900	3.8%
10	[product] guide	4.6	19,300	\$118,200	3.5%

Strategic Recommendations for 2025

■ 1. Expand Transactional Content

Transactional keywords drive 39% of revenue at the highest conversion rate (5.8%). Scaling product-comparison and bottom-of-funnel pages by 40% is projected to add \$620K in incremental revenue.

■ 2. Accelerate Core Web Vitals Improvements

Page load time improved to 1.8s but remains above the 1.5s benchmark. Prioritising image optimisation and next-gen format adoption across the top 200 landing pages is expected to lift organic sessions by a further 8–12%.

■ 3. Invest in E-A-T Signals

Google's Helpful Content updates increasingly reward demonstrable expertise. Commissioning subject-matter expert by-lines and securing peer-site editorial links for the top 50 informational articles should improve average position by 1.5–2 spots.

■ 4. Capture Featured Snippets

Analysis shows 340 high-volume queries where the brand ranks #2–#5 but lacks snippet eligibility due to content formatting. Restructuring those pages with concise definitions and structured data is estimated to increase CTR by 3–5 percentage points.

■ 5. Build Out Topic Clusters

Keyword-gap analysis reveals 12 core topic areas with significant coverage gaps. Developing pillar pages and supporting cluster content for each vertical is projected to generate 180K additional organic sessions in the first six months.