

SEO+PPC

VS

PPC Only

Monthly Investment: \$5500
(\$3500 Management Fee + \$2000 Ad Spend)

Lead Conversion Value: \$5000
(how much a case makes on average)

Expected Gross Monthly Income: \$25000
[(5 cases per month) x (5000 per case)]

$$\text{ROI} = (25000 - 5500) / 5500$$

ROI= ~355%

Monthly Investment: \$3500
(\$500 Management fee + \$3000 Ad Spend)

Averaging \$2 for every \$1 spent on
advertising – \$6000

$$\text{ROI} = (6000 - 3500) / 3500$$

ROI= ~72%