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brightonSEO.
United Kingdom

How to accurately forecast International SEO Traffic before going global



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Standard CTR-based
forecasts are **broken**

"They assume we will
instantly **hit position 3**
across a brand new
market."

We don't need a GPS.
We need a **Compass.**

The Home-Advantage Proxy

Your home market is the blueprint of your true SEO potential.

The Foundation

$$\text{Forecast} = \frac{SV_{\text{target}}}{SV_{\text{home}}} \times \text{Traffic}_{\text{home}}$$

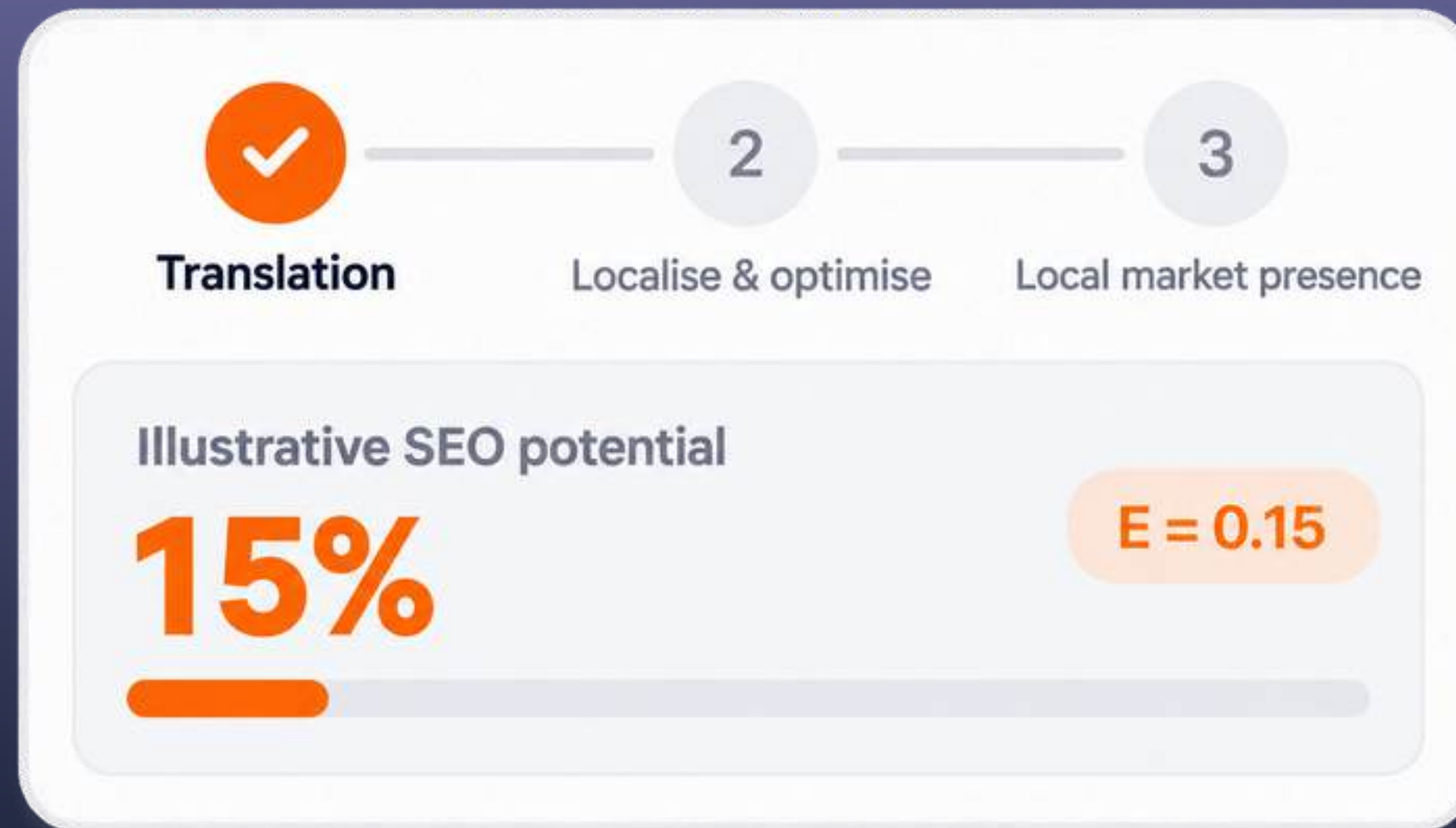
Base your expectations on your proven capture rate,
not a hypothetical benchmark.

It shows your
SEO foundation
works

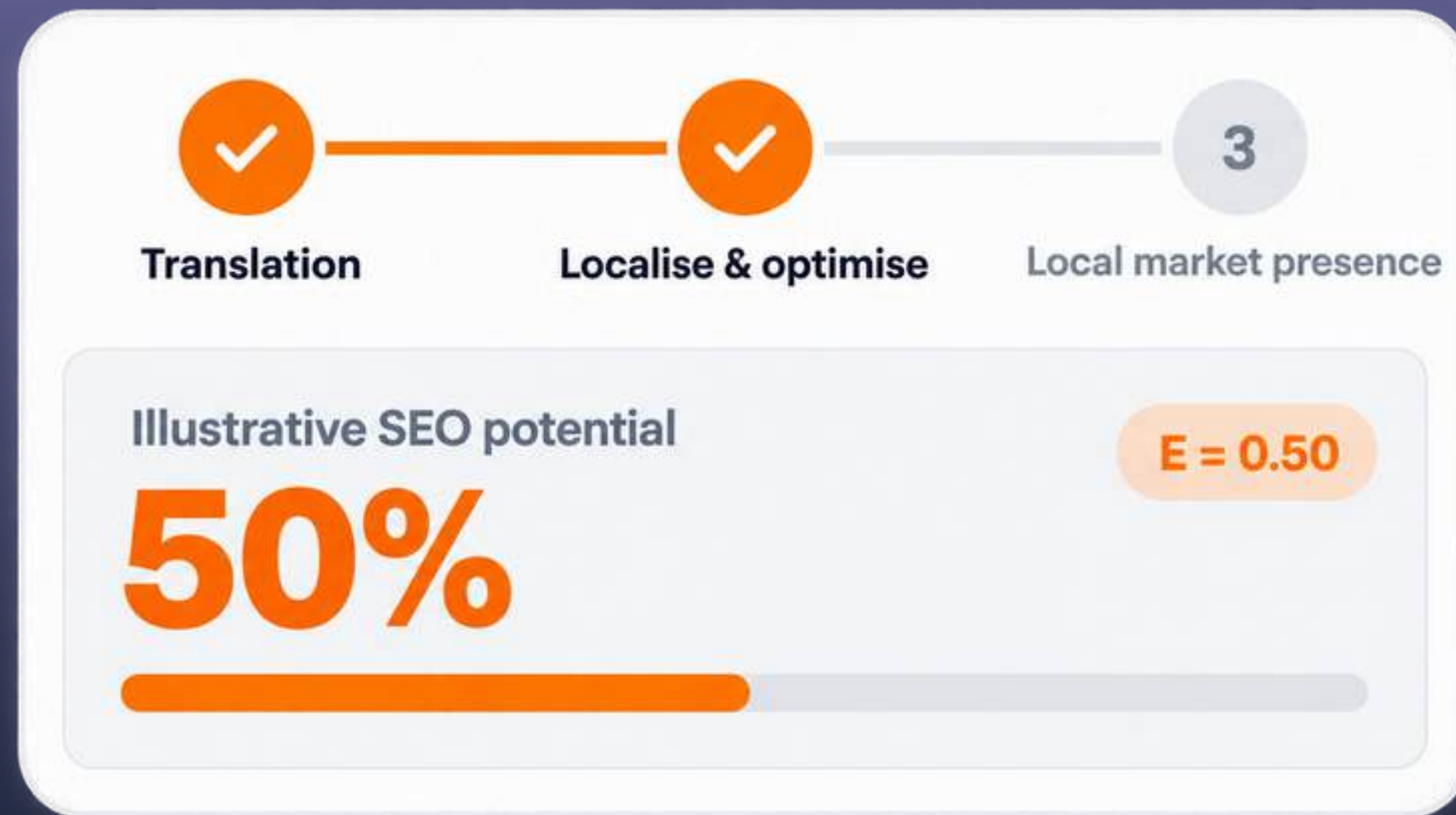
Rule 1: Effort = Your Ceiling

The budget dictates the maximum potential.

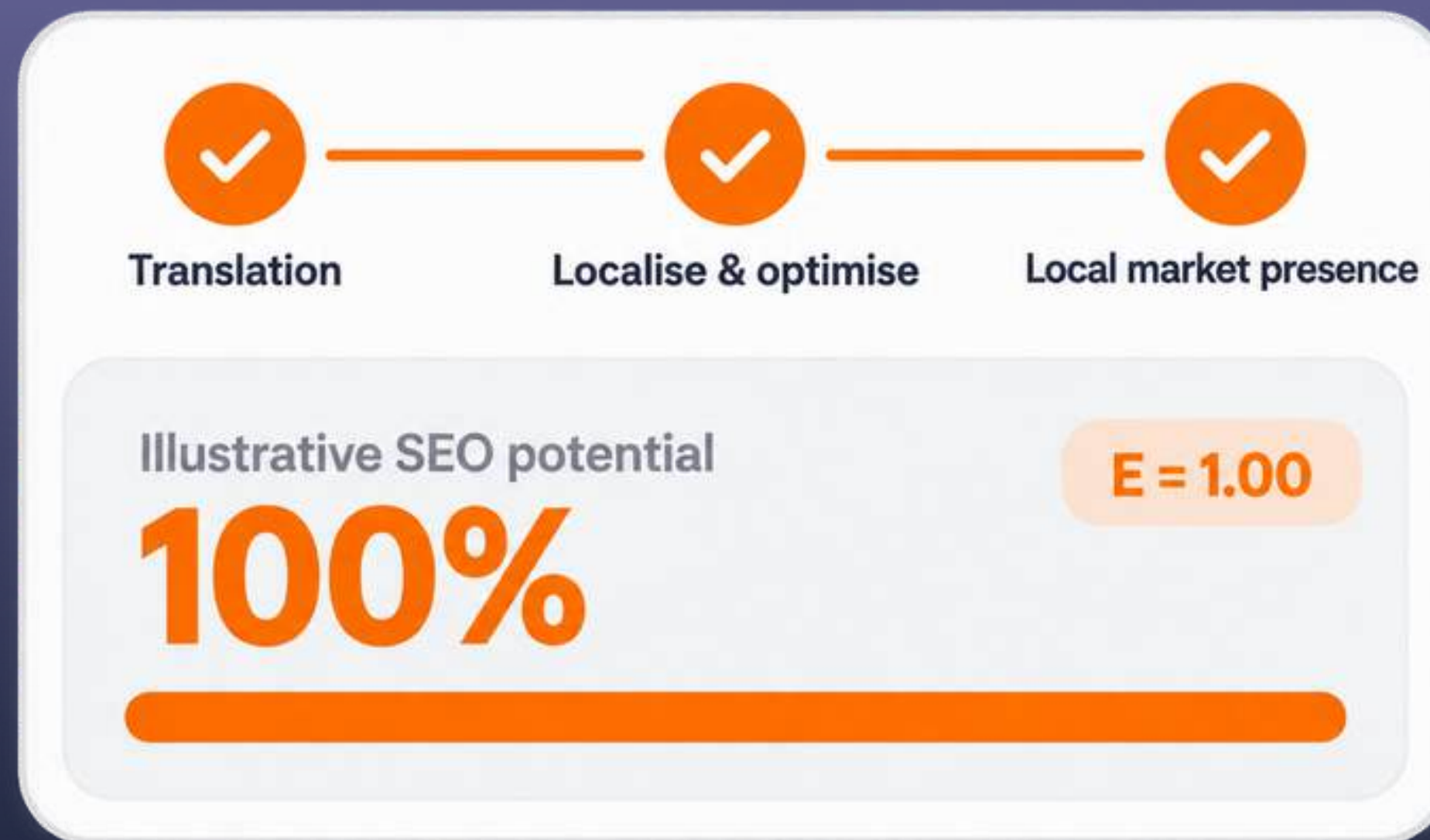
Low Effort: Translate & Pray



Medium Effort: Localise & Optimise



High Effort: Transcreation



Rule 2: **Time** Cannot Be Bought

The Maturity Curve (The T-Factor)

The Maturity Curve



New market versions need time to build rankings, authority and local signals.

Rolling out **5 million** URLs?
Expect an indexing lag

Expectation Matrix

Assuming a 10,000 click baseline potential.

Effort level	Year 1 (T=0.25)	Year 2 (T=0.65)	Year 3 (T=1.0)
Low (E=0.15)	~375	~975	~1,500
Medium (E=0.50)	~1,250	~3,250	~5,000
High (E=1.0)	~2,500	~6,500	~10,000

Your home market is
not identical to your
target market.

The Reality Check

You might be the big fish in a calm pond at home...

The **Target** Market

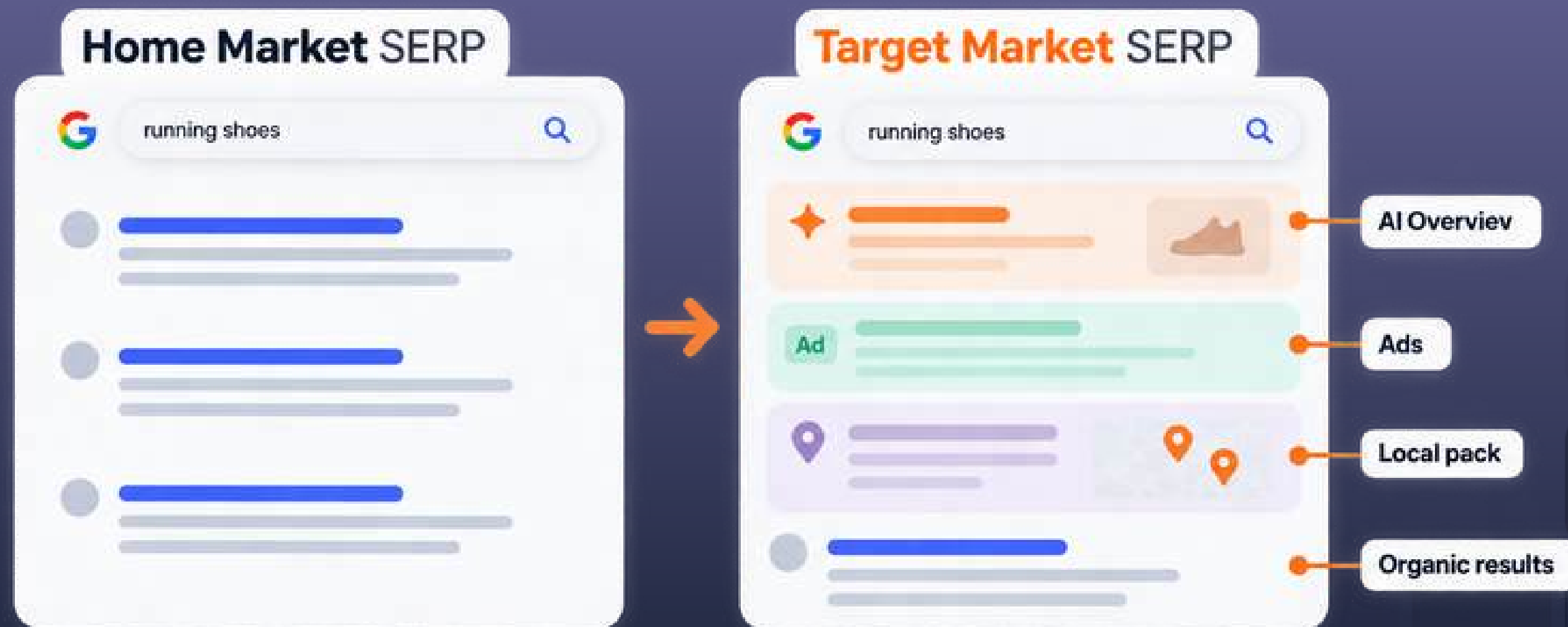
...but entering the US or UK market is swimming with sharks.

The Competitor Density Modifier (C)

$$C = \frac{\text{Keyword Difficulty}_{\text{home}}}{\text{Keyword Difficulty}_{\text{target}}}$$

e.g., KD NL (30) / KD UK (60) = 0.5 (You lose 50% potential)

The SERP Feature Modifier (S)



Applying the (S) Penalty



The Complete Expert Formula

$$\text{Forecast} = \frac{SV_{\text{target}}}{SV_{\text{home}}} \times \text{Traffic}_{\text{home}} \times E \times T \times C \times S$$

You don't need perfect math. You need to consider all 4 factors before giving the CEO a number.

Rule 3: The Forecast is a *Safety Net*

"Real SEO isn't a smooth line. One head-term ranking can shatter this forecast overnight."

This model gives you a planning baseline. Real SEO performance will never follow a perfectly smooth curve

Translation is only the start.
Growth is the goal.

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