

## Guest Post ROI Calculator (Manual Edition)

For when you need to know if that 2,000-word opus actually earned its keep.

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So you wrote the guest post. You edited. You polished. You even linked out to someone else for once. But was it actually worth it? This scrappy little calculator helps you figure out if you got ROI... or just vibes.

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### Part 1: The Investment

#### 1. Time Spent (in hours)

- Research: \_\_\_\_
- Writing: \_\_\_\_
- Editing: \_\_\_\_
- Emailing 17 follow-ups just to get ghosted: \_\_\_\_
- Total Time: \_\_\_\_ hrs

#### 2. Time Value (\$ per hour)

- Your rate (aka your dignity): \$\_\_\_\_
  - Total "Cost": \$\_\_\_\_ (Total Time x Hourly Rate)
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### Part 2: The Return

#### 1. Website Traffic

- Visitors referred from the guest post: \_\_\_\_
- Conversion rate on your landing page: \_\_\_\_%
- Leads generated: \_\_\_\_

## 2. Backlinks

- How many do-follow links you actually got: \_\_\_\_
- From sites with DA over 40: \_\_\_\_
- From sites not run by someone's cat: \_\_\_\_

## 3. Brand Visibility

- Shares or retweets: \_\_\_\_
- Comments (that weren't spam): \_\_\_\_
- Subscribers gained: \_\_\_\_

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Final Score: Is This Guest Post Paying Rent or Just Taking Up Space?

- Total Return (value of leads, traffic, backlinks, visibility): \$\_\_\_\_
- $ROI = (Return - Cost) / Cost$

If ROI = positive, congrats—you did capitalism.

If ROI = negative, congrats—you did “exposure.”

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Use this after every guest post so you can stop guessing and start ghosting the blogs that waste your time.

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