

Packaging and Pricing SEO

Pricing your SEO services can be a tricky game. Here is how I go about it and some other options for you to consider.

First understand that there are different models to actually delivering SEO. You can deliver results to the clients' sites, your own sites, or third party sites (YouTube, Facebook, etc). This is important when you decide to rank your own site and then simply sell the leads to clients in that industry.

The method above is known as the rank and rent model and can be priced in a couple of ways. You can sell each lead individually or charge a monthly retainer in which they can keep all the leads. The simplest way to determine the price for this is to find out how much each lead is worth to the client.

If each customer brings \$1000 on average to the business, and the business closes 1/10 prospects, then the business can pay \$100 for each lead in order to break even. Simply charge lower than that if you are selling each lead and they are profiting. Or, determine how many leads you are generating in each month and sell them on one monthly price.

As for working on the clients' site directly, you have to consider what value it is you are bringing to the table. If you are just a link-builder and you charge for the quality of your links then it will be the same for every client industry across the board. If you are a straight-up ranking pro, then you can charge by their potential ROI which I highly recommend.

This method requires a bit of Keyword and Competitor Research. If you find out that the total # keywords in their campaign comes out to a total search volume of 5,000 for example, then you know that by them ranking #1 for each term they can expect 80% of that (hopefully targeted) traffic. 4,000 monthly visitors at an expected 5-10% conversion from targeted visitors yields 200+ new customers every month. Multiply this by their average customer value and that is how much extra they are bringing in from SEO. Feel free to charge about half of that to compensate if you don't rank them #1 or their conversions

aren't as good. When they see the ROI potential it will be a no-brainer to hire you!

Besides for charging monthly retainers, there are other ways to actually package your service. For example, the number of keywords in a campaign can change if you decide to go with an à la carte service. What I suggest you explore is charging an initial setup fee along with the monthly retainer.

This gives you more upfront cash to spend on their ranking resources (PBN, staff, etc), and they will also feel committed to sticking with you because of their initial investment. Another beauty of the setup fee is that the price doesn't have to be justified with ROI. They understand it is strictly a fee to get setup and they don't often equate it with the recurring monthly payment. I would suggest, however, not to charge more than double your monthly retainer for your setup fee.

I hope this helps and make sure to experiment with the type of business lifestyle you want and what seems to be working with your lead sources of clientele!