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Determining Cost of SEO



Introduction

There is no definite answer to the question “How much does SEO cost” because the prices of SEO services may differ depending on your campaign goals, target market and competition.

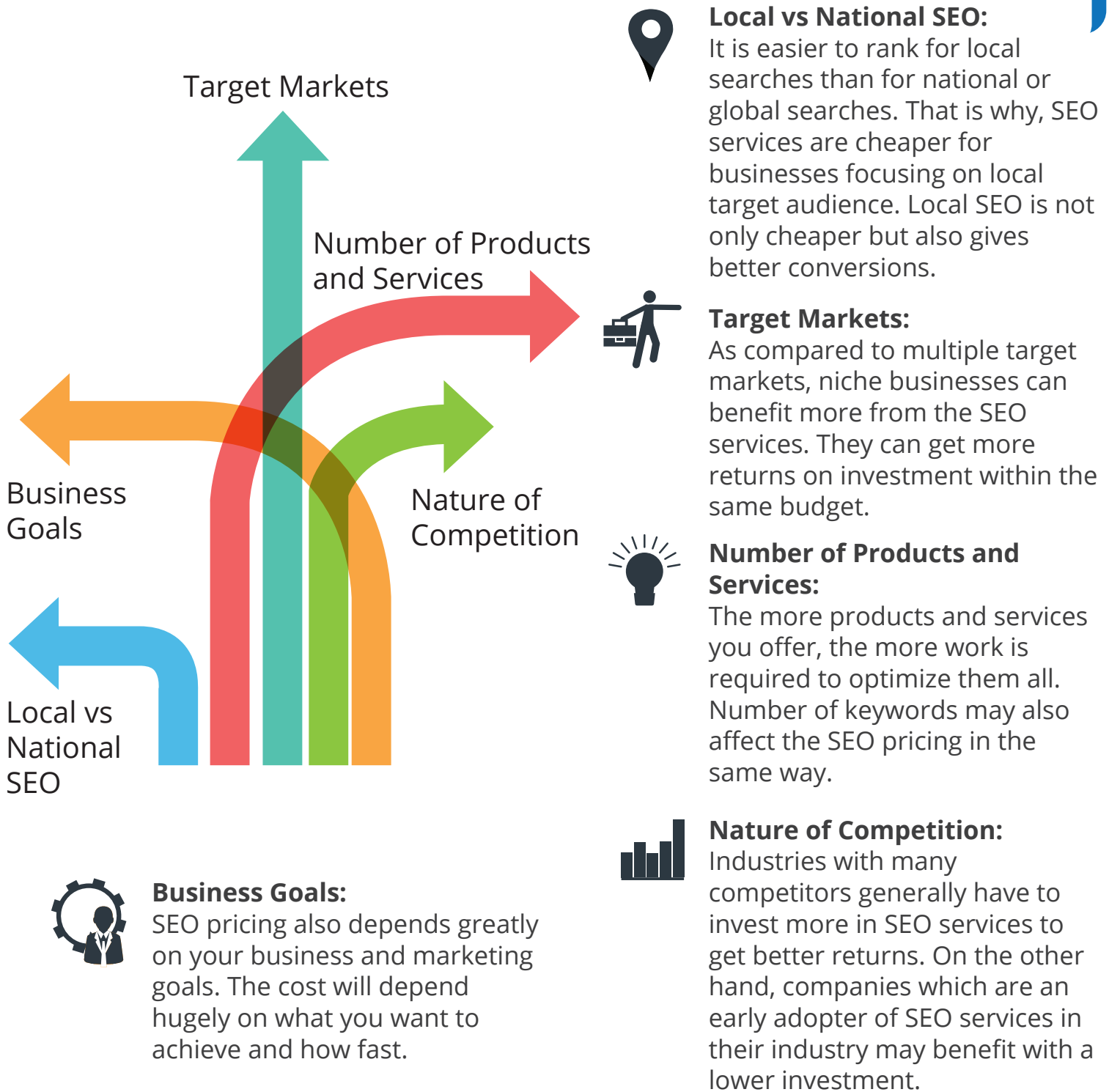
Imagine someone going to a realtor and asking him how much does a new house cost. What answer will you expect? Naturally, “It depends.” It depends on what kind of house you want and what facilities you are looking for. Same is the case when you are looking for an agency to provide you SEO services.

It actually depends. It depends on what services you are looking for, whether you want a one-time service or an ongoing procedure, the customers you are trying to target and a lot more.

SEO

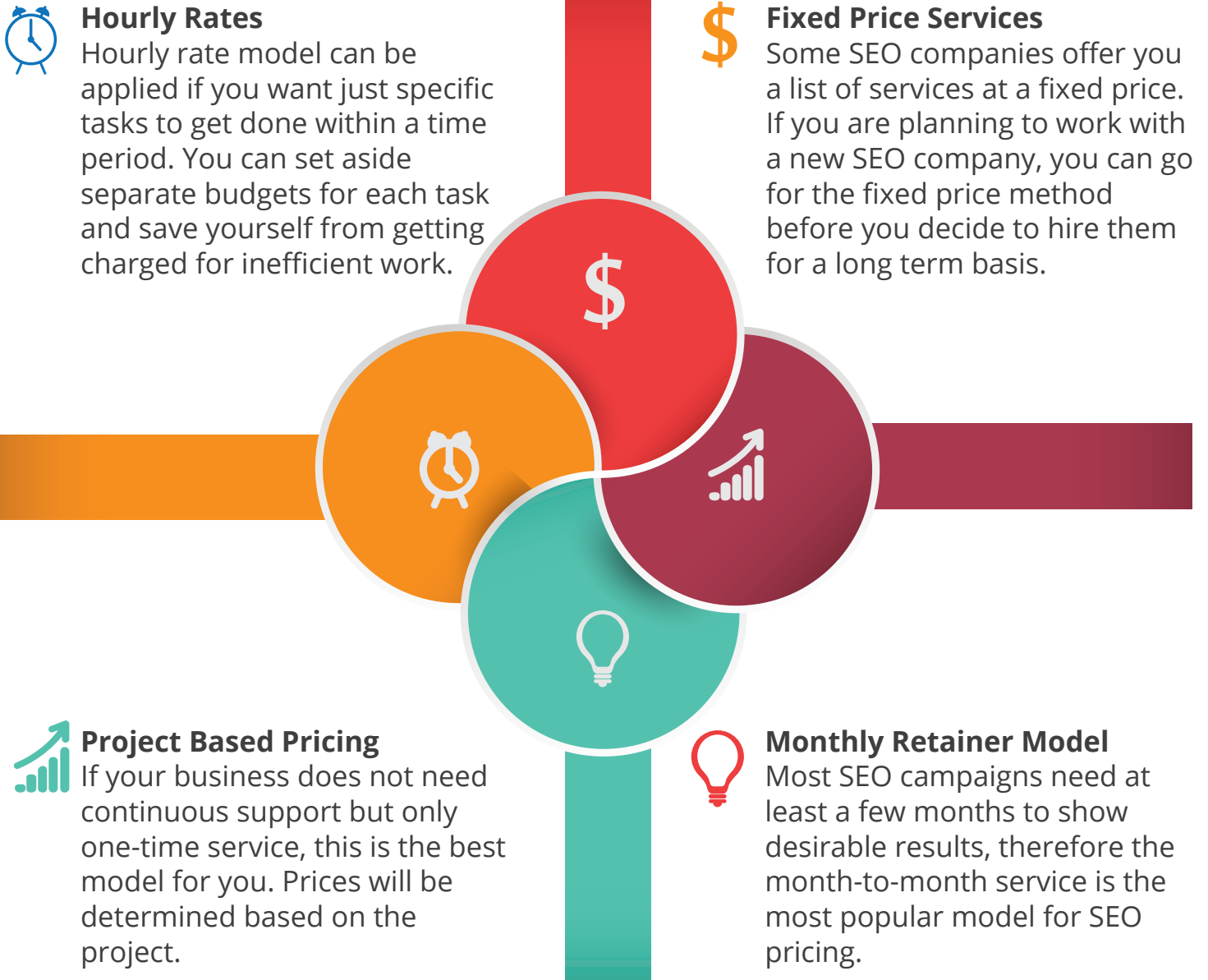
This SEO price guide will give you all information you need before you spend on SEO services, how much does SEO cost & how much should you be spending on it.

Factors Affecting SEO Pricing



Other than these, there are several factors that can affect SEO pricing like size of the website, website design & architecture, existing Google penalties on the site & so on.

SEO Pricing Models



Which Pricing Model Works Best for your Business?

Remember this is not a benchmark for the SEO prices but only an industry average:



**Up to
\$1000**

If your company is a start-up or serves a particular local area, do not go for packages more than \$1000. New small businesses, local retailers and local service providers which need local optimization fall under this category.

This model is appropriate for companies which have an established online presence. Niche businesses targeting national or global audience can benefit from this model. Big online brands, large wholesalers and retailers fall under this band.



**Between
\$1000 to \$4000**



**Above
\$5000**

Budgets that cross \$5000 are suitable for enterprises targeting huge national and international audience in highly competitive markets. Companies offering car insurance, life insurance, credit cards, loans and so on can go for this.

How True are the Ranking Guarantees?

SEO is a process, so never believe on the guarantees. If a company is assuring you to improve your ranking withing two or three months, ask them which search engine they are talking about- Google, Bing or Yahoo! The other two provide very less traffic compared to Google.

Ask them which keywords they will be targeting and what about the numbers of audience and organic conversions. Instead of taking all the guarantees blindly, be a little speculative and don't rely on anything which assures you of a zero risk deal.

Even Google says **“No one can guarantee a #1 ranking on Google”** and you should be aware of SEOs that claim to guarantee rankings, allege a special connection with Google or advertise a priority submit to Google.

Before you hire an SEO agency for your website and spend a fortune on them, go through these key takeaways to ensure a successful SEO engagement:



Educate yourself on SEO tricks and strategies to avoid being fooled. Subscribe to a website which can keep you educated and informed about the trends in the industry. Because an informed business will definitely make better decisions.

Interact with the SEO provider about your business goals and objectives and how you would like the work to be done. The agency should be adept in discussing why you should invest in SEO services. If it is continuously talking about ranking guarantees, article marketing etc, you know what to do.

Work with the SEO agency to track the right metrics for your business & not just the rankings.



Conclusion

As a business you should be updated about what all the SEO agency is promising to offer you and how long it will take to deliver the returns. Overall, the monthly retainer model of pricing works the best for your business, but what may change in the future is the amount of services you are being offered for that price.



SEO as a service has changed greatly over the years and it will continue to do so in the coming years. So stay prepared and stay updated. As said earlier, SEO is not a cost but an investment if you consider the benefits and the high returns.

Choose an SEO company, which offers you the latest and most comprehensive package and works in compliance with Google norms. Go through their own website, read their testimonials, go through their resources/blog sections, check their industry accreditations. Find out what kind of packages are they offering and see to it whether they have certified professionals.

Remember, SEO requires time and patience. So try to have feasible goals and demands that can be accomplished. At PageTraffic we offer Google Compliant professional SEO services that are comprehensive and match the latest industry standards to assure you get back what you pay for.



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About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 2000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



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