
What is the Cost of Managed SEO Services?

Description

Managed SEO services typically cost between £800 to £4,000 per month for small to medium-sized businesses. Pricing varies based on business size, competition level, service scope, and campaign objectives. Enterprise-level services can exceed £8,000 monthly.

Understanding Managed SEO Service Pricing Models

Common Pricing Structures

Monthly Retainer Model

- Most popular pricing structure
- Ranges from £800 to £4,000+ monthly
- Includes ongoing optimisation and maintenance
- Regular reporting and strategy adjustments

Project-Based Pricing

- One-time SEO projects: £4,000 to £20,000
- Ideal for website migrations or redesigns
- Specific deliverables and timeframes
- Clear project scope and objectives

Factors Affecting SEO Service Costs

Business Size and Scope

- Number of web pages
- Geographic targeting (local vs. national)
- Industry competitiveness
- Number of target keywords

Service Package Components

- Technical SEO audits
- Content creation and optimisation
- Link building campaigns
- Local SEO optimisation
- Analytics and reporting

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- Strategy development

ROI Considerations

Expected Returns

- Increased organic traffic
- Higher conversion rates
- Improved brand visibility
- Enhanced online authority

Timeline for Results

- Initial results: 3-6 months
- Significant improvements: 6-12 months
- Long-term sustainability: 12+ months

Choosing the Right Service Level

Entry-Level Package (£800-£1,600/month)

- Basic keyword optimisation
- Monthly content creation
- Technical SEO maintenance
- Quarterly reporting

Mid-Range Package (£1,600-£4,000/month)

- Comprehensive keyword strategy
- Regular content creation
- Advanced technical optimisation
- Monthly reporting
- Link building campaigns

Enterprise Package (£4,000+/month)

- Custom strategy development
- High-volume content production
- Advanced competitive analysis
- Weekly reporting
- Dedicated account manager

Hidden Costs to Consider

Setup Fees

- Initial audit costs
- Strategy development
- Tool subscriptions
- Content creation setup

Additional Services

- Content writing
- Web development
- Design services
- PPC management

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CATEGORY

1. Managed Services

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