

Regular SEO services are offered directly to the end client, while white-label SEO services are provided by a company (often anonymously) to another business, which then rebrands and sells these services to their own clients. [\(view the SEO price sheets below\)](#)

### **Regular SEO Services**

These services are offered directly to businesses or clients looking to improve their online visibility and search engine rankings. The SEO company works closely with clients to understand their industry, target audience, and business goals. The services are tailored to the specific needs of the client, and the SEO company directly handles all aspects of the strategy and implementation. The client is fully aware that they are working with the SEO company, and all reporting, communication, and branding are under the SEO company's name.

### **White Label SEO Services**

In contrast, white-label SEO services are designed for agencies or businesses that want to offer SEO services to their clients but don't have the expertise or resources to do so in-house. Here, an SEO company provides its services under the branding of the agency reselling them. This means that the end client is not aware of the involvement of the original SEO company. The reselling agency presents the services as their own, and the SEO provider remains anonymous. This arrangement allows the reselling agency to expand its service offerings and benefit from the expertise of the SEO provider without investing in developing these capabilities themselves.

Both service types have their unique market and cater to different business models, but the ultimate goal is to improve the online presence and search rankings of the end client.

## Regular SEO Services

### 1. Keyword Research and Analysis

- Price Range: \$500 - \$2,000
- Description: Involves identifying the most relevant and profitable keywords for a business to target based on search volume, competition, and relevance.

### 2. On-Page SEO Optimization

- Price Range: \$1,000 - \$3,000
- Description: Enhancing website elements like meta tags, HTML code, keyword placement, and content for better search engine visibility.

### 3. Content Creation and Optimization

- Price Range: \$500 - \$5,000+
- Description: Producing high-quality, SEO-friendly content such as blog posts, articles, product descriptions, etc.

### 4. Link Building

- Price Range: \$1,000 - \$5,000+
- Description: Acquiring high-quality backlinks from reputable websites to improve a site's authority and search ranking.

### 5. Local SEO

- Price Range: \$500 - \$2,500
- Description: Optimizing a business's online presence to attract more business from relevant local searches.

### 6. Technical SEO Audit

- Price Range: \$1,000 - \$3,000
- Description: Analyzing a website's technical factors that impact its rankings, like site speed, mobile friendliness, and URL structure.

### 7. SEO Consulting Services

- Price Range: \$100 - \$300 per hour
- Description: Offering expert advice and strategies for SEO.

### 8. Google My Business Optimization

- Price Range: \$300 - \$1,000
- Description: Optimizing a business's Google My Business listing for better local search visibility.

### 9. E-commerce SEO

- Price Range: \$1,000 - \$4,000+
- Description: Tailored SEO strategies for online stores to improve product visibility and sales.

### 10. Mobile SEO

- Price Range: \$1,000 - \$3,000
- Description: Optimizing websites for better performance and user experience on mobile devices.

## White Label SEO Services

### 1. White Label SEO Audit

- Price Range: \$500 - \$2,000
- Description: Providing comprehensive SEO audits that can be rebranded and presented by another agency to their clients.

### 2. White Label Link Building

- Price Range: \$1,000 - \$5,000+
- Description: Offering link-building services without branding so another agency can sell them as their own.

### 3. White Label Content Creation

- Price Range: \$500 - \$5,000+
- Description: Creating unbranded SEO-friendly content for agencies to provide to their clients.

### 4. White Label Local SEO

- Price Range: \$500 - \$2,500
- Description: Local SEO services provided anonymously for rebranding by another company.

### 5. White Label Keyword Research

- Price Range: \$500 - \$2,000
- Description: Performing keyword research that other companies can use for their own clients.

### 6. White Label On-Page Optimization

- Price Range: \$1,000 - \$3,000
- Description: On-page SEO services offered without a brand, for other agencies.

### 7. White Label Technical SEO

- Price Range: \$1,000 - \$3,000
- Description: Providing technical SEO analysis and solutions in a white-label format.

### 8. White Label E-commerce SEO

- Price Range: \$1,000 - \$4,000+
- Description: E-commerce SEO services are provided anonymously for other agencies.

### 9. White Label SEO Reporting

- Price Range: \$300 - \$1,500
- Description: Creating detailed SEO reports that other agencies can present as their own.

### 10. White Label SEO Consulting

- Price Range: \$100 - \$300 per hour
- Description: Offering SEO consulting services that can be rebranded and sold by another agency.

#### Website Security

- Price Range: \$100 per hour / TBD Per Project
- Description: Offering website security consulting services for your website or clients.

#### Website Maintenance

- Price Range: \$100 per hour / TBD Per Project
- Description: Offering website maintenance services that can be for your website or clients.

## Monthly SEO Packages

Based on the SEO services we discussed earlier, here are three-tiered monthly SEO packages designed to cater to different levels of need and budget:

### **Basic SEO Package**

#### **Ideal for Small Businesses or Startups**

1. Keyword Research & Analysis: Basic research to identify key search terms.
2. On-Page SEO Optimization: Basic optimization of meta tags and content for up to 10 pages.
3. Content Creation: 2 SEO-friendly blog posts per month.
4. Monthly SEO Report: Basic reporting on traffic, rankings, and other key metrics.
5. Email Support: Standard email support for queries and assistance.

*Price: \$1,000 - \$1,500 per month*

### **Standard SEO Package**

#### **Perfect for Medium-Sized Businesses**

1. Advanced Keyword Research and analysis: In-depth research, including competitor analysis.
2. On-Page SEO Optimization: Comprehensive optimization for up to 30 pages.
3. Content Creation: 4 SEO-friendly monthly blog posts plus basic social media posts.
4. Link Building: Basic link-building efforts to enhance online authority.
5. Local SEO Optimization: Managing and optimizing Google My Business listing.
6. Monthly SEO Report: Detailed reporting with insights and recommendations.
7. Email and Chat Support: Priority support is available through email and chat.

*Price: \$2,500 - \$4,000 per month*

### **Premium SEO Package**

#### **Designed for Large Enterprises or E-commerce Sites**

1. Expert Keyword Research & Analysis: Extensive research with ongoing adjustments.
2. Complete On-Page SEO Optimization: Full-site optimization focusing on conversion rate.
3. Content Creation: 8+ monthly blog posts and enhanced social media content.
4. Advanced Link Building: Strategic link-building campaigns for maximum impact.
5. Local and International SEO: Comprehensive local and international SEO strategies.
6. Technical SEO Audit: Regular audits to identify and fix technical issues.
7. Custom SEO Consulting: Regular consultations with SEO experts.
8. Detailed Monthly SEO Report: Comprehensive reporting with advanced analytics.
9. Dedicated Support: Dedicated account manager and 24/7 support.

*Price: \$5,000 - \$10,000+ per month*

These packages can be further customized based on specific client needs and goals. The prices are approximate and may vary depending on the complexity of the project and the specific services included.