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Guidelines To Fix The Price For Your SEO Services

If you are providing SEO services or marketing services, then fixing the price for these services is the most difficult task. You need to consider many factors before you decide on the cost of the services you provide to your customers. These factors include the effort spent on the services, the time you spend on providing the services, and the market trends for the services provided. Let us explore the facts using a fictitious example.

Let us assume that you have received a request from the www.examplewebsite.com to help them to improve the traffic to their website. Now, the requests that you receive from the clients are of two types, the first scenario is where the client knows what he need and what are the implementations required. The second scenario is where the client is unaware of SEO techniques and strategies and requires more help from these service providers.

The first scenario is very simple, and you can be specific on the rates, however, the second scenario is little difficult as the client is not aware of what exactly has to implemented. So, in our example let us assume the second scenario.

The basic factors or the services you need to include in such cases are: * Consultation time: To analyze and understand the website services, and what are the different methods you need to provide to them. * Content of the website: Recommend to provide keywords in the content of the website to generate traffic. Customers might not know how to get those keywords so, you need to provide them the resources and guidelines of where to find, how to get, when to use, and how to use. * Review different search engine friendly issues like link building, URL's, Site stamp and so on. * Suggest in improving the website by making it more attractive and user friendly. * Recommend the customers not to use duplicate content, by using general principles of URL, redirection of the content to different website and many more. * Helping the customer to build the links and guiding them in requesting, buying and building them in phases.

Therefore, based on the above services, you can decide on the price you need to charge to the customers. The best way to charge them is in the phases, which will help the customer as well as you.

There can be many more scenarios apart from the above. Sometimes you might have to design the complete website, improve the navigation of the websites apart from proving SEO services for which the cost structure can completely differ. Each website is unique and the SEO services that you might have to implement for these websites might also be unique.

Apart from the scenarios mentioned above, there might be other scenarios like the client requests you to start from the scratch by designing the website, and then to provide the SEO and Marketing services. You can try to analyze the requirements based on the services you provide and then make a decision on the cost of your services.

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