

14 Data-driven Insights for Businesses to Get a Grip Over the SEO Pricing Plans in 2024: GoodFirms Survey

57% of companies plan to up their SEO budget by 10-20%. Over 70% will focus on creating content aligned with E-E-A-T and YMYL principles.

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/EINPresswire.com/ -- [GoodFirms](#), an internationally renowned B2B ratings and reviews platform, recently published its new survey, "[SEO Pricing Plans 2024](#)," which uncovers 14 data-driven insights that could help businesses get a handle on their SEO budget in 2024.



Key Findings of the Survey are as follows:

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75% of companies preferred an hourly SEO rate of \$50 to \$75.”

GoodFirms

- 30.5% are willing to pay between \$1,000 and \$1,500 monthly.
- Project-based pricing ranges between \$1,000 and \$5,000.
- 52% of the companies are willing to pay \$500 - \$1,000 for On-page SEO pricing.
- 42-60% pay \$500-\$1,000 for Off-page SEO pricing.

- 56% spent between \$500-\$1,500 for technical SEO.
- 62.8% are ready to spend \$50-\$200 on SEO Software/tools.
- Companies typically spend around \$500 - \$1000 per Guest posting service.
- 60% of the surveyed companies preferred the retainer model over other pricing structures.

The idea behind the survey was to provide valuable insights and information to businesses seeking to understand the latest SEO pricing for 2024. Through this survey, GoodFirms found that 36.3% of the companies allocated less than \$10,000 this year. These are likely smaller

businesses with limited SEO requirements. About 38.2% will invest between \$10,000 and \$50,000 - ideal for businesses with complex SEO needs. Around 12% plan to spend between \$50,000 - \$1,00,000 and these companies will likely be larger businesses.

The research article also highlights the best investment areas of SEO in 2024, which include lead generation, E-E-A-T, brand building, integrating AI, local SEO, and more that can fetch maximum value for the investment.

The survey also reveals the SEO cost breakdown on a monthly and hourly basis, including various other parameters like On-page and Off-page SEO services. According to the study, around 60% of companies chose the retainer model over the different pricing structures for optimal results.

GoodFirms concludes the survey by saying that most businesses have yet to explore SEO organically by adding AI and E-E-A-T, localizing SEO, and adding AI in their SEO efforts if required. As SEO is a long-term game, companies must plan their SEO strategies, estimate SEO costs that suit their budget, and make informed decisions about SEO investments accordingly, says GoodFirms.

About Research:

GoodFirms "SEO Pricing Plans 2024" polled 150 top SEO agencies, including companies in real estate, digital marketing, software, healthcare, beauty, wellness, accidental attorneys, solar lighting, and more, to uncover the current SEO pricing plans to help you budget better.

To read and download more research articles by GoodFirms, [click here](#).

If you wish to participate in GoodFirms' future research studies, register your name and company details with GoodFirms.

About GoodFirms:

GoodFirms is a Washington, D.C.-based B2B review and rating platform that delivers rich, original, and in-depth coverage of IT products and services to B2B service users. Both service seekers and service providers benefit from the reviews, ratings, and research insights delivered by GoodFirms.

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