💰 SEO Audit Packages & Pricing for SaaS Companies

Package	What's Included	Ideal For	Price Range
Basic Audit	✔ Tools setup ✔ Index & crawl audit ✔ On-page SEO review ✔ Keyword rankings snapshot ✔ Technical issues overview ✔ Light competitor check	Small SaaS startups or pre-Series A companies with <100 indexed pages	**$1,500 – $2,500**
Professional Audit	✅ Everything in Basic, plus: ✔ Full content audit ✔ Keyword portfolio analysis ✔ Inbound link profile audit ✔ Site speed and Core Web Vitals ✔ Internal linking + schema audit ✔ Duplicate & cannibalization review	Growing SaaS brands, typically Series A–B, with multiple product pages or blog assets	**$3,000 – $5,000**
Premium Strategy Audit	✅ Everything in Professional, plus: ✔ Content gap vs competitors ✔ GA4 & event tracking audit ✔ Full conversion path mapping ✔ Roadmap for fixes & priorities ✔ Hreflang/international SEO (if applicable) ✔ Strategy call with prioritized action plan	Mid-to-enterprise SaaS companies with complex sites, global presence, or content-led growth models	**$6,000 – $10,000+**

💡 Optional Add-Ons

These are great upsell opportunities post-audit or during the retainer pitch:

Add-On	Price Estimate
Content brief & keyword map (per cluster)	$300 – $800
GA4 setup + conversion tracking implementation	$500 – $1,200
Technical SEO fixes (hourly or per task)	$100 – $150/hr or $750+/task
Competitor teardown (deep dive)	$500 – $1,000
Ongoing SEO Retainer (monthly)	$2,000 – $6,000/month