



[Home](#) » [Blog](#) » [How Much Does SEO Cost?](#)

How Much Does SEO Cost?

6 January 2012

For the last 2 years SEO Moz has conducted a survey of the SEO market, what services are on offer and how much these services cost. [The results for 2011 are in](#), and here are some statistics which may interest you.



1. Hourly SEO Costs Vary Across Countries, but \$76-\$200/hour is Most Common

With the exception of India, over 50% of all firms had an hourly cost range of \$76-\$200. This price range most common in Australia/New Zealand, followed by the US and then Canada.

2. By-the-Project Pricing is Popular and Most Commonly \$1,000-\$7,500

70.1% of respondents said they offer project-based pricing (the most common pricing system selected in survey). 43% of consultancies were represented in the price range range of \$1,000-\$7,500.

3. Every project requires roughly one dedicated employee.

Although the smaller companies could handle a few projects per employee, the larger companies tend to have one or even two employees dedicated to each project, probably because these projects were also

Click the image below to see an [infographic of all the data collected in the survey](#).

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(Based on the answers collected in December 2011 from over 500 professional consultants and agencies in the field)

1. COLLECTED-RESPONSES, BY REGION

2. AGENCY/CONSULTANCY TYPE

3. AGENCY/CONSULTANCY SIZE (NUMBER OF EMPLOYEES):



4. NUMBER OF CONCURRENT CLIENTS.



S. AGARICUS (HYCOMUS) TROMCH & AGAR



6. COMMON CLIENT TYPES



2. SERVICES PROVIDED

10. **Answering? not cell 5**

9. MONTHLY RETAINER





You can also find [our rates for SEO on the prices page](#).

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