

Search Engine Optimization (SEO) & AI SEO (AEO / GEO) Packages

Grow qualified organic traffic and win visibility in Google, AI Overviews and answer engines such as ChatGPT, Perplexity and Gemini. Rolling monthly retainer with transparent, deliverable-based reporting.

Features / Package Attributes	STARTER Local & foundational visibility	GROWTH Compete across your category	SCALE Multi-market & e-commerce
STRATEGY & PLANNING			
Onboarding & discovery workshop	✓	✓	✓
Keyword research & intent mapping	Up to 25	Up to 75	Up to 150
Competitor & SERP gap analysis	Onboarding	Quarterly	Monthly
Markets / languages covered	1	1	Up to 3 (DE/EN/FR)
TECHNICAL SEO			
Technical SEO audit	Onboarding	Onboarding + half-yearly	Onboarding + quarterly
Crawl, indexation & sitemap fixes	✓	✓	✓
Core Web Vitals & speed optimization	Basic	Standard	Advanced
Structured data / schema markup	Key pages	Core pages	Site-wide + entities
Hreflang / multilingual setup	–	–	✓
GA4 & Search Console management	✓	✓	✓
ON-PAGE & CONTENT SEO			
On-page optimization	Up to 5 pages/mo	Up to 12 pages/mo	Up to 25 pages/mo
SEO content briefs for writers	1 per month	3 per month	5 per month
Content refresh & pruning	–	Quarterly	Monthly
Internal linking & topic clusters	–	Basic	✓
AI SEO (AEO / GEO)			
AI answer-engine visibility tracking	Onboarding baseline	Quarterly	Monthly
Answer-first & FAQ formatting	✓	✓	✓
Entity & knowledge-graph optimization	–	Basic	✓
Ilms.txt & AI crawler accessibility	–	✓	✓
Citation-worthiness improvements	–	–	✓
OFF-PAGE & LOCAL			
Backlink monitoring & toxic audit	Half-yearly	Quarterly	Monthly
Digital PR / link outreach	–	1 per month	Up to 4 per month
Google Business Profile optimization	1 location	1 location	Up to 5 locations
Local citations & directories	Setup	✓	✓
REPORTING & SUPPORT			
Performance dashboard & report	Monthly	Monthly	Live + monthly
Strategy review call	Monthly (30 min)	Monthly (30 min)	Bi-weekly (45 min)
Online project management tool	✓	✓	✓
Dedicated account manager	–	✓	✓

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Response time on requests	3 business days	2 business days	1 business day
PRICING			
Total Monthly Cost (EUR)	€199	€449	€799
Minimum Engagement	3 months	6 months	6 months

Optional Add-Ons	Cost Type	Remark
Standalone SEO / AI-SEO audit	Onetime	€350 – credited if a retainer starts within 30 days
Additional market / language	Per month	€150 per market per month
SEO content writing	On Quote	See Website Content Management packages
Website Design & Development	Onetime	From €1,150 – see available Packages
Ongoing Website Maintenance	Per month	From €50 per month – see available Packages