

Forum:[Hack Forums](#)

Thread: [\[Question/Discussion\] Do SEO services have a basis for pricing? IF so what is it?](#)

topdog77 - August 31, 2016, 11:14 pm

I'm legitimately curious, I was very interested(and still am) in some SEO services but it seems to be one of the few markets that require me to go first which I suppose is acceptable.

So basically, I added approx ~7 users from HF offering SEO services, I gave them each IDENTICAL keywords, and IDENTICAL background info, a IDENTICAL site, basically everything was IDENTICAL.

The variety of prices I received were unbelievable, so much so I didn't even go with a service because I was legitimately concerned about the price differences.

Each service was offering (roughly) the same thing, some had a few more things than others but from what I've been told, nothing significant.

What were the quotes?

Quote 1: \$35/month

Quote 2: Site price medium package:\$45/month

Quote 3: \$75/month no articles

Quote 4:Bronze package, \$85-\$115/month depending when I order

Quote 5: \$150, includes everything the \$35,\$45,\$75 and \$110 package did? Idk why this is \$150.

Quote 6: \$300/month, literally I linked him my site, keywords and asked how much, told me \$300/month.

Quote 7: \$500/month, Basically offered everything the other SEO services did but actually had great support/answered questions in detail, I think I got 1 more keyword here to(6 or 7 vs 5 or 6), but overall I was not impressed at all with this price, seemed insane compared to the other packages.

Now I'm curious what the marketplace consensus is on SEO, there are of course different prices for different products, however I'm kind of scratching my head on how such a variety of prices can be produced for the same identical service practically, does the great support and 5+ years of experience+ 1 extra keyword compared to 3 years really worth \$450 over the \$50 service?

I'm REALLY interested in getting SEO done so any opinions would be great, please don't say "do it urself" as that's not an option for me for a variety of reasons, I also cant have anybody accessing my site or the code for it(which someone asked me for "onsite SEO optimization"...? Don't know if that's normal, but if anyone has a service recommendation(even if I already asked for a quote) don't be afraid to link it/tell me about it!

The Site is about Runescape gold if anyone wanted to know.

Anyway yeah, whats ur guys opinions on SEO services and the VERY large variety of prices for similar/identical services?

P.S: I know theres SEO that costs \$1,000-\$10,000/month, this discussion is purely oriented to the giant variety of prices on HF and why they might be like that for what is an identical service, I'm trying to figure out who is the best to go with.

TL:DR= I received 7 quotes for SEO, the range of prices was unbelievable so I didn't go with anyone, I'm trying to find out why some people ask \$35 and some ask \$500 for practically the same identical service, I didn't ask 1 or 2 people, I asked 7.

Divine - September 1, 2016, 1:45 am

First off, most people you're contacting on HF most likely have no idea what they're doing. If anyone is charging you \$35 for SEO, I can guarantee has does not have a clue how to do SEO.

Good SEO can be expensive - \$150 - \$500 a month isn't a high price at all for good SEO, but you have to make sure you're dealing with someone that actually knows what they're doing. If you want good high quality rankings, I would personally suggest not looking on HF and buy a service from someone reputable.

Casual - September 1, 2016, 3:08 am

First off, don't go with a cookie cutter package seller (If you're serious). That model is not realistic at all. Every website has its own needs/goals and workload, which means different prices. You also have to remember you're on HF, where people are trying to make a quick buck. Often times their thread designs are better than their services/products, but it gets sales!

I (and partner) have 16 clients, pretty much half and half local businesses and strictly online. Lowest paying client is \$400/m (one of my friends :p), highest close to \$2.5k/m. What makes the price so different? Workload! Sites with lower competition need less work and resources to reach and maintain their goal. Sites with higher competition... you guessed it! Have a bigger workload to reach and maintain their goals.

Your price quotes are so out of wack because people have no clue what the hell they're doing, or they're selling cookie cutter packages. Trusting someone with your SEO is a big deal. They can either do nothing at all, or end up screwing you in the SERPs (which can take time and possibly money to recover!).

I'm not saying everyone here at HF is selling bogus SEO services (never tried any, why would I :p). I'm just saying be careful.

As for onsite, they don't need access to your site to do it. if you prefer, they can relay what needs to change and you can do it yourself.

Goodluck finding someone! Again, be careful.

Kyle1995 - September 1, 2016, 3:12 am

They're all garbage.

You shouldn't buy seo from marketing forums.

You don't buy seo from hackforums? This is common sense. Don't be a fucking idiot I promise your money will be wasted.

I almost spit out my cereal laughing when you said \$35 as well ffs

(Sep 1, 2016 01:45 AM)Divine Wrote: [\[CITE\]](#) First off, most people you're contacting on HF most likely have no idea what they're doing. If anyone is charging you \$35 for SEO, I can guarantee has does not have a clue how to do SEO.

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Jim Crow - September 1, 2016, 4:20 am

I would say it really depends on who you work with. I paid a guy from india like 100\$ per competitive niche website to rank it first page and it worked like a charm. Of course this won't work for all kinds of projects. I would highly recommend that you choose a guy/company that has some references and proofs that they know what they are doing BUT never ever pay someone on HF for SEO.

You should take a look at upwork to find someone.

topdog77 - September 1, 2016, 6:17 pm

Sadly I know no other active forums that might offer half way decent SEO services besides HF, there are a lot of LQ sellers here but there are some HQ ones to, I was hoping someone would be able to actually provide some specific people or services regarding getting SEO done, thanks for the feedback regardless though on the price basis!

Backopy - September 1, 2016, 7:20 pm

SEO is an extremely complex skill and tends to change constantly. Site optimization is a core part of the SEO process; search engines judge your content and website using internal metrics so your site needs to be optimized appropriately to work in conjunction with said search engines.

I can pretty much confidently say that all SEO services on HF are a scam, per se. None of these sellers have the technical skill to properly and safely optimize websites because if they did, they wouldn't be on HF. Using such services can critically damage your website traffic.

What they do appear to be selling is black-hat backlink pumping, probably through software like SENUke. Now whilst SENUke is blackhat SEO there ARE ways to safely utilize it with minimal and/or no risk by using custom made templates by SEO experts and using said software in combination with whitehat SEO to create an overall synergistic outcome.

Google and other big search engines aren't stupid; they have entire departments dedicated to preventing blackhat SEO; they do this by initiating a process called a sandbox; this process kills most or all of your traffic from that particular search engine and thus penalizes you for using backlink pumping methods or black-hat SEO.

You should engage with a professional SEO service; they have a very low turnover of clients hence the reason why they're so expensive. SEO professionals know they can generate targeted, quality traffic to your site, thus leads (sales/clients) - works out great for them and you.

I operated a super large site a while ago and learned quite a lot in the space of SEO, haha!

?XiS - September 2, 2016, 4:37 am

There's blackhat ways to get you higher in the rankings. Generally cheaper and quicker, but once

you get caught your site is blacklisted for good.

Grim - September 2, 2016, 4:38 am

(Sep 2, 2016 04:37 AM)?XiS Wrote: [\[CITE\]](#) There's blackhat ways to get you higher in the rankings. Generally cheaper and quicker, but once you get caught your site is blacklisted for good. Pretty much this. Best way to go if you have the time is learn it yourself and rank your own site. ?