

Package, Price & Sell SEO

Level 4 Workbook — module checklists, the capstone brief, rubric & sign-off.

SEO · AEO · GEO — Zero to Expert

Level 4 gate: Scope, price and pitch a productized SEO retainer. Build a complete offer: fixed-scope tiers, real pricing, itemized deliverables, a discovery/audit foot-in-the-door, a proposal, and a 90-day onboarding plan.

4.1 Models & pricing

- Chose a business model
- Set tier prices against real 2026 benchmarks (most agencies <\$1k/mo; avg ~\$3,209/mo)

4.2 Productized package

- Defined 3 fixed-scope tiers
- Itemized deliverables + reporting cadence per tier
- Wrote scope boundaries to stop scope creep

4.3 Niching & the offer

- Picked a niche
- Wrote an outcome-based offer ("more customers", not "meta fixes")

4.4 Audit foot-in-the-door

- Designed a paid audit (SEO or AI Visibility Audit)
- Mapped the audit → retainer conversion path

4.5 Proposals, contracts & onboarding

- Drafted a proposal that sells outcomes
- Set contract terms
- Wrote a 90-day onboarding plan with realistic KPIs

4.6 Ethics, guarantees & churn

- Listed your red flags to avoid and green flags to show
- Wrote your honest guarantee (never "#1 rankings")
- Planned a retention/reporting rhythm

4.7 The AEO/GEO upsell

- Packaged AI-search as a 20–30% add-on / \$1.5–6k/mo
- Set the land-and-expand path from audit → retainer → GEO

Capstone — brief, rubric & sign-off

Brief. For a chosen niche (default: a local service business), produce a complete sellable offer: a fixed-scope productized package with 3 tiers and real prices; an itemized 'what's included'; a paid discovery/audit foot-in-the-door; a proposal; and a 90-day onboarding plan with realistic KPIs. Include the AEO/GEO add-on.

Not yet	Passing (the gate)	Strong
Vague pricing, task-based (not outcome-based) offer, no discovery step, unrealistic promises.	Complete offer: 3 priced tiers with itemized deliverables, a paid audit foot-in-the-door, an outcome-based proposal, and a realistic 90-day onboarding plan.	Offer is niche-sharp and defensible; ethics/guarantee framing is honest; AEO/GEO upsell and a churn-reduction plan are built in.

Project / client: _____ Date: _____

Evidence of the gate met: _____

Signed: _____

Checkpoint. You've finished the course. Your proof is a real offer you could send a prospect this week.

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