

SEO + AI SEARCH

Clarity before you commit.

Services and pricing guide

Choose the work that fits your next decision. Public prices and scope remain on our website; this guide helps you compare, prepare and share the options.

01

Diagnosis

02

Implementation

03

Ongoing ownership**15 services. Defined scope.**

Public pricing · Open guide

YOUR STARTING POINT

Start where you need support.

- 01 Start with diagnosis, a defined implementation project or ongoing ownership. Suitable existing evidence can support direct entry to implementation.
 - 02 Fixed fees apply to the stated scope. Ranges remain estimates for scoped work, not promises that every project qualifies for the minimum. Custom scope requires a proposal.
 - 03 Bring your website, priority market, business question, existing evidence and who can approve access and content. We confirm dependencies and responsibilities before work starts.
 - 04 This is a dated catalogue, not a personalised proposal. Check the current web version before contracting. No ranking, citation or revenue outcome is promised.
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Illustrative buying scenarios

Your team can execute but needs priorities: Baseline supplies an action plan. A more complex technical and editorial decision may need Opportunity. Neither includes production implementation.

You already have a valid audit and need a page built: we review reusable evidence and quote the additional project. A new Citable audit is not mandatory.

Hypothetical scenarios, not client results or additional package commitments.

FIND YOUR SERVICE

Five families. Your next decision.

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Each service has its own page: price, scope, buying context and preparation.

01

Diagnosis

Choose depth by the decision you need to make.

AI Search Baseline Review

AI Search Opportunity Audit

AI Search Program Audit

SERVICE BRIEF / 01

AI Search Baseline Review

€1,800

A focused diagnosis and prioritised action plan your team or provider can use independently.

When this fits

You need a useful first diagnosis and your team or provider can execute the resulting actions.

Scope and delivery

Defined commercial query panel · Cross-surface visibility and competitor baseline · Citation, offsite-source and narrative-gap interpretation · Prioritised action plan: actions, reasons, priorities and responsible roles · 60-minute Findings & Enablement session

Responsibilities and boundaries

Your team or provider implements the action plan. We review the findings and actions in the included 60-minute session via Microsoft Teams, Google Meet or Zoom. Implementation, production changes and ongoing monitoring are not included.

What to prepare

Bring the website, priority market, buyer questions and examples of answers you want reviewed.

[View the service and discuss fit →](#)

SERVICE BRIEF / 01

AI Search Opportunity Audit

€3,800

Deeper investigation for technical and editorial decisions that need sequencing, dependencies and coordination across teams.

When this fits

The decision spans technical, editorial and measurement questions and needs coordination between owners.

Scope and delivery

Everything in the baseline review · Technical, content, entity and offsite-source analysis · Prioritised PR, community and third-party profile opportunities · Measurement-readiness assessment · Prioritised 90-day roadmap with sequencing, dependencies, owners and verification criteria · 90-minute Roadmap Enablement workshop

Responsibilities and boundaries

Your team or provider implements the roadmap. The included 90-minute workshop prepares the execution in Microsoft Teams, Google Meet or Zoom. Production implementation and ongoing monitoring are scoped separately.

What to prepare

Bring existing audits, content priorities, measurement access and the teams responsible for execution.

[View the service and discuss fit →](#)

SERVICE BRIEF / 01

AI Search Program Audit

€5,400

For organisations that need a cross-functional operating model and a first bounded change shipped from the evidence.

When this fits

You need deeper diagnosis, operating design and a first implementation workstream agreed with Citable.

Scope and delivery

Everything in the Opportunity Audit · Roadmap ownership and governance design · Experiment backlog and decision-log structure · Editorial and technical ticket architecture · One agreed implementation workstream

Responsibilities and boundaries

Included: one bounded implementation workstream, agreed at kickoff with named dependencies and acceptance criteria, plus an executive readout and implementation working session. The workstream can cover offsite profile corrections, entity alignment or a first outreach campaign. Excludes large migrations, net-new site builds, third-party spend, paid media placements and ongoing monitoring. Outreach completion does not include a commitment to editorial publication.

What to prepare

Identify the sponsor, technical and editorial owners, approval process and dependencies for the first change.

[View the service and discuss fit →](#)

02

Implementation

Defined changes, agreed owners and production delivery.

Technical SEO Sprint

AI-Ready Marketing Site

Conversion & Answer Page Build

Search-Safe Migration

SERVICE BRIEF / 02

Technical SEO Sprint

€2,800

Audit and implementation across schema, crawlability, indexation, Core Web Vitals and deployment validation.

When this fits

A defined technical search problem needs changes implemented and verified on the site.

Scope and delivery

6 weeks · fixed scope

Responsibilities and boundaries

The proposal confirms deliverables, access, responsibilities and acceptance checks. Additional work is quoted separately.

What to prepare

Share affected URLs, existing findings, CMS and deployment details, and who can approve production access.

[View the service and discuss fit →](#)

SERVICE BRIEF / 02

Conversion & Answer Page Build

€2,500–€4,000

Research-led page strategy, UX/UI, copy structure, schema, analytics and production deployment.

When this fits

One commercial page needs a clearer buying journey and a production-ready implementation.

Scope and delivery

One-off · scoped

Responsibilities and boundaries

The proposal confirms deliverables, access, responsibilities and acceptance checks. Additional work is quoted separately.

What to prepare

Share the offer, audience, desired enquiry, existing brand assets and who supplies and approves the content.

[View the service and discuss fit →](#)

SERVICE BRIEF / 02

AI-Ready Marketing Site

€8,000–€18,000

A performant marketing site with CMS, technical SEO, structured data, measurement and release QA.

When this fits

You need a marketing website with connected content, editing, search foundations and measurement.

Scope and delivery

One-off · scoped

Responsibilities and boundaries

The proposal confirms deliverables, access, responsibilities and acceptance checks. Additional work is quoted separately.

What to prepare

Prepare the page inventory, languages, editorial roles, integrations and content ownership.

[View the service and discuss fit →](#)

SERVICE BRIEF / 02

Search-Safe Migration

€4,000–€10,000

Platform migration with URL inventory, redirects, metadata and schema preservation, launch QA and post-launch checks.

When this fits

A platform move needs search migration work such as URL mapping, redirects and launch validation.

Scope and delivery

One-off · scoped

Responsibilities and boundaries

The proposal confirms deliverables, access, responsibilities and acceptance checks. Additional work is quoted separately.

What to prepare

Share origin and destination platforms, URL inventory, access, launch constraints and the team building the destination.

[View the service and discuss fit →](#)

03

Ongoing ownership

Choose the ongoing responsibility your team needs.

SEO Continuity

AI Search Delivery Assurance

AI Search Operating Program

SERVICE BRIEF / 03

SEO Continuity

€2,000–€3,000 / month

Technical health, content optimisation, internal linking and search issue resolution against an agreed backlog.

When this fits

Your site needs ongoing technical health, content optimisation and search issue resolution against a prioritised backlog.

Scope and delivery

Capacity, initial work and implementation responsibilities are agreed in the proposal.

Responsibilities and boundaries

These services are not automatically bundled. Identify overlaps and task owners before contracting.

What to prepare

Bring the current backlog, priority pages, reporting needs and clarity on which changes Citable or your team will own.

[View the service and discuss fit →](#)

SERVICE BRIEF / 03

AI Search Delivery Assurance

€1,500–€3,000 / month

Recurring checks across crawler access, rendering, schema, canonicals, performance and release conditions—with bounded remediation.

When this fits

You need recurring checks of the technical conditions that affect search delivery, with bounded remediation.

Scope and delivery

Capacity, initial work and implementation responsibilities are agreed in the proposal.

Responsibilities and boundaries

These services are not automatically bundled. Identify overlaps and task owners before contracting.

What to prepare

Share the stack, release cadence, monitoring already in place and the person responsible for production decisions.

[View the service and discuss fit →](#)

SERVICE BRIEF / 03

AI Search Operating Program

Custom scope

Roadmap ownership, evidence panels and agreed onsite and offsite execution: digital PR outreach, community participation, third-party profiles and entity corrections, with business-outcome reporting. Channels, volume and cadence are defined in scope; external publication remains an editorial decision.

When this fits

Several teams contribute to AI Search but ongoing roadmap ownership, decisions and coordination need a clear owner.

Scope and delivery

Capacity, initial work and implementation responsibilities are agreed in the proposal.

Responsibilities and boundaries

These services are not automatically bundled. Identify overlaps and task owners before contracting.

What to prepare

Identify commercial priorities, markets, available evidence, internal teams and the decisions that need recurring review.

[View the service and discuss fit →](#)

04

Infrastructure

Different scopes for diagnosis, instrumentation and security.

AI Delivery Health Check

Observability Foundation Sprint

Infrastructure Security Audit

SERVICE BRIEF / 04

AI Delivery Health Check

€2,500–€4,500

Diagnosis across crawler access, rendering, edge and CDN behaviour, deployment integrity, performance and observability gaps.

When this fits

The cause of a retrieval or delivery failure is unclear and you need evidence before choosing a fix.

Scope and delivery

One-off · 5–10 business days

Responsibilities and boundaries

Diagnosis and remediation plan; production changes are not included.

What to prepare

Bring affected URLs, dates and failure conditions, the hosting/CDN stack and redacted diagnostic records.

[View the service and discuss fit →](#)

SERVICE BRIEF / 04

Observability Foundation Sprint

€6,000–€12,000

Instrumentation, dashboards, release checks and runbooks for the delivery conditions that affect search and AI access.

When this fits

You need instrumentation and operational visibility to understand releases and the conditions affecting search access.

Scope and delivery

Fixed project · scoped

Responsibilities and boundaries

Bounded implementation is included; major migrations and third-party spend are separate.

What to prepare

Map the systems, existing tools, access requirements, alert owners and handover responsibilities.

[View the service and discuss fit →](#)

SERVICE BRIEF / 04

Infrastructure Security Audit

€5,000

Document and configuration review of access, secrets and exposure for one web application, one production environment and one cloud account. Includes a prioritised report and one handover session.

When this fits

Your review fits the standard boundary of one web application, one production environment and one cloud account.

Scope and delivery

Fixed fee · standard scope

Responsibilities and boundaries

Excludes penetration testing, implementation, certifications and ongoing monitoring. Additional applications, environments or cloud accounts, and work beyond this scope, require a separate quote agreed before work begins.

What to prepare

Prepare architecture and configuration documentation, an asset inventory and approved access arrangements. Do not send secrets by email.

[View the service and discuss fit →](#)

05

Team workshops

Build your team's capability through practical working sessions.

AI Search Team Workshop

Full-day Applied Workshop

SERVICE BRIEF / 05

AI Search Team Workshop

€1,800

Custom preparation, live exercises, a team workbook, action plan, recording and a 45-minute follow-up.

When this fits

Your team needs a shared method and practical exercises in a half-day session for up to 12 participants.

Scope and delivery

Half day · up to 12 participants · Microsoft Teams, Google Meet or Zoom

Responsibilities and boundaries

Training and enablement; production implementation is not included.

What to prepare

Share participant roles, current knowledge, learning priorities and questions to use during preparation.

[View the service and discuss fit →](#)

SERVICE BRIEF / 05

Full-day Applied Workshop

€3,200

A deeper working session using your own queries, content, technical constraints and operating decisions.

When this fits

Your team needs a full day to work through its own queries, content, constraints and operating decisions.

Scope and delivery

Full day · remote · Microsoft Teams, Google Meet or Zoom

Responsibilities and boundaries

Training and enablement; production implementation is not included.

What to prepare

Bring the working materials and decisions you want to explore. Confirm participant arrangements and preparation in the proposal.

[View the service and discuss fit →](#)

AGREE THE WORK

Make the scope easy to review.

01 The decision

What needs to change, who the work is for and what evidence already exists.

02 The delivery

Deliverables, systems involved, content ownership, access and acceptance checks.

03 The boundaries

Exclusions, dependencies, approvals and which tasks belong to your team or another provider.

04 The investment

Confirm the fee for the agreed scope. Additional work is quoted before it starts; a range does not mean every case fits its minimum.

05 The handover

Agree how completion is checked and who owns the next actions. Ongoing work is a separate choice unless explicitly included.

This checklist helps prepare a proposal. It does not add deliverables or contractual commitments to the services in this guide.

LET'S DEFINE THE WORK

Your next decision. A clear scope.

Tell us what you need to understand, improve or implement. We will review the fit and define the work with you.

Elizabeth S.

Founder · Citable Agency

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Already have useful evidence? Share it. We can reuse relevant findings and scope the additional work.

[Check current prices and scope →](#)