

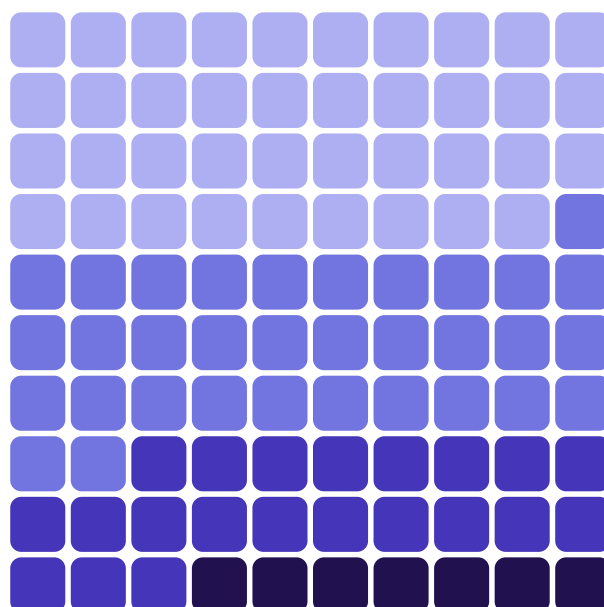
Pricing data report, October 2026

SEO Agency Pricing 2026

Minimum project sizes of 1,193 SEO agencies, by country, region and team size

According to Edvido's analysis of 1,193 SEO agencies (October 2026), the median minimum project size is \$5,000: 38.7% of firms that publish a minimum start at \$1,000 or less, and 28.2% ask for \$10,000 or more.

Firms analysed	Median minimum
1,193	\$5,000
961 publish a minimum	per project
\$1,000 or less	\$10,000 or more
38.7%	28.2%
of firms with a minimum	7.1% at \$25,000+



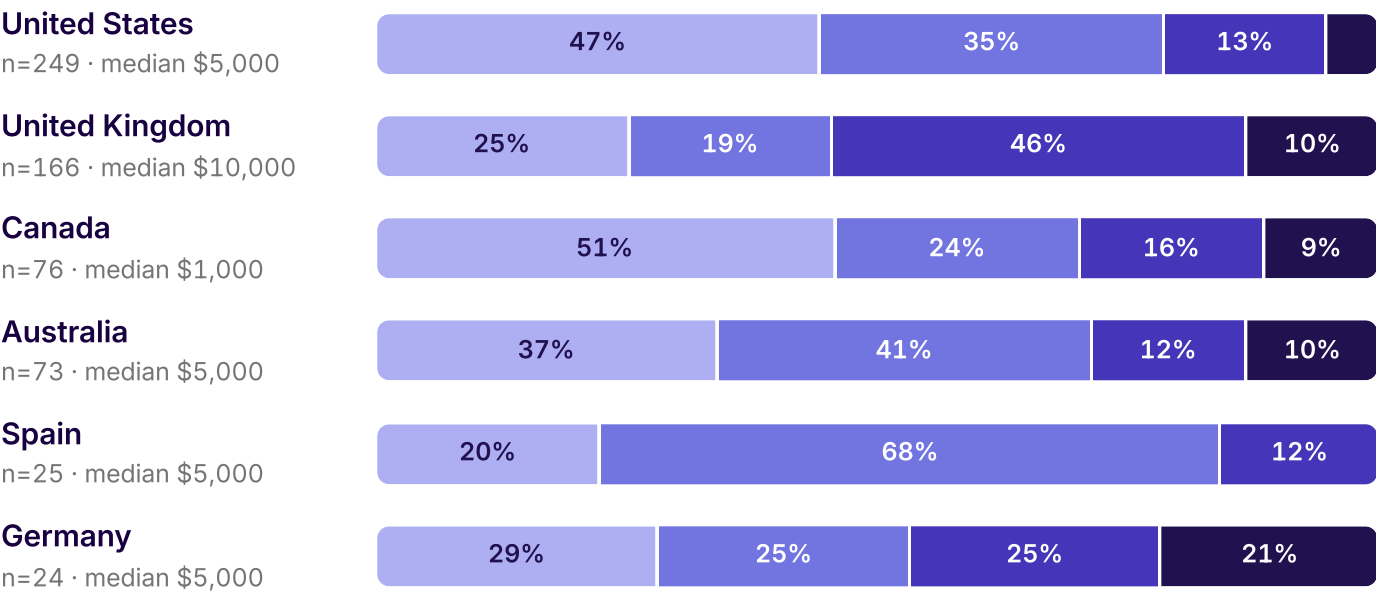
Each square is 1% of the 961 firms that publish a minimum project size.

■ \$1,000 or less	38.7%
■ \$1,500 – \$9,999	33.1%
■ \$10,000 – \$24,999	21.1%
■ \$25,000 or more	7.1%

Minimums by country

Countries with at least 20 firms publishing a minimum.

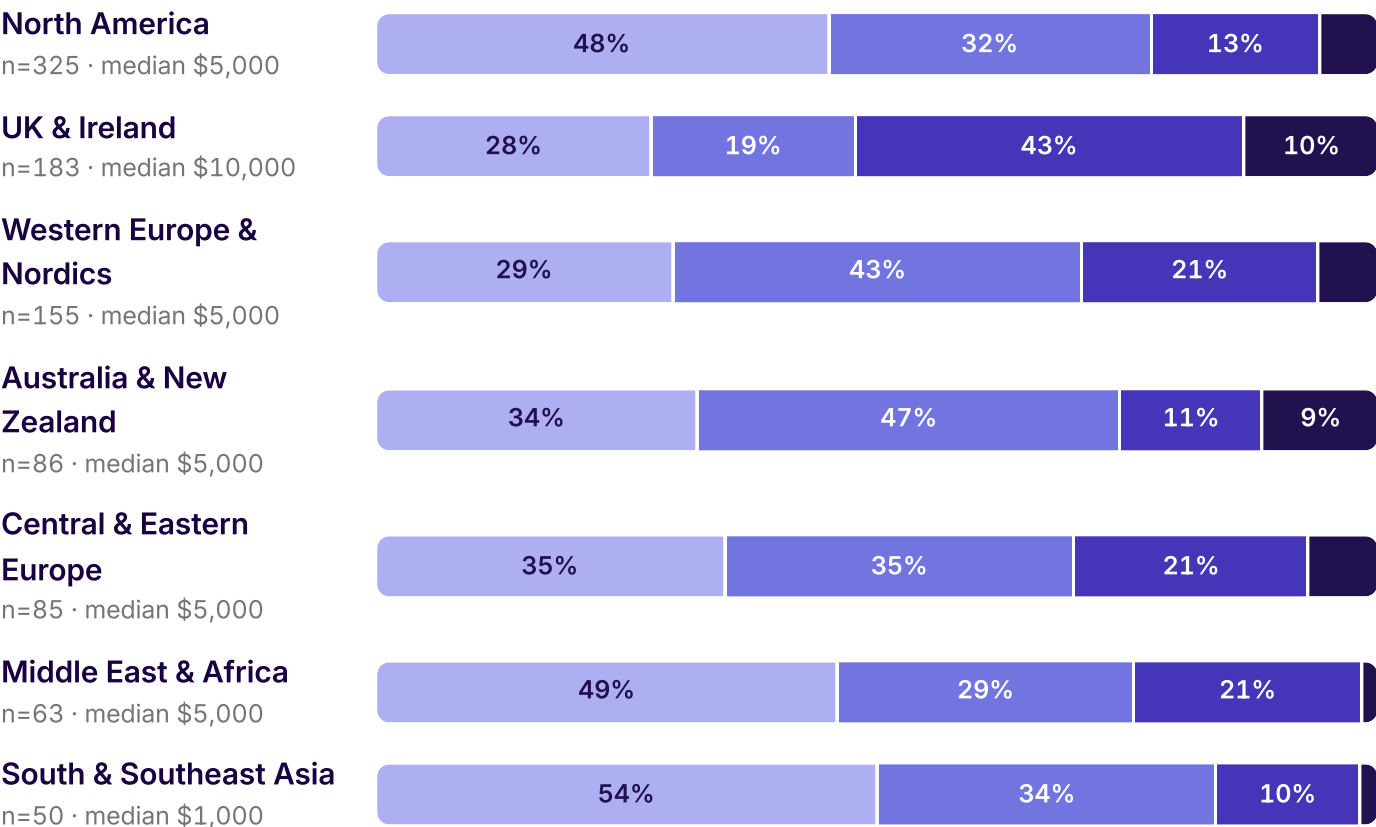
\$1,000 or less
\$1,500 – \$9,999
\$10,000 – \$24,999
\$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	249	\$5,000	47%	34.5%	12.5%	6%
United Kingdom	166	\$10,000	25.3%	18.7%	46.4%	9.6%
Canada	76	\$1,000	51.3%	23.7%	15.8%	9.2%
Australia	73	\$5,000	37%	41.1%	12.3%	9.6%
Spain	25	\$5,000	20%	68%	12%	0%
Germany	24	\$5,000	29.2%	25%	25%	20.8%

Minimums by region

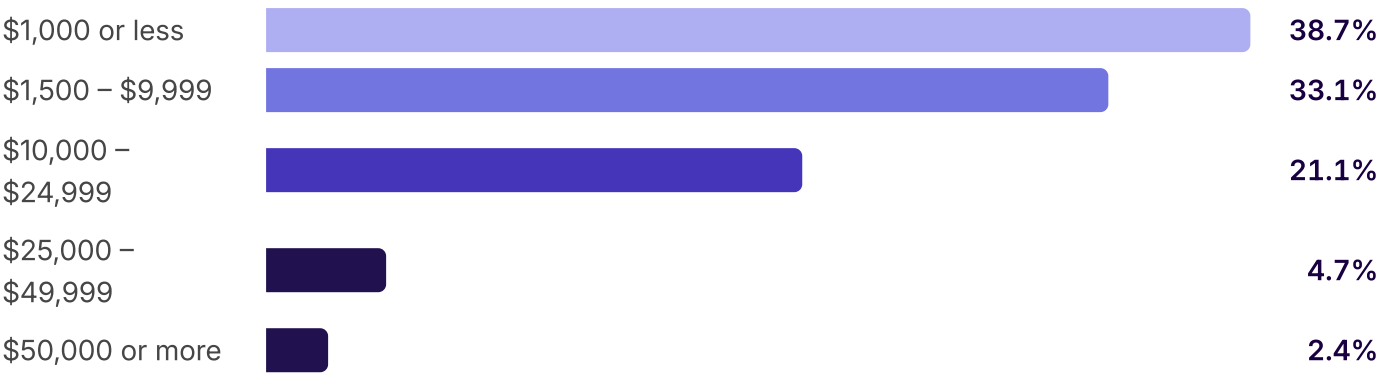
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	325	\$5,000	48%	32%	13.2%	6.8%
UK & Ireland	183	\$10,000	28.4%	18.6%	43.2%	9.8%
Western Europe & Nordics	155	\$5,000	29%	42.6%	21.3%	7.1%
Australia & New Zealand	86	\$5,000	33.7%	46.5%	10.5%	9.3%
Central & Eastern Europe	85	\$5,000	35.3%	35.3%	21.2%	8.2%
Middle East & Africa	63	\$5,000	49.2%	28.6%	20.6%	1.6%
South & Southeast Asia	50	\$1,000	54%	34%	10%	2%

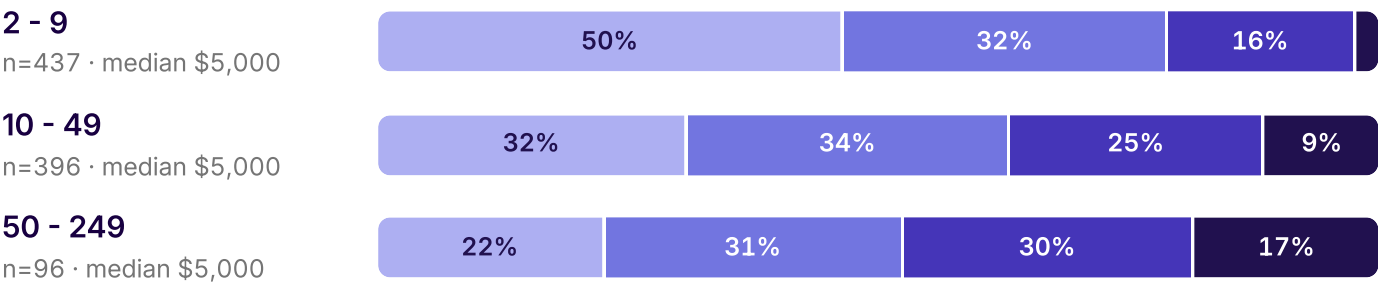
Published minimum bands

Share of the 961 firms that publish a minimum, by the band they publish.



Minimums by team size

■ \$1,000 or less ■ \$1,500 – \$9,999 ■ \$10,000 – \$24,999 ■ \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	437	\$5,000	49.7%	32%	15.6%	2.7%
10 - 49	396	\$5,000	32.1%	33.6%	25%	9.3%
50 - 249	96	\$5,000	21.9%	31.2%	30.2%	16.7%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Exeter	United Kingdom	13	\$10,000	15.4%	84.6%	0%
Brighton	United Kingdom	12	\$10,000	16.7%	58.3%	25%
Leeds	United Kingdom	12	\$10,000	33.3%	58.3%	8.3%
Bath	United Kingdom	12	\$7,500	8.3%	50%	16.7%
Liverpool	United Kingdom	10	\$7,500	30%	50%	0%
Vancouver	Canada	12	\$7,500	33.3%	50%	25%
Berlin	Germany	15	\$5,000	33.3%	46.7%	26.7%
Toronto	Canada	14	\$5,000	28.6%	42.9%	14.3%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Sydney	Australia	12	\$5,000	16.7%	41.7%	33.3%
Amsterdam	Netherlands	10	\$5,000	10%	40%	20%
Athens	Greece	15	\$5,000	33.3%	40%	0%
Copenhagen	Denmark	10	\$5,000	40%	40%	10%
Prague	Czech Republic	15	\$5,000	40%	40%	6.7%
Kuala Lumpur	Malaysia	11	\$5,000	27.3%	36.4%	9.1%
Birmingham	United Kingdom	14	\$5,000	35.7%	35.7%	14.3%
Houston	United States	12	\$5,000	41.7%	33.3%	8.3%
Manchester	United Kingdom	12	\$5,000	41.7%	33.3%	0%
Paris	France	12	\$5,000	8.3%	33.3%	0%
Tel Aviv	Israel	12	\$5,000	8.3%	33.3%	0%
Chicago	United States	13	\$5,000	23.1%	30.8%	0%
Katowice	Poland	13	\$5,000	7.7%	30.8%	0%
Brussels	Belgium	14	\$5,000	35.7%	28.6%	14.3%
Canberra	Australia	14	\$5,000	28.6%	28.6%	7.1%
Adelaide	Australia	11	\$5,000	18.2%	27.3%	0%
Bournemouth	United Kingdom	12	\$5,000	41.7%	25%	0%
Philadelphia	United States	12	\$5,000	33.3%	25%	8.3%
Sacramento	United States	13	\$5,000	30.8%	23.1%	7.7%
Belgrade	Serbia	15	\$5,000	46.7%	20%	6.7%
Cleveland	United States	10	\$5,000	30%	20%	10%
Lisbon	Portugal	10	\$5,000	40%	20%	10%
Barcelona	Spain	12	\$5,000	16.7%	16.7%	0%
Brisbane	Australia	12	\$5,000	41.7%	16.7%	8.3%
Nashville	United States	12	\$5,000	41.7%	16.7%	0%
San Francisco	United States	13	\$5,000	38.5%	15.4%	7.7%
Detroit	United States	14	\$5,000	42.9%	14.3%	14.3%
Las Vegas	United States	14	\$5,000	42.9%	14.3%	14.3%
Madrid	Spain	13	\$5,000	23.1%	7.7%	0%
Oslo	Norway	15	\$5,000	20%	6.7%	0%
Dublin	Ireland	12	\$3,000	50%	25%	16.7%
Kelowna	Canada	10	\$3,000	50%	20%	10%
İstanbul	Turkey	14	\$3,000	50%	14.3%	0%
Calgary	Canada	13	\$1,000	61.5%	23.1%	7.7%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Los Angeles	United States	14	\$1,000	57.1%	21.4%	7.1%
Zagreb	Croatia	10	\$1,000	60%	20%	10%
New Jersey	United States	11	\$1,000	63.6%	18.2%	0%
Seattle	United States	11	\$1,000	54.5%	18.2%	9.1%
Budapest	Hungary	12	\$1,000	58.3%	16.7%	0%
Washington D.C.	United States	13	\$1,000	53.8%	15.4%	7.7%
Dubai	United Arab Emirates	14	\$1,000	71.4%	14.3%	0%
Miami	United States	11	\$1,000	63.6%	9.1%	0%
Ottawa	Canada	11	\$1,000	63.6%	9.1%	0%
Manila	Philippines	12	\$1,000	75%	8.3%	0%
Hồ Chí Minh	Vietnam	14	\$1,000	57.1%	7.1%	0%
Melbourne	Australia	15	\$1,000	66.7%	6.7%	6.7%
New York	United States	13	\$1,000	69.2%	0%	0%
Utah	United States	12	\$1,000	91.7%	0%	0%

Methodology

Population	Firms listed on 94 Edvido city pages for SEO agencies, collected from the public listing API on 2026-10-21.
De-duplication	One record per firm within the category (by website, else name); a firm listed in several cities is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

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