

2026 Pricing Sheet

Search Engine Optimisation

We run proven SEO strategies that rank your website higher in search engines and AI results.

Standard SEO

We customise a 12-month SEO strategy around your goals, your competitors, and a predefined set of keywords we agree upfront. SEO is a long-term investment that compounds — every Standard package includes the matching tier of Local SEO so you grow in search engines, AI answers, and local results at the same time.

Every package includes: Month 1 SEO strategy (competitor & keyword analysis, content plan, technical audit, GBP audit) · Basic GEO & AIO (AI-answer optimisation) · Monthly SEO performance report · Live reporting dashboard · Monthly client check-in meeting · Dedicated Customer Success Manager.

★ MOST POPULAR			
Standard SEO	Foundation R18,999/mo Small businesses ready to take SEO seriously	Growth R39,999/mo Growing businesses competing in real markets	Dominate R109,999/mo Market leaders in competitive verticals
Monthly Deliverables			
Month 1 delivers everything below plus the SEO strategy, keyword map, technical audit and GBP audit.			
SEO content New articles, landing pages, or edits to existing pages	2 new articles or landing pages + 2 page or article edits — OR — 6 page or article edits	5 new articles or landing pages + 5 page or article edits — OR — 15 page or article edits	15 new articles or landing pages + 15 page or article edits — OR — 45 page or article edits
Technical SEO On-page / website technical work	Audit + recommendations (fixes if hosted by us*)	Audit + recommendations (fixes if hosted by us*)	Audit + ongoing technical optimisation
Bundled Local SEO	Local SEO Foundation included	Local SEO Growth included	Local SEO Dominate included
Basic GEO & AIO Get found in AI answers — ChatGPT, Perplexity, Google AI Overviews	✓	✓	✓
Advanced AI Optimisation Competitor AI-visibility tracking + targeted recommendations	Recommendations only	✓ Included	✓ Included
Backlink outreach	Recommendations only	Recommendations only	✓ Managed by us
Live reporting dashboard	✓	✓	✓ Custom
Client check-in meetings	Monthly	Monthly	Monthly
Strategy meetings	Annually	Annually	Every 6 months

Pricing			
Monthly investment	R18,999/mo	R39,999/mo	R109,999/mo

★ Growth and Dominate include specialised AI optimisation tools that track your visibility across ChatGPT, Perplexity, Google AI Overviews and others — plus targeted recommendations to improve it. Every package also includes Basic GEO & AIO, which makes your content easy for AI engines to read, cite, and surface.

ENTERPRISE **Beyond Dominate?** Multi-brand, multi-region, or scope built around an unusually competitive market — we scope and price to fit. **Custom & quoted on request.**

Local SEO

We get your business found in the searches that matter most — on Google Maps, in the local pack, and in the AI answers your nearby customers are asking. Bundled into every Standard SEO package, and also available standalone for businesses that only need local reach.

Every Local SEO package includes: Google Business Profile optimisation (categories, services, products, images) · Geo-grid keyword tracking within a 50 km radius · NAP consistency monitoring · Review monitoring with 24-hour reply alerts to your team · Monthly local performance report · Monthly client check-in · Customer Success Manager.

Prerequisite: You'll need an existing Google Business Profile before we begin — Google requires the business owner to verify it, so this step has to be done by you. Once your profile is live, we take over the optimisation and management.

★ MOST POPULAR			
Local SEO	Foundation R4,999/mo Single-location businesses building their local presence	Growth R7,999/mo Established local businesses ready to outrank competitors	Dominate R10,999/mo Market leaders who want to own the local pack
Month 1 setup Once your GBP is live	- Audit & cleanup of your existing GBP - NAP consistency audit 5 hand-built manual citations - Review monitoring setup	Everything in Foundation, plus: - LocalBusiness schema markup - Bing Places + Apple Maps listings	Everything in Growth, plus: - Review system install 10 manual citations (vs 5)
Monthly Deliverables			
Google Business Profile posts Posts, product updates, category tiles	4 / month (weekly cadence)	8 / month (2× per week)	12 / month (3× per week)
Manual citations	2 / month	3 / month	5 / month
Location landing pages or local SEO articles	—	1 / month	2 / month
Q&A monitoring & seeding	—	✓	✓
Google Review management Monitoring & responding to reviews	✓	✓	✓
Photo refresh Provided all photos are supplied	Quarterly	Quarterly	Monthly
Local link-building outreach	—	—	✓ 1-2 placements / mo
Strategy review call	Annually	Annually	Every 6 months
Pricing			
Monthly investment	R4,999/mo	R7,999/mo	R10,999/mo
Additional locations	Add any location to any package — R2,499/mo per location . 4+ locations? Talk to us about Enterprise.		

ENTERPRISE Multi-location chains, franchises, or complex local footprints? Dedicated local SEO strategist, custom reporting, and scope built around your operation. **Custom & quoted on request.**

Optional Extras

Need more of any one thing on top of your package? These are billed in addition to your monthly fee.

Advanced AI Optimisation tools — R9,999/mo (already included in Standard SEO Growth and Dominate)

Every package already includes Basic GEO & AIO. This advanced layer shows exactly where you stand against competitors on ChatGPT, Perplexity, Google AI Overviews and other AI platforms, with actionable recommendations to climb higher and own your AI visibility before your competitors do.

Website management — from R1,500/mo

Lets us implement technical SEO fixes directly on your site instead of handing them off.

Additional content — R4,999 each, then R3,900

Extra articles, landing pages or page edits on top of your Standard SEO allocation.

Extra GBP posts — R1,500 per pack of 4

Four posts = one month of weekly posting on top of your Local SEO allocation.

Additional citations — R2,000 per pack of 10

Hand-built manual citations on top of your monthly allocation.

Additional Local SEO locations — R2,499/mo each

Add any extra location to your Local SEO package. 4+ locations? Talk to us about Enterprise.

Additional Information

Commitment: SEO is a 12-month commitment. We don't lock you into a contract — but SEO doesn't deliver in two months, so if you cancel early, the work won't have had time to compound.

Content: All content (new and edits) is based on keyword research and written with a primary keyword in mind. "Page or article edits" covers any existing page on your site — blog, landing page, or service page. Month 1 includes an SEO content plan and keyword map.

Technical SEO: Fixes can only be implemented by BaseCloud if we provide your website management. If not, we send recommendations to your current provider. Dominate clients get fixes implemented regardless.

Local SEO: Bundled into every Standard SEO tier, scaled to match — and also sold standalone. Requires an existing Google Business Profile (created by you). Once it's live, we handle optimisation, management, citations, GBP posts, and location landing pages.

Reviews: We set up an AI automation that automatically responds to reviews on your behalf, so every review gets a timely, on-brand reply without you lifting a finger.

Backlinks: We can under no circumstances guarantee backlink placement.

What to Expect

- A dedicated Customer Success Manager who knows your account inside-out.
- A BaseCloud expert continually improving the account and performance behind the scenes.
- Monthly client check-in meetings — assisting, advising, and answering questions.
- Clear monthly reporting plus a live reporting dashboard so you always know what's working and what's next.

All costs are VAT exclusive. Pricing in ZAR (South African Rand).