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SEO
Prices 2026 · inreallab

7.1 SEO — search engine optimisation

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Basic SEO audit	$190 – $650	**$320**	project
Full SEO audit	$650 – $1,900	**$900**	project
SEO strategy	$500 – $1,500	**$750**	project
Keyword research (semantic core)	$190 – $750	**from $100 (up to 300 phrases) / $230 (up to $20 phrases)**	project
Site structure design	$250 – $750	**$380**	project
Technical optimisation	$380 – $1,500	**basic from $250 / extended $600**	project
Implementing fixes (developer)	$35 – $65/hour	**$40/hour**	hour
SEO "Start" (young websites)	$380 – $650	**from $300 (entry, young website) / $440 (standard)**	per month
SEO "Business" (competitive niche)	$650 – $1,300	**$850**	per month
SEO "Premium" (high competition)	$1,300 – $3,200+	**from $1,500**	per month
Online store SEO	$900 – $2,500	**from $600 (single city) / from $950 (multi-region)**	per month
Local SEO	$250 – $750	**$380**	per month
Regional / national	$500 – $3,800	**$650 / from $1,700**	per month
Link building	$250 – $1,000	**$380 (link budget billed separately)**	per month
Crowd marketing	100 – $15/link	**250/link, pack of 60 $190**	link/pack

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Technical SEO audit (stand-alone, in-depth)	$250 – $750	**from $380**	project
Express audit / mini audit (checklist)	$65 – $190	**from $90**	project
Backlink profile audit (link re-view, clean-up, disavow)	$130 – $500	**from $190**	project
Search competitor analysis (competitive SEO review)	$190 – $650	**from $250**	project
Content audit (copy and com-mercial factors)	$190 – $650	**from $250**	project
Keyword clustering	$65 – $320	**from $100**	project
Keyword list expansion / refresh	$130 – $500	**from $150**	project
Page speed optimisation (Core Web Vitals / PageSpeed)	$190 – $750	**from $250**	project
Schema.org markup setup (structured data)	$65 – $380	**from $100**	project
Indexing setup (robots.txt, sitemap.xml, clean URLs, duplicates)	$65 – $250	**from $90**	project
Redirects / mirror consolida-tion / HTTPS migration	$130 – $500	**from $150**	project
Meta tag optimisation (Title / Description / H1)	200 – $15 / page	**from 300**	page
SEO copywriting (text written for target queries)	300 – $20 / 1000 characters	**from 500**	1000 characters
SEO optimisation of online store product cards	100 – 500 / card	**from 150**	card
Internal linking (link structure work)	$130 – $500	**from $150**	project
Filter and penalty recovery (AGS, Minusinsk, Baden-Baden, Google penalties)	$380 – $1,300	**from $500**	project
Yandex Webmaster + Google Search Console setup	$65 – $190	**from $75**	project
Web analytics and SEO goal setup (Yandex Metrica, GA4)	$130 – $380	**from $150**	project
Guest posts / outreach links (permanent placements)	$20 – $190 / placement	**from $40**	placement
Directory and map listings (Yandex Business, 2GIS, Google Business)	$40 – $190	**from $65**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SEO specification for developers of a new website (SEO during build)	$190 – $650	**from $250**	project
One-off SEO consultation / audit walk-through	$40 – $75 / hour	**from $40**	hour
Ranking monitoring and SEO reporting (retainer)	$65 – $250 / month	**from $75**	per month

1.9 Audit, speed, accessibility, content

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Website audit (technical / UX usability / content)	Checklist review, priorities, remediation plan — a low entry threshold and a bridge to redesign/support	comprehensive $150 – $190; UX/usability $190 – $650	**from $150 / UX from $440**	per project
Website speed-up (Core Web Vitals / PageSpeed)	Speed optimisation for Google/Yandex, images, cache, critical CSS, re-measurement	$190 – $900	**from $230**	per project
Version for the visually impaired (GOST (Russian state standard) R 52872)	Accessibility A/AA/AAA: widget+setup, or a full audit with a legal guarantee of passing inspections (mandatory for government/medical/education)	$100 – $950	**widget from $150 / full AA with audit from $440**	per project
Content filling / product pages	Uploading products/articles, laying out product pages, copy (for e-commerce and post-launch)	100 – 250/product page; packs $65 – $190	**from 150/product page**	product page/pack

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website SEO audit (comprehensive)	express $65 – $130; comprehensive $190 – $750	**from $150**	per project
Technical SEO audit (indexing, robots/sitemap, clean URLs, duplicates, redirects)	$100 – $380	**from $130**	per project
Semantic core audit and compilation, query clustering	$130 – $500 (for 500–2000 queries); or 3–15/query	**from $150**	per project
Competitor analysis / niche benchmarking	$130 – $500	**from $190**	per project
Express speed audit (PageSpeed/CWV report, no remediation)	$40 – $130 (often free as a lead magnet)	**from $65**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Website security audit / finding and removing malicious code	audit $130 – $650; clean-up from $65 (Revisium/DI and similar)	**from $150**	per project
Web analytics audit (Metrica/GA: goals, events, counters, e-commerce)	$100 – $380	**from $130**	per project
CRO funnel audit / session-recording and click-map analysis	$190 – $750	**from $230**	per project
Pre-purchase website audit (due diligence: code, traffic, risks)	$65 – $380	**from $150**	per project
Image optimisation (WebP/AVIF, compression, lazy loading)	$65 – $190 (more often part of a speed package)	**from $75**	per project
Caching setup (browser/server) + CDN connection	cache $40 – $150; CDN setup $65 – $250 + the provider's subscription fee	**from $65**	per project
CSS/JS minification and bundling, deferred script loading, critical CSS	$65 – $190 (part of speed work)	**from $75**	per project
Database optimisation (clean-up, indexes, revisions/logs)	$65 – $250	**from $100**	per project
Speeding up a Bitrix website (composite cache, auto-caching, warm-up)	$190 – $650	**from $230**	per project
Speeding up a WordPress website (cache plugins, plugin/DB clean-up)	$100 – $380	**from $130**	per project
Fixing accessibility issues (WCAG remediation: ARIA, contrast, focus, alt)	a "version for the visually impaired" $40 – $190; full WCAG remediation is a niche, $190 – $650 to order	**from $190**	per project
Transferring/migrating content from an old website to a new one	$130 – $650 (depends on the number of pages)	**from $150**	per project
Parsing and importing a product catalogue (YML/CSV/1C export)	$130 – $500 (for 500–5000 items)	**from $150**	per project
SEO copy and descriptions for product pages	100–500/product page; or 300–800/1000 characters	**from 200/product page**	product page
Filling in meta tags (Title/Description/H1) across pages	30–100/page; pack $65 – $250	**from 50/page**	page/pack

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи