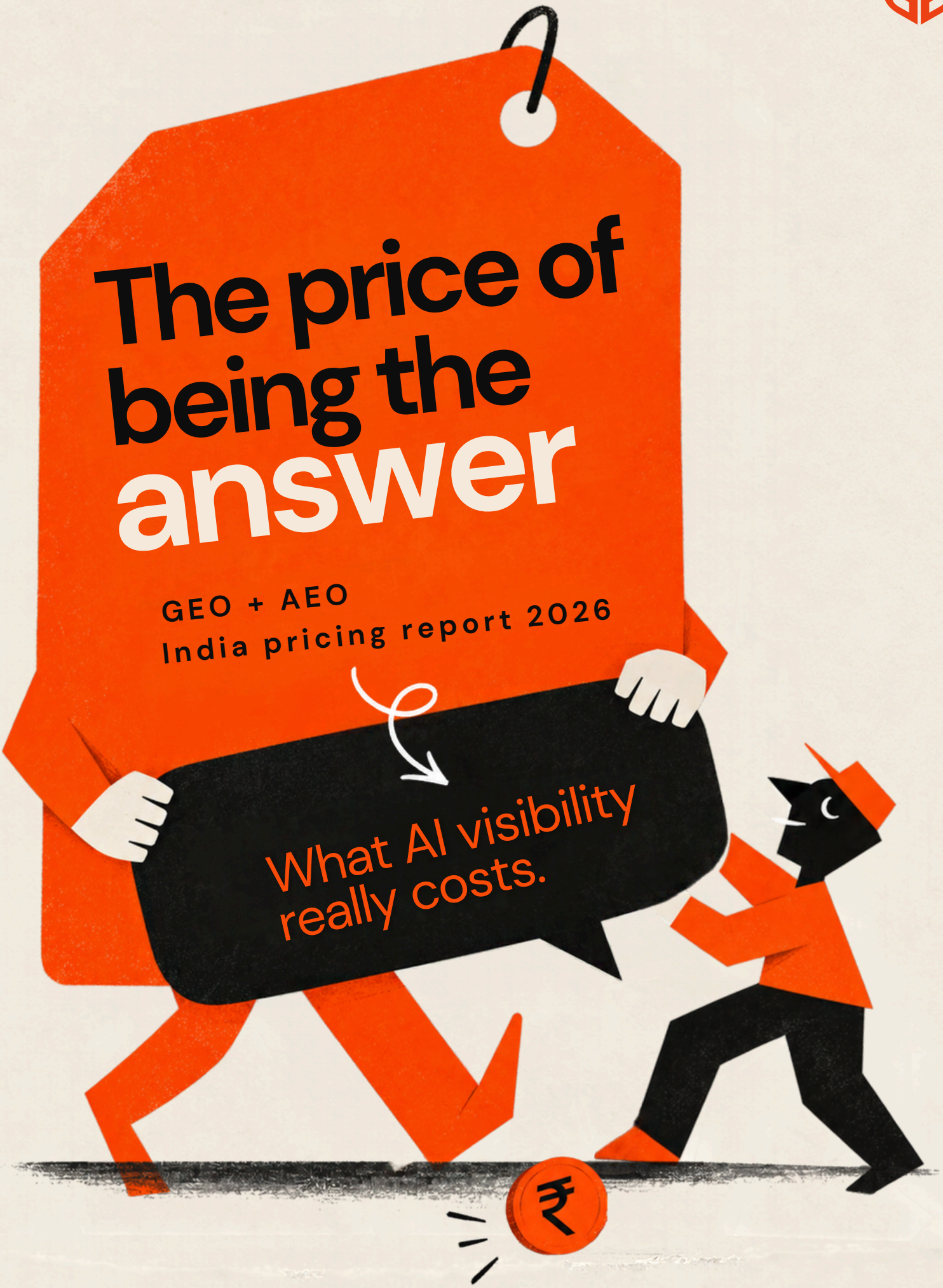
brandtobytes.com

The price of being the answer

GEO + AEO
India pricing report 2026



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BENCHMARK / [1]

What does visibility cost?

India monthly retainer ranges reported by upGrowth, April 2026.

Entry ₹75k–1.25L / month



Smaller team; audit-led optimization.

Growth ₹1.5L–2.5L / month



Content, technical work and tracking.

Advanced ₹2.5L–3.5L / month



Research, data assets and PR.

Enterprise ₹5L+ / month

[1] Agency-reported ranges, not a surveyed market median. Bars share a ₹0–₹3.5L scale; enterprise is shown separately. L = lakh; k = thousand.

SCOPE SNAPSHOT / [1]

What changes with the fee?

Illustrative monthly deliverables reported in the source.

₹1L	₹2L	₹3.5L
3 platforms	5 platforms	Research
4 articles	8 articles	Data assets
Basic schema	Schema + PR	Media activity
Monthly review	Bi-weekly review	Dedicated squad

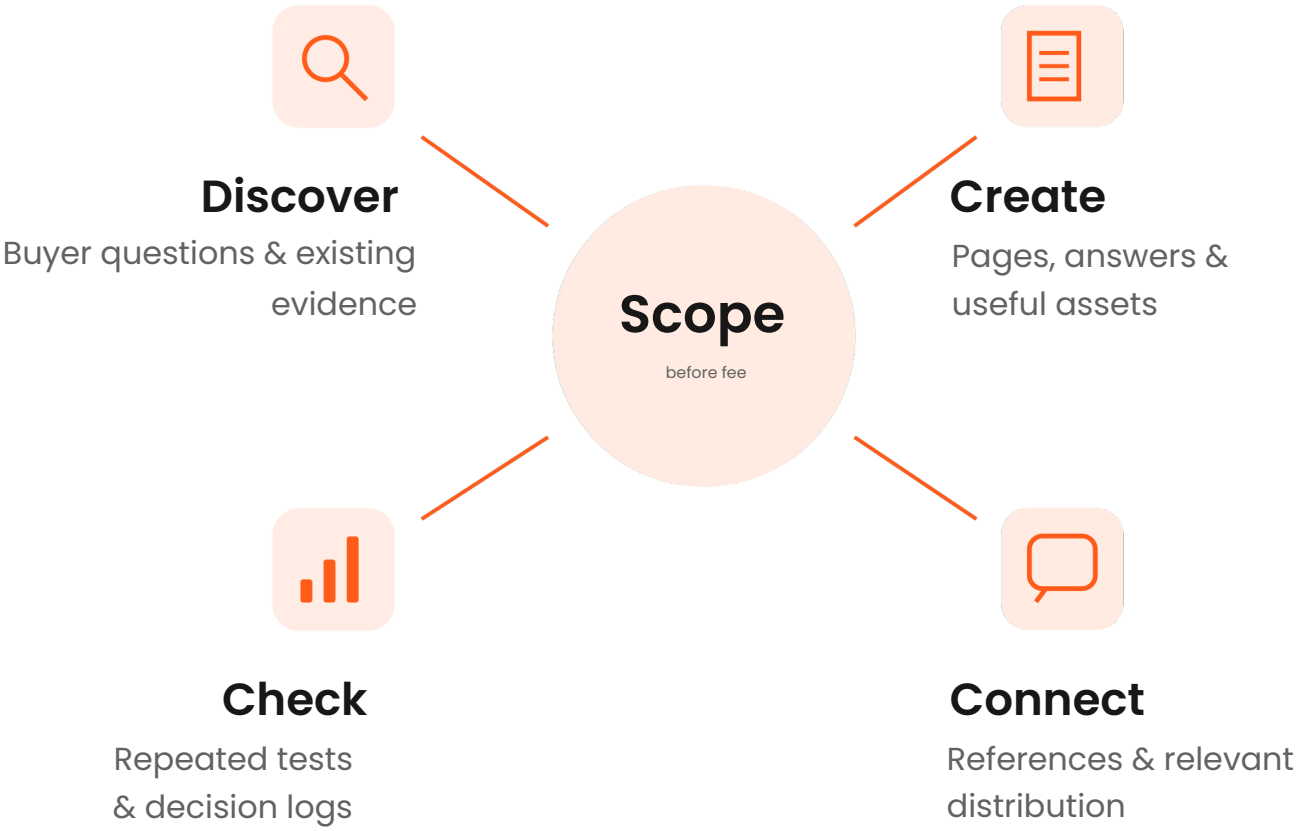
Compare the named outputs behind the number.

[1] Scope examples, not Brand to Bytes packages. The source does not specify a comparable platform/article count for the highest tier.

ANATOMY OF A QUOTE

Make the work visible.

Ask the agency to show the people, effort and output behind every workstream.



Buyer prompt: “Who owns this work, what will I receive, and how will we decide whether it helped?” Original editorial framework.

ENGAGEMENT FORMATS / [1]

Buy the right commitment.

A price only makes sense when you know what continues after delivery.

Project

₹1.5L–₹8L

One-time audit

Use for a defined diagnosis.

Retainer

Monthly fee

Ongoing execution

Use when work needs an owner.

Hybrid

₹75k–₹1L base

Plus performance bonus

Define the bonus before signing.

[1] Project and hybrid price ranges from upGrowth. Usage notes are editorial guidance. Confirm exclusions, taxes, renewal terms and bonus caps in writing.

GLOBAL CONTEXT / [1]

Local budget. Global context.

Compare scope before comparing currency.

India

₹75k–₹3.5L

Mid-market / month

Global

$3k–$8k

Mid-market / month

1.8×–3×

Reported GEO premium over traditional SEO.

Keep the comparison fair

Match target markets, language coverage, deliverables and access to relevant publications. A cheaper quote can carry a narrower scope.

[1] Reported benchmarks from upGrowth, not a currency-converted comparison. Premium is a reported range, not a rule for every contract.

BUDGET MATH / ILLUSTRATIVE

A fee is only one line.

Model the full commitment before comparing two proposals.

₹2,00,000 monthlyfee **× 6 months**

₹12,00,000

base commitment

Setup / audit	+ agreed one-time fee
Tools / external costs	+ agreed pass-through costs
Applicable taxes	+ confirmed tax amount

Illustrative arithmetic only. Total = monthly fee × months + setup + tools + external costs + applicable taxes. Include a cap on reimbursable expenses.

PROPOSAL REVIEW

Score the evidence.

A practical review aid. Score each line 0, 1, or 2:absent, vague or explicit.

01	**Business fit** Does the brief name a buyer decision?	0	1	2
02	**Scope clarity** Are outputs and ownership written down?	0	1	2
03	**Test design** Are prompts and test conditions defined?	0	1	2
04	**Proof quality** Can claims be traced to dated evidence?	0	1	2
05	**Cost clarity** Are extras and limits visible?	0	1	2
06	**Handover** Can your team keep using the work?	0	1	2

Use the gaps to improve the brief before choosing an agency.

Original editorial worksheet. This is not a validated rating model; avoid treating the total as a prediction of results.

MEASUREMENT BRIEF

Test the same questions.

Turn “we improved AI visibility” into an inspectable record.

Example buyer question

“Which provider suits a growing Indian SaaS team with a small marketing department?”

Field	Record before you start
Question set	Exact prompts + buyer intent
Environment	Platform, model, date and settings
Repetition	Same schedule + repeated runs
Evidence	Saved response + cited URL
Classification	Mention, citation, recommendation

Original test protocol. AI answers vary; keep run conditions visible and separate a named brand from a linked citation.

Count visibility. Then value.

Keep output metrics beside business signals so progress has context.

Mentions

12 / 40

Brand named in test responses

Citations

8 / 40

Owned URL linked in responses

Citation presence rate



8 ÷ 40 = 20%

Then inspect referral sessions, qualified enquiries and influenced revenue separately. A citation alone does not show a sale.

Fictional example, not Brand to Bytes results. Metric = test responses linking an owned URL ÷ total valid test responses; count each response once.

The first 90 days.

A proposed sequence for establishing a repeatable working process.



DAYS 01–30

Find the gaps

Agree the question set.Capture a baseline. Select priority pages and assign owners.



DAYS 31–60

Ship the first changes

Publish or revise priority assets. Record what changed and check technical access.



DAYS 61–90

Review and choose

Repeat tests. Inspect referrals. Decide what to continue, adjust or stop.

A learning plan, not a promise of citation growth within 90 days.

TAKE IT TO THE MEETING

Write a better brief.

Complete these six fields before requesting a price.

Our buyer	Who is choosing, and what are they deciding?
Priority market	Where do those buyers need to find us?
Existing evidence	What research, cases or product data can we use?
Internal owner	Who approves work and ships website changes?
Budget envelope	What can we commit across the whole term?
Review decision	What would make us continue, change or stop?

Original worksheet. Share the same completed brief with every agency to make proposals easier to compare.

YOUR NEXT MOVE

Make your budget answer a better question.

"What specific work will help the right buyer discover and evaluate us?"



A clear brief

Start with buyer decisions.



A visible scope

Name the work and its owners.



A testable plan

Agree what evidence to review.

Start the conversation with Brand to Bytes.

Bring your completed worksheet and current agency quote to your next planning discussion.

Thank You

Let's Talk

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