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SEO site audits for small businesses

Evidence collected 03 Oct 2026 from public sources (competitor pricing pages re-read on that date; discussion threads and Google Trends collected 27 Sep 2026). 6 competitors with public pricing · 4 on-topic discussion threads · 26 cited sources.

How to read this dossier. Every number is either followed by a source id such as [S3] — listed with its URL in the Sources appendix — or labelled as an assumption such as [A1]. Prices are quoted as displayed on each competitor's public page on the collection date; they can change. Nothing in this document is a testimonial or a guarantee of results.

Contents: 1 The problem · 2 Who pays · 3 Market signals · 4 Competitors & public prices · 5 Angle · 6 Pricing advice · 7 30-day launch plan · Assumptions · Method & limitations · Sources

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Sample: competitors & public prices

Competitor	Public prices on the pricing page (as displayed)	Source
NoCode Labs nocodelabs.io	$500 /audit $1,000 /month $1,500 /month $3,000 /month	[S1]
WebAudit webaudit.dev	$19 /site/month $15 /site/month (billed yearly) $49 /user (add-on)	[S3]
SEOGrade.ai seograde.ai	$149 one-time $349 one-time $997 one-time $249 /report	[S5]

The full dossier lists 6 priced competitors, all market signals, the written analysis and a 30-day launch plan, with 26 cited sources.

Sample: demand signals

Demand evidence is thin: only 4 recent public threads or posts directly about this niche were found. They drew little engagement. 11 older (over 3 years) or off-topic threads found by the same searches were excluded. Treat demand as unproven and validate it with customer interviews before investing.

- Show HN: Crawlie – Free open-source SEO audit tool for humans and agents — 6 comments, 2026-06-18 [S22]
- Show HN: Topical.so - structural SEO audits for AI-generated blogs — 7 comments, 2026-04-02 [S23]
- Show HN: SEO Audit and Backlink Monitoring. All-in-One Platform — 3 comments, 2026-06-19 [S24]

Get the full dossier at https://readyniche.com/p/seo-site-audit-smb

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