SALIENS service fees & delivery standards.

GEO & AI Search Visibility

External client rate card. Standard service fees; final scope and terms are confirmed in your written order. All prices are GBP, excluding VAT where applicable.

Engagement	Fee	Minimum commitment
Baseline Audit	£3,000 once	2-week project
Foundation Sprint	£12,000 once	6-8-week project
Visibility Intelligence	£1,500/month + £1,500 setup	3 months £6,000 total
Managed GEO Growth	£5,500/month + £3,000 setup	6 months £36,000 total
Enterprise & Multi-market	From £12,000/month + £6,000 setup	12 months From £150,000 total

A straightforward starting point

For a university entering Chinese-language discovery, begin with the Baseline Audit and a China Platform Feasibility Review. Confirm accessible platforms and the initial evidence before commissioning content at scale.

One-off projects and retainers can be purchased separately. Setup credits are defined on page 6. Additional markets and platform integrations require an agreed scope.

Diagnose first.
Build with a defined scope.

Included scope	Baseline Audit	Foundation Sprint
Fee / delivery window	£3,000 / 2 weeks	£12,000 / 6-8 weeks
Organisation / website	1 brand; 1 primary domain	1 brand; 1 primary domain
Market-language profiles	1 profile	1 profile
Question set & checks	30 prompts x 3 engines x 3 rounds = 270 checks	40 prompts x 3 engines x 6 rounds = 720 checks; 3 baseline and 3 closing rounds
Competitive / page review	3 competitors; up to 20 pages	3 competitors; priority findings from up to 20 pages
Content production	Recommendations; no production	6 long-form + 6 short-form assets
Existing-page refinements	Recommendations only	Up to 8 pages
Technical implementation	Findings and prioritised brief	Up to 16 hours on the agreed website
Meetings / outputs	1 x 60-minute review; baseline report and priority plan	3 x 45-minute reviews; delivery register and closing report
Client portal access	30 days after final report	90 days from project start

Sprint production includes two consolidated revision rounds per asset. Client access, source material and approvals are required before delivery starts. Technical hours are capped; major rebuilds are separately quoted.

Recurring scope, visible deliverables.

Monthly allowance	Intelligence	Growth	Enterprise base
Projects / primary domains	1 / 1	1 / 1	Up to 3 / 3
Market-language profiles	1	Up to 2	Up to 3
Prompts across all profiles	30 total	60 total	120 total
Agreed engines / rounds	3 / 4	3 / 4	4 / 4
Scheduled check allowance	360	720	1,920
Competitors tracked	3	5	8
Long-form / short-form assets	0 / 0	4 / 8	8 / 16
Existing-page refinements	0	4	8
Technical implementation	0 hours	8 hours	16 hours
Client portal seats	3	5	12
Review meetings	1 x 45 minutes	2 x 45 minutes	2 x 60 minutes
Reporting	Monthly report	Monthly report	Monthly report + quarterly executive review

Enterprise allowances are shared across the listed projects within one client organisation; they are not multiplied per project. Different owners or legal clients receive separate organisations and written scopes.

Four rounds means four scheduled measurement runs in each service month. Results cover the agreed engine surface, language, location and question set. Unavailable platforms are scoped before purchase.

Add capacity with a clear price.

Optional service	Fee	Scope
China Platform Feasibility Review	£1,500 once	1 week; up to 3 candidate platforms. Where access is valid, up to 20 prompts x 3 rounds per platform; availability assessment and written go/no-go recommendations.
Additional market-language profile	£2,000 setup + £1,500/month	1 profile; 4 localised versions of approved source assets; 30 prompts x 3 agreed engines x 4 rounds = 360 checks/month. Mainland rollout follows feasibility.
Additional prompt pack	£250/month	25 prompts x 3 existing engines x 4 rounds = 300 extra checks/month.
Additional engine pack	£300/month	1 approved engine for up to 60 existing prompts x 4 rounds = 240 extra checks/month.
Additional long-form asset	£650 each	One researched, source-backed asset; standard length and revision limits on page 5.
Additional short-form asset	£150 each	One approved short-form item or focused FAQ answer.
Additional localisation	£250 per asset	One language version of an approved source asset up to 1,200 source words.
Additional technical work	£150/hour	Estimated and approved in writing before work begins.

Combined prompt and engine expansions are recalculated in the quote to prevent overlapping charges. Feasibility fees cover research and attempted validation; inaccessible platforms are reported and are not represented as operational coverage.

What the numbers mean.

A check

One agreed prompt submitted once to one defined engine surface under recorded test conditions. Language, region, date and method are documented. API results and consumer interface observations are reported separately; retries caused by SALIENS processing failures do not consume the client allowance.

A market-language profile

One defined audience geography and language, for example mainland China / Simplified Chinese. Prompt allowances are totals across profiles. A translated prompt counts as another prompt; a localised asset counts as a separate delivered version.

An asset or page refinement

A long-form asset is normally 800-1,200 English words or 1,200-1,800 Chinese characters. A short-form asset is 150-300 English words or 250-500 Chinese characters. A page refinement covers one existing URL, up to 1,000 words, within the technical-hour allowance.

Review and acceptance

Two consolidated revision rounds per produced or localised asset, within the approved brief. New briefs, new research or additional revisions are quoted separately. The client appoints one approver and supplies feedback within five working days; delayed approvals move the delivery schedule.

Evidence and outcomes

Reports distinguish scheduled, attempted and completed checks; mentions and linked citations; and observed results and interpretation. A baseline is recorded before improvement claims. Website traffic and enquiry reporting require authorised analytics access and an agreed attribution method.

Access and ownership

Client leads can see the agreed service record; viewers see delivery and results. Each organisation has separate access permissions. Client-specific finished deliverables transfer on full payment; Oxford Intelligence Limited retains its reusable methods, tools and templates. Third-party materials retain their applicable licences.

Monthly production and technical capacity are reserved for that service month and do not automatically roll over. SALIENS-caused missed deliverables are rescheduled without a second charge.

No automatic extras.

Payment and term

Audit and setup fees are invoiced on acceptance. Sprint: 50% on acceptance and 50% at the agreed delivery milestone. Retainers are invoiced monthly in advance, payable within 14 days. The minimum term begins on the agreed service start date. After that term, service continues monthly with 30 days' written notice unless a new term is agreed.

Credits without double charging

An Audit completed within 30 days can receive either a £1,500 credit toward a Sprint, or a credit against a managed-plan setup fee up to that setup fee. Choose one route. A Sprint completed within 30 days waives setup for a managed plan covering the same brand and agreed scope. Credits are non-cash and cannot exceed the applicable fee.

What the fee includes

SALIENS delivery time, the agreed portal access and standard AI / monitoring tool use within the listed scope. Client reports use recorded evidence. Budget caps are agreed before optional work; an allowance being reached does not authorise additional charges.

What is separately approved

Paid media, sponsored placements, publisher fees, domains, third-party software licensed directly to the client, major development, travel and specialist legal review. SALIENS-procured third-party media or placement costs are charged at approved cost plus 10% coordination; a client may pay the provider directly with coordination separately quoted.

Service boundaries

Platform inclusion, rankings, citations, admissions, leads and revenue are not guaranteed. Provider outages are documented; SALIENS offers a rescheduled check or agreed equivalent. We do not use unauthorised scraping, fabricated reviews or undisclosed paid endorsements. Client personal data is used only under an agreed data scope.

WORKED EXAMPLES / EXCLUDING VAT

Direct Growth: £3,000 setup + 6 x £5,500 = **£36,000**.
Audit + Sprint + Growth: £3,000 + £10,500 credited Sprint + 6 x £5,500, with qualifying setup waived = **£46,500**.

Written quotes are valid for 30 days. Final scope and contracting entity are stated in the signed order.