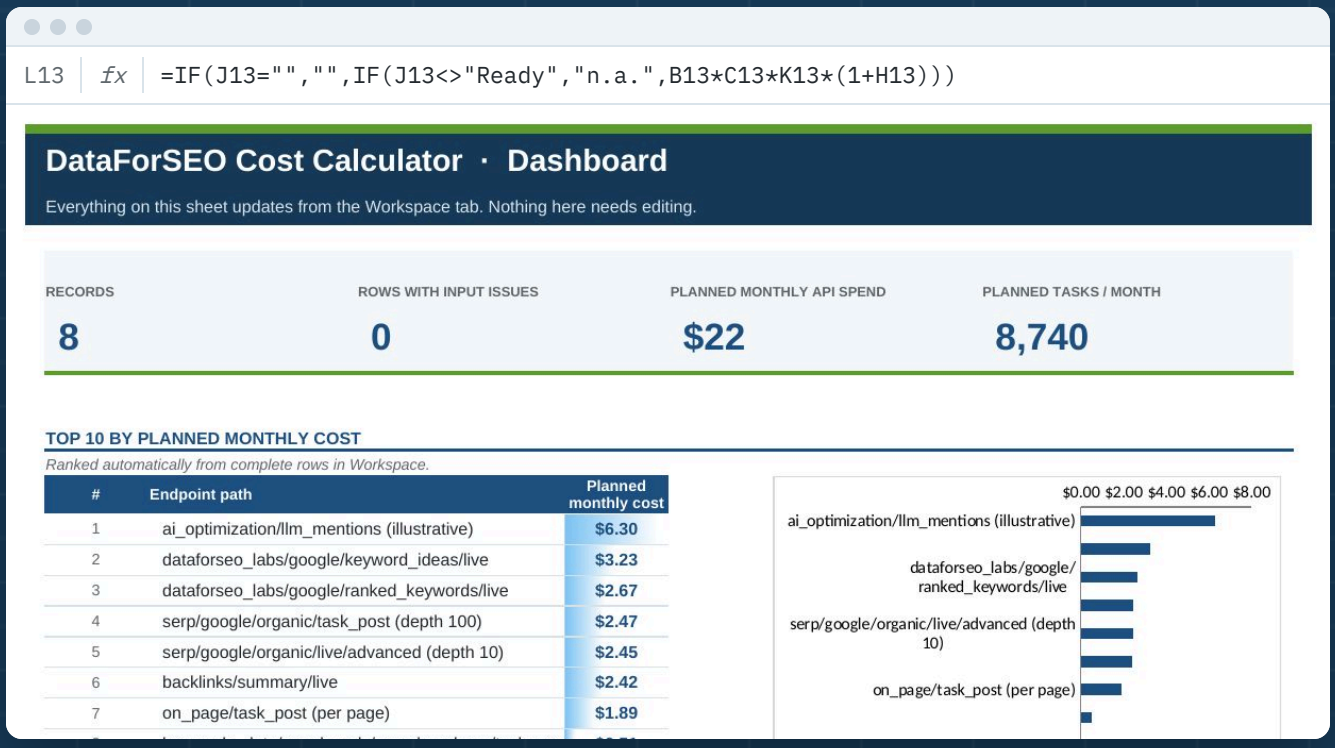
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 38

DataForSEO Cost Calculator

Estimate monthly DataForSEO API spend by endpoint from tasks, cycles, row pricing and retries before you run a job.

Built for the DataForSEO API: SERP API: Google Organic



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

What a planned data collection will cost each month by endpoint, including per-row charges and retries, before you spend the credits.

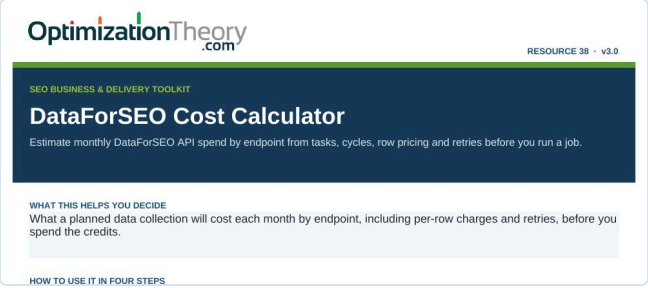
APIs like DataForSEO make SEO data cheap per call and surprisingly expensive per month. A rank tracking job that looks like a few dollars can turn into a few hundred once depth, frequency, row pricing and retries are multiplied out.

This DataForSEO cost calculator lists each endpoint you plan to use with tasks per cycle, cycles per month, base price, extra price, per-row price, rows per task and a retry rate. It calculates unit cost, monthly cost and total tasks, so you can design the collection to fit your budget. Example prices are illustrative; always copy current prices from your DataForSEO account.

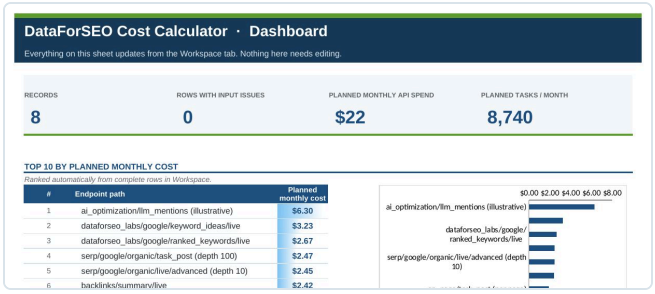
Who it's for

- SEOs and developers building data pipelines on DataForSEO
- Agencies pricing data-heavy reporting
- Teams moving from SEO tool subscriptions to APIs
- Anyone using Claude, n8n or scripts with DataForSEO

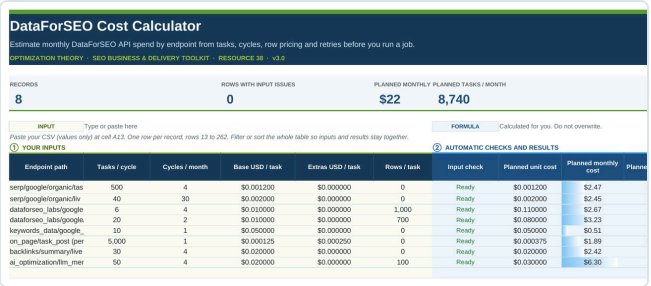
What's in the workbook



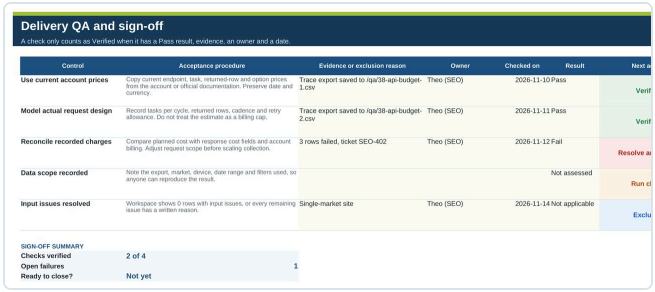
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Unit cost = base price + extra price + row price × rows per task. Monthly cost = tasks per cycle × cycles × unit cost × (1 + retry rate). Monthly tasks = tasks × cycles × (1 + retry rate).

The key formula, as written in the workbook

```
=IF(J13="","",IF(J13<>"Ready","n.a.",B13*C13*K13*(1+H13)))
```

Result column	Plain-English formula	What it tells you
Planned unit cost	Base USD ÷ task+Extras USD ÷ task+USD ÷ returned row × Rows ÷ task	Base plus extras plus applicable row charges.
Planned monthly cost	Tasks ÷ cycle × Cycles ÷ month × Planned unit cost × (1+Retry allowance)	Expected billable workload times unit cost and allowance.
Planned task count	Tasks ÷ cycle × Cycles ÷ month × (1+Retry allowance)	Task workload including the planning allowance.

How to use it, step by step

1

List the endpoints

One row per endpoint and configuration (e.g. live vs task queue, depth 10 vs 100).

2

Copy current prices

From your DataForSEO pricing page: base price, extras and any per-row price.

3

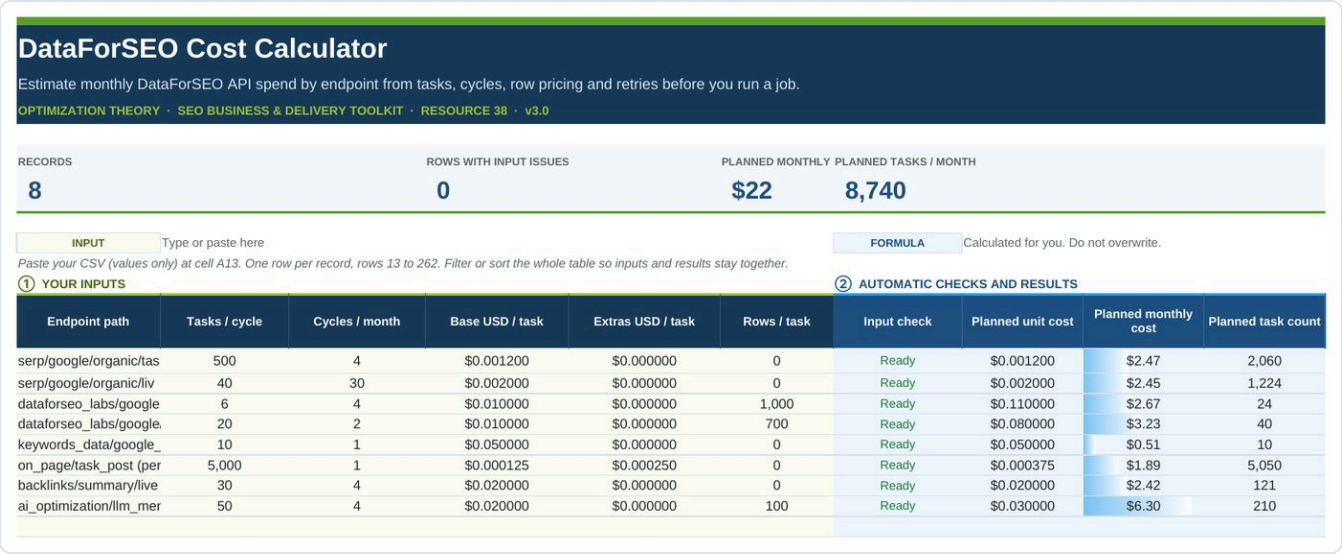
Set volume and frequency

Tasks per cycle (keywords, URLs, domains) and cycles per month.

4

Add retries and review

Use a retry rate for failed or repeated calls. Check the Top 10 for the endpoints driving cost.



DataForSEO Cost Calculator

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RECORDS	ROWS WITH INPUT ISSUES	PLANNED MONTHLY	PLANNED TASKS / MONTH
8	0	$22	8,740

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Endpoint path	Tasks / cycle	Cycles / month	Base USD / task	Extras USD / task	Rows / task	Input check	Planned unit cost	Planned monthly cost	Planned task count
serp/google/organic/tas	500	4	$0.001200	$0.000000	0	Ready	$0.001200	$2.47	2,060
serp/google/organic/liv	40	30	$0.002000	$0.000000	0	Ready	$0.002000	$2.45	1,224
dataforseo_labs/google	6	4	$0.010000	$0.000000	1,000	Ready	$0.110000	$2.67	24
dataforseo_labs/google	20	2	$0.010000	$0.000000	700	Ready	$0.080000	$3.23	40
keywords_data/google_	10	1	$0.050000	$0.000000	0	Ready	$0.050000	$0.51	10
on_page/task_post (per	5,000	1	$0.000125	$0.000250	0	Ready	$0.000375	$1.89	5,050
backlinks/summary/live	30	4	$0.020000	$0.000000	0	Ready	$0.020000	$2.42	121
ai_optimization/llm_mer	50	4	$0.020000	$0.000000	100	Ready	$0.030000	$6.30	210

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO SERP API: Google Organic**: the top organic results for a query.

This is a sign-off workflow. DataForSEO responses are the evidence you attach; the human checks stay manual by design. Use this before any of the others. Check your balance with the free appendix/user_data endpoint and copy current prices from your DataForSEO pricing page.

1. Request the data

```
POST https://api.dataforseo.com/v3/serp/google/organic/live/advanced
[
  {
    "keyword": "your keyword",
    "location_code": 2840,
    "language_code": "en",
    "device": "desktop",
    "depth": 10
  }
]
```

Send one task per query with identical location, language and device, and save each response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

Fills automatically	You add
Source reference (audit trail)	Endpoint path, Tasks / cycle, Cycles / month, Base USD / task, Extras USD / task, USD / returned row, Rows / task, Retry allowance

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`endpoint`	Endpoint path	Exact current API endpoint for the requested collection.	Your records or manual review
`tasks_per_cycle`	Tasks / cycle	Number of task units billed under the endpoint price model.	Your records or manual review
`cycles_per_month`	Cycles / month	Scheduled runs in the month.	Your records or manual review
`base_price`	Base USD / task	Current account-specific unit price. Enter it manually from your account or current pricing.	Your records or manual review
`extra_price`	Extras USD / task	Average optional feature charges per task under your requested settings.	Your records or manual review
`row_price`	USD / returned row	Marginal returned-row price where applicable. Enter 0 only if no row-based charge applies.	Your records or manual review
`rows_per_task`	Rows / task	Planned average returned rows where row billing applies.	Your records or manual review
`retry_rate`	Retry allowance	Expected additional billable task proportion. Confirm billing behavior for your endpoint. Decimal, 0.08 = 8%.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

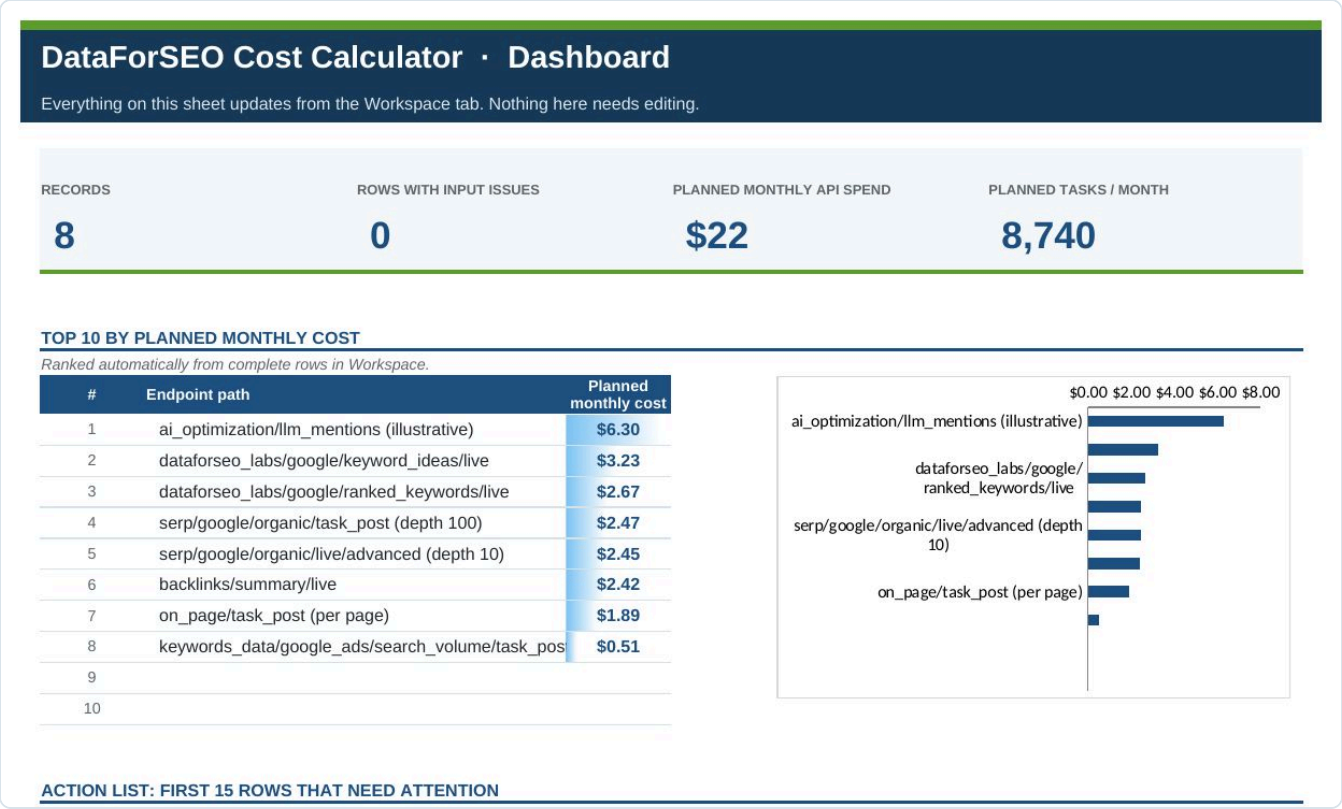
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 8 example rows.

8	0	$22	8,740
Records	Rows with input issues	Planned monthly API spend	Planned tasks / month

With these illustrative prices the example plan runs about $22 a month. The LLM mentions line and the two Labs endpoints are the biggest costs because they charge per returned row, so capping rows is the first saving lever.

Top 10 by planned monthly cost

#	Endpoint path	Planned monthly cost
1	ai_optimization/llm_mentions (illustrative)	$6.30
2	dataforseo_labs/google/keyword_ideas/live	$3.23
3	dataforseo_labs/google/ranked_keywords/live	$2.67
4	serp/google/organic/task_post (depth 100)	$2.47
5	serp/google/organic/live/advanced (depth 10)	$2.45



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

This supports task-plus-row billing only when it matches your endpoint. Model tiered blocks or minimum charges separately.

Limits. All starter prices are synthetic and are not DataForSEO quotations. Collection settings and account terms determine actual charges.

Mistakes to avoid

Using live endpoints for scheduled jobs. Task queue (standard) endpoints are cheaper when you don't need results instantly.

Forgetting per-row pricing. Labs and similar endpoints charge per returned row. Limit rows to what you need.

Assuming zero retries. Timeouts and reruns happen. Budget for them.

Tips from the field

Check your balance before big jobs; the user data endpoint is free.

Cache responses and reuse them across reports.

Pair with the SEO agent workflow article for practical pipelines.

Questions people ask

How much does DataForSEO cost?

It's pay-as-you-go, priced per task, with some endpoints adding per-row charges. Costs depend on endpoint, depth, method and volume. Check the official pricing page for current rates.

Is DataForSEO cheaper than SEO tools?

For targeted, repeatable data jobs it often is. For broad exploratory research, a subscription tool may be simpler.

What's the difference between live and standard endpoints?

Live returns results immediately at a higher price; standard (task_post then task_get) is cheaper and returns results later.

Are the prices in the template current?

No. They're illustrative. Replace them with the current prices from your DataForSEO account.

Templates that work well with this one

Keyword Gap Analysis Template
Find the queries your competitors rank for that you don't, and size each gap in potential clicks.

Keyword Prioritization Template
Rank every keyword by the profit it could add per hour of work, not by search volume alone.

AI Citation Tracker
Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

Local Rank Grid Tracker
Log rankings across a geo grid, see a colour heatmap and measure weighted top-3 coverage for any local keyword.

Technical SEO Prioritization Template
Turn a technical SEO audit into a ranked fix queue by recovered clicks, profit and profit per hour of dev time.

SEO Forecast Template
Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

Read the full tutorial online: **optimizationtheory.com/download-view/dataforseo-cost-calculator/**
Get all six templates in the **SEO Business & Delivery Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.