

Suggested Agency Pricing Packages

For Agencies Selling Multilingual Websites with Web Linguist

✓ Unlimited words, unlimited pages, 120+ languages — every package is powered by Web Linguist's context-aware AI engine, optimized for agencies to resell with strong monthly profit margins.

Suggested Pricing Packages Explained

How to Sell Web Linguist Plans as Recurring Revenue Services

Web Linguist was designed to give agencies an edge — fast setup, unlimited translations, and a productized structure that's easy to resell. These Suggested Pricing Packages help you turn that foundation into clear, client-facing offers that generate **\$85–\$400+ in monthly profit per site**.

Below is a breakdown of each package, what kind of client it fits, and how to pitch it confidently.

1. Standard Package

Best for: Small business sites, landing pages, test markets

The **Standard** plan is perfect for clients who are just starting to explore international markets. It supports up to two languages, unlimited pages, and includes real-time sync — all for just \$12/month on your end.

For most clients, this becomes a **\$99–\$149/month retainer**, plus a \$199–\$299 setup fee. That gives you a strong margin and a fast path to launch.

When to offer it:

- Local businesses in tourist areas
- Shopify or WordPress users expanding into 1–2 countries
- SaaS startups with growing international traffic

How to pitch it:

“We’ll fully translate your site into Spanish and French, install a custom language switcher, and keep everything in sync as your site grows — all done for you.”

2. Growth Package

Best for: eCommerce brands, growing SaaS teams, SEO-focused clients

The **Growth** plan supports 3–5 languages and is ideal for brands looking to expand seriously into 2–3 new regions. It offers the same unlimited structure and glossary tools, but scales more comfortably with content-heavy sites.

Most agencies charge **\$149–\$249/month**, with setup fees ranging from \$299–\$499. Clients at this level are usually growth-minded and will appreciate a clearly managed, recurring solution.

When to offer it:

- Shopify stores expanding into Europe or LATAM
- SaaS tools localizing dashboards and onboarding
- Service-based businesses targeting multilingual markets

How to pitch it:

“This plan gives you coverage across your top international markets — we’ll translate, sync, and manage it all. You can scale into new regions without worrying about updates or plugins.”

3. Pro Package

Best for: Global brands, large websites, content-heavy verticals

The **Pro** plan is where multilingual strategy meets scale. With **unlimited languages** and full support for multilingual SEO, analytics, and advanced glossary control, it’s made for enterprise-level sites — but without the enterprise price.

At just **\$59/month on your cost**, most agencies comfortably charge **\$299–\$499/month** and \$499–\$799 setup. This makes the Pro package your most profitable and sticky offer — especially for clients entering 5+ markets or doing international content marketing.

When to offer it:

- SaaS companies going global
- DTC brands with multi-region traffic
- Large service firms with technical content or blogs

How to pitch it:

“We’ll handle translation into as many languages as you need, customize your glossary, and set everything up for multilingual SEO. You’ll get more traffic from new markets — and we’ll manage it for you.”

Add-On Services to Boost Your Retainers

Beyond the base translation plans, you can offer high-value add-ons to increase your monthly retainers and deepen your client relationship:

- **Glossary Setup:** Help clients lock in brand language and product names
- **Monthly QA Checks:** Make sure sync and translations are clean after site updates
- **Language Expansion:** Offer per-language add-ons for \$50–\$100
- **SEO Audits by Language:** Show value by tracking organic growth
- **Analytics Reporting:** Package results in client-friendly monthly insights

These add-ons are easy to fulfill and give you recurring upsell opportunities.

Why This Works

Your clients aren’t comparing you to other agencies — they’re comparing you to **doing nothing**, or trying a free plugin that doesn’t deliver. When you package translation as a **fully managed, business-growing service**, you remove friction and make it easy to say yes.

- The **\$1 trial** eliminates risk
- The **monthly retainer** gives you consistent revenue

- The **setup fee** covers your time
- The **Web Linguist pricing model** gives you strong margins, every time

This is a **repeatable, scalable offer** you can sell across platforms, verticals, and client sizes — and because Web Linguist works with unlimited words and pages, your delivery stays simple no matter how big the client gets.

Final Tip: Use the Calculator

Every client's site is different. That's why your Revenue Kit includes a live **Profit Calculator** — just plug in how many languages they need, and it will suggest:

- The best-fit Web Linguist plan
- Your recommended setup fee
- Monthly pricing
- Estimated profit

Use it on sales calls, in proposals, or internally to train your team.

Package 1: Standard

“1–2 Languages, Ideal for Starter Sites or Test Markets”

- **Web Linguist Standard Plan:** \$12/mo
- Supports small websites (10–20 pages) with up to 2 languages
- Great for services, landing pages, and local shops expanding globally

Suggested Client Price:

- Setup Fee: **\$199–\$299**

- Monthly Retainer: **\$99–\$149/mo**
 - Annual Option: **\$990–\$1,290/year**
 - **Estimated Monthly Profit:** \$85–\$135/month
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Package 2: Growth

“For Growing Brands, Shopify Stores & SaaS Teams”

- **Web Linguist Growth Plan:** \$29/mo
- Supports 3–5 languages and medium-sized websites
- Ideal for Shopify and WordPress clients expanding into 2–3 markets

Suggested Client Price:

- Setup Fee: **\$299–\$499**
- Monthly Retainer: **\$149–\$249/mo**
- Annual Option: **\$1,490–\$2,490/year**
- **Estimated Monthly Profit:** \$120–\$220/month

 *Best balance of volume, value, and upsell potential.*

Package 3: Pro

“Unlimited Languages for Global Brands & Content-Rich Sites”

- **Web Linguist Pro Plan:** \$59/mo
- Built for large websites, multilingual SEO, blogs, and technical content

- Unlimited languages, glossary control, and analytics

Suggested Client Price:

- Setup Fee: **\$499–\$799**
- Monthly Retainer: **\$299–\$499/mo**
- Annual Option: **\$2,990–\$4,990/year**
- **Estimated Monthly Profit:** \$240–\$440/month

💡 *Perfect for SaaS, eCommerce, or clients entering 5+ regions.*

Optional Add-On Services

Add these to increase scope and retainers:

Add-On	Suggested Price
Glossary Setup (one-time)	\$99–\$199
Monthly Sync QA (per site)	\$49–\$99/mo
Extra Languages (each)	\$50–\$100 one-time
Localized SEO Audit	\$150–\$300
Monthly Language Analytics Report	\$49–\$149/mo

Positioning Tips

- Price for *value delivered*, not cost incurred — clients care about reach, UX, and conversions.
- Use “Standard” to open the door; scale into “Growth” and “Pro” via language expansion and SEO.

- Anchor retainers in **outcomes**: “We’ll help you reach more customers, in their own language — and manage everything for you.”
- The **\$1 trial** removes risk and accelerates conversion.

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Version 1.0 Updated December 2025