

One “prompt” is not one “search”.

Billing units can describe different work.

Compare the workload before comparing the price.

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Write down the schedule

50 questions × 30 days = 1,500 runs

In one market/language, this exceeds IndexHalo's largest standard monthly allowance. Daily monitoring may suit a different product.

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Check source coverage

Consumer experience or API-labelled answer?

Keep the source set and collection method visible. More responses do not automatically prove better evidence.

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Count every required item

Models. Projects. Reports. Add-ons.

Use the selected billing period and currency. Existing suite customers should compare incremental cost.

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Try the real deliverable

Produce the same client-ready report.

Inspect original evidence and export readability. Include the review time in your decision.

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Read the seven guides

Peec AI, Profound, OtterlyAI, Scrunch, Promptwatch, Semrush and Ahrefs.

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