

Morningscore version 3 - pricing details

In version 3 we introduce new pricing plans + the ability to fully customize your subscription

There are now 5 overall plans called “suites”.

From small to big here are the suites:

- Dashboard
- Growth suite
- Professional suite
- Master suite
- Agency suite

These pictures describe the price and features (more details on next pages):

The screenshot displays the pricing interface for Morningscore version 3. It features two main tabs: "Plans for everyone" (Small to medium sized plans) and "Plans for enterprises" (Big plans for enterprise or agencies). A toggle switch is set to "Pay annually", with a note "Pay per year - get 2 months free".

Three plan cards are shown:

- Dashboard Access:** \$6 USD/MO. Includes 5 Keywords, 1 Website, and 1 User. Features: Dashboard, Keyword rank tracker.
- Growth Suite:** \$65 USD/MO (-42% discount). Includes 200 Keywords, 5 Websites, and 2 Users. Features: Dashboard, All Keyword tools, Missions, API*, Health, Links.
- Professional Suite:** \$125 USD/MO (-40% discount). Includes 1000 Keywords, 25 Websites, and 10 Users. Features: Dashboard, All Keyword tools, Missions (Pro), Scan Websites, API*, Health (Pro), Links (Pro), Reports (Pro).

Each plan card includes a "Buy now" button and a link to "Or customise plan".

They are split into 2 tabs. “Plans for everyone” and “Plans for enterprises”.

These are the plans for enterprises:

The image displays two pricing cards side-by-side. The left card is for the 'Master Suite' and the right card is for the 'Agency Suite'. Both cards show a price in USD per month, a discount percentage, and a list of features. The Master Suite features include 2,500 keywords, 100 websites, and 20 users, with a 38% discount. The Agency Suite features include 10,000 keywords, 400 websites, and 25 users, with a 33% discount. Both suites include a dashboard, all keyword tools, missions, scan websites, API, health, links, and reports. The Agency Suite also includes a 'See details' link next to the dashboard feature.

Plan Name	Price (USD/MO)	Discount	Keywords	Websites	Users
Master Suite	\$237	-38%	2,500	100	20
Agency Suite	\$685	-33%	10,000	400	25

Master Suite

\$237
USD/MO

2.500 Keywords
100 Websites
20 Users

- ✓ Dashboard
- ✓ All Keyword tools
- ✓ Missions (Master)
- ✓ Scan Websites
- ✓ API*
- ||| Health (Master)
- ||| Links (Master)
- ||| Reports (Master)

[Buy now](#)

[Or customise plan](#)

Agency Suite

\$685
USD/MO

10.000 Keywords
400 Websites
25 Users

- ✓ Dashboard [See details](#)
- ✓ All Keyword tools
- ✓ Missions (Master)
- ✓ Scan Websites
- ✓ API*
- ||| Health (Master)
- ||| Links (Master)
- ||| Reports (Master)

[Buy now](#)

[Or customise plan](#)

Agency Suite has the same features as Master Suite but more keywords, websites and users.

Suites in details

Dashboard

- This plan is for monitoring overall progress. Here you get access to the new dashboard + 5 keywords in the rank tracker (more can be bought). No access to any tools that help you grow your SEO.

\$6
USD/MO

5 Keywords

1 Website

1 User

- ✓ Dashboard
- ✓ Keyword rank tracker

Growth Suite

- Access to most tools so you can work on and grow your SEO. But some restrictions apply. If you have a big website with many pages, need reporting tools or need to export a lot to CSV (Excel) look for other plans.

Growth plan | \$65

200 Keywords

5 Websites

5 Users

INCLUDED TOOLS

Links Growth \$10

10 All links lookups /mo

3 Link scans /mo

- ✓ Overview
- ✓ New / Lost links
- ✗ CSV Export
- ✗ All backlinks
- ✗ Advanced filters

INCLUDED HEALTH

Health Growth \$15

3 Full scans/mo

500 Pages per scan

- ✓ Scan 100 landing pages
- ✗ Automatic scheduling
- ✗ CSV Export

INCLUDED TOOLS

Missions Growth \$6

✓ 10 active missions

✗ Assign user to task

Professional Suite

- Access to all tools with few restrictions. This suite covers most needs and quite big websites like a busy webshop with many products. The keywords, websites and users included also makes this suitable for marketing teams or smaller agencies.

Professional plans | \$125 **1.000** Keywords **25** Websites **10** Users

INCLUDED LINK INCLUDED HEALTH INCLUDED TOOLS

Links Pro \$15

∞ Link lookups /mo
100 Link scans /mo

- ✓ Overview
- ✓ New / Lost links
- ✓ CSV Export
- ✗ All backlinks
- ✗ Advanced filters

Health Pro \$21

15 Full scans/mo
10.000 Pages per scan

- ✓ Scan **1000** landingpages
- ✓ Automatic scheduling
- ✓ CSV Export

Missions Pro \$10

- ✓ 100 active missions
- ✗ Assign user to task
- ✗ Manager overview

Reports Pro \$10

- ✓ Full report tool
- ✓ 40 Reports /mo
- ✗ Automatic scheduling

Scan websites \$10

- ✓ Scan **any** website
- ✓ **1000*** website scans /mo

Master Suite

- Access to all tools with no restrictions. This suite covers all needs of most businesses. Some agencies should also be covered.

Master plans | \$237

2.500 Keywords

100 Websites

20 Users

INCLUDED LINK

Links Master \$21

- ∞ Link lookups /mo
- ∞ Link scans /mo

- ✓ Overview
- ✓ New / Lost links
- ✓ CSV Export
- ✓ All backlinks
- ✓ Advanced filters

INCLUDED HEALTH

Health Master \$35

- 50 Full scans/mo
- 20.000 Pages per scan

- ✓ Scan 5.000 landingpages
- ✓ Automatic scheduling
- ✓ CSV Export

INCLUDED TOOLS

Missions Master \$15

- ✓ 500 active missions
- ✓ Assign user to task

Reports Master \$15

- ✓ Full report tool
- ✓ 100 Reports /mo
- ✓ Automatic scheduling

Scan websites \$10

- ✓ Scan any website
- ✓ 2500* website scans /mo

Agency suite

Agency Suite has the same features as Master Suite (see details above) but more keywords, websites and users.

Agency Suite
\$685/mo

- 10.000 keywords
- 400 websites
- 25 users

More credits can be purchased. This is the baseline.

Customize plans

Yearly plans can be customized through sales from July 1st 2021

Online customization will go live in the fall of 2021 and will look similar to this:

The screenshot displays a user interface for customizing a plan. At the top, there's a header 'Build a customized plan based on your needs' with a subtext 'Or customize it from scratch!'. Below this, a 'Customized plan' section allows selecting features: 'Basic' and 'Growth' are checked, while 'Professional' and 'Master' are not. A 'Customize now' button is present. The main area is titled 'Build your custom plan!' and is divided into several sections: 'Plans' (with options like Dashboard access, Growth Suite, Professional suite, Master Suite, Agency Suite), 'Credits' (with adjustable quantities for Keywords, Websites, and Users), 'Tools' (with a 'Health' section containing Health Growth, Health Pro, and Health Master), and an 'Overview' sidebar on the right. The Overview sidebar shows a 'Price of your customization' table with items like 200 Keywords (\$32), 5 Websites (\$10), 3 Users (\$2), Growth Suite (\$65), Health Pro (\$21), and Links Master (\$21), leading to a subtotal of \$151, savings of \$25, and a total of \$126. A 'Buy now' button is at the bottom of the Overview.

Build a customized plan based on your needs
Or customize it from scratch!

Customized plan
Customise from every plan

- Basic
- Growth
- Professional
- Master

[Customize now](#)

Build your custom plan!
Customize your plan

Plans
Plans for everyone

- Dashboard access \$6/mo
- Growth Suite** Chosen \$65/mo
- Professional suite \$125/mo

Plans for enterprises

- Master Suite \$237/mo
- Agency Suite \$685/mo

Credits

Keywords
\$0,16/mo per keyword

— 200 + \$32/mo
Excl. VAT

Websites
\$2/mo per Website

— 5 + \$10/mo
Excl. VAT

Users
\$2/mo per user

— 1 + \$2/mo
Excl. VAT

Tools

Health 1 chosen

- Health Growth** \$15
3 Full scans/mo
- Health Pro** \$21
10 Full scans/mo
- Health Master** \$35
50 Full scans/mo

Overview
Price of your customization

Your Custom Plan

200 Keywords	\$32
5 Websites	\$10
3 Users	\$2
<input checked="" type="checkbox"/> Growth Suite	\$65
<input checked="" type="checkbox"/> Health Pro	\$21
<input checked="" type="checkbox"/> Links Master	\$21
Subtotal	\$151/mo
Savings	-\$25/mo
Total	\$126/mo

[Buy now](#)

So you could for example start with Dashboard (\$5) and on top of that add Health Pro (\$21) if you only need the health tool. Or any other combination you could think of.

Suites are still the better bargain because of a big collection discount, but if you have a specific need you are free to customize now on top of any of the 5 Suites.