Frase - operator review

Date: September 2026
Canonical: https://aiproduct.reviews/reviews/frase.html
Job owned: SEO / GEO content research, draft, and content ops loop
Leaning: KEEP if weekly SEO publish matches article caps; CUT if Surfer overlap; WAIT without a content owner

Public pricing (September 2026)

- Starter: about $39/mo yearly ($49 monthly) - 1 seat, ~10 articles/month.
- Professional: about $103/mo yearly ($129 monthly) - 3 seats, ~40 articles; extra seats ~$29/mo.
- Scale: about $239/mo yearly ($299 monthly) - 5 seats, ~100 articles.
- Enterprise: custom. Confirm on frase.io/pricing.

Payback / skip-if

Frase pays when a content owner ships SEO/GEO pages monthly and currently burns hours on research briefs, audits, and decay chasing. It does not pay when you already run Surfer for structure and only needed another login. Write the keep/cut/wait leaning with a cancel-by date before you click annual billing.

Pays for itself when:

- You publish SEO (and increasingly GEO/AI-visibility) content on a real monthly cadence
- Article caps on Starter/Professional match your ship volume without forced overages
- Someone owns the content calendar - not "AI will publish somehow"

Skip if:

- You do not publish content intended to rank or get cited
- Surfer (or similar) already covers structure/scoring for the same pages
- A general LLM plus a spreadsheet brief is enough for your volume

Seat / credit traps

- Article caps - not marketing names - decide Starter vs Professional.
- Stacking Frase + Surfer + Semrush on day one is common and usually wasteful for small teams.
- Optional pay-as-you-go and FraseCMS add-ons can raise the bill after the sticker looks fine.

Keep / cut / wait

- KEEP: if monthly SEO/GEO pages ship inside Frase and audits get acted on.
- CUT: if Surfer already owns the job, or article credits expire unused.
- WAIT: until a content owner and a 10-piece plan exist - tools do not create cadence.

Who it is for / not for

For:

- Content ops leads with a monthly SEO/GEO publish cadence.
- Small teams wanting research->publish->decay watch in one loop.
- Finance owners who will cut Frase if credits sit unused after 30 days.

Not for:

- Teams that do not publish to rank or get cited.
- Stacks that already run Surfer for the same structure job.
- Buyers collecting SEO SaaS without a content owner.

Frase vs Surfer SEO (job overlap)

Surfer's classic job is content scoring and structure for pages meant to rank. Frase sells a broader loop: research, draft, CMS publish, audits, Content Guard decay fixes, and AI-visibility monitoring. If you only need on-page structure guidance and already have writers, Surfer (or a lighter brief) may be enough. If you want the operating loop - including GEO/AI citation monitoring - Frase is the tighter fit. Do not buy both on day one for the same

URLs. Decide on publish cadence and owner first; tool second. See also Semrush on the hub if you are stacking SEO suite spend.

Cheap complements

A general LLM for drafting; Frase for research/audit/GEO loop. Few small teams need Frase + Surfer + Semrush together on day one.

Operator notes

- Compare directly with Surfer SEO - same content-ops neighborhood, different packaging.
- Count real articles/month before Professional; use payback on hours of brief+audit work.
- Park SEO tools on the toolkit sheet; kill overlap via reviews or an audit.

FAQ

Is Starter ~$39 enough?

If ~10 optimized articles/month and one seat match reality. Above that, model Professional before you enable overages.

Frase or Surfer?

Structure-only -> Surfer lane. Research-to-publish + GEO/decay loop -> Frase lane. Rarely both on day one.

Do rankings arrive in the 7-day trial?

No honest tool ships rankings inside a week. Judge Frase on shipped drafts, audits acted on, and owner clarity - then keep or cut.

Method note

This is an operator memo for ops and finance, not a star rating or best-of listicle. We write payback conditions, skip-if criteria, and seat/credit traps using public pricing anchors dated September 2026. Always verify current vendor pricing before you buy. Paths and offers on aiproduct.reviews: /tools/payback, /tools/seat-waste, /stack.html (AI toolkit spreadsheet $29), /audit.html (AI toolkit audit $99), /reviews/.
Customer-facing offers: email hello@aiproduct.reviews. Mailto subjects: Audit $99 / Toolkit spreadsheet $29. Stripe Payment Links enabling - we send a payment link same business day. No invented buy.stripe.com URLs.

Affiliate disclosure (FTC)

Links labeled Check current pricing may be affiliate links. We may earn a commission if you subscribe. Prices and features change - always verify on the vendor site. Full policy: aiproduct.reviews/disclosure.html

Offers

AI toolkit audit $99 - email hello@aiproduct.reviews with subject: Audit $99 for a payment link.
AI toolkit spreadsheet $29 - email hello@aiproduct.reviews with subject: Toolkit spreadsheet $29.

Appendix - how finance should read this memo

1) Start with skip-if. If any skip-if is true, stop. Do not negotiate yourself into shelfware.
2) Price only public anchors dated September 2026. If the vendor page disagrees, the vendor page wins.
3) Convert hours to money with your loaded cost, not a blog average. Use aiproduct.reviews/tools/payback with your inputs.
4) Count seats and credits that will actually be used in 30 days. Idle seats are the common failure mode - see /tools/seat-waste.
5) Name an owner. Tools without owners become silent risk (especially automation and SEO suites).
6) Prefer keep/cut/wait over scores. A keep without a cancel-by date is how annual lock-in happens.
7) Complements beat stacks. Sheets + a strong LLM often beats a new SaaS seat for one-off analysis.
8) If you need the judgment across your whole AI toolkit, use the $99 AI toolkit audit (mailto hello@aiproduct.reviews subject Audit $99) or the $29 AI toolkit spreadsheet (subject Toolkit spreadsheet $29).
Publication note: aiproduct.reviews publishes operator reviews over months by repeating this template - not by shipping thin listicles. Hundreds of tools will arrive as affiliate-ready ops/finance jobs, batched 10-15 at a time, each with HTML + PDF + hub card.