

What to Ask SEO Firms

Instructions: Use this resource to take notes during interviews with prospective SEO firms.

Company Name:

Top 6 Questions to Ask an SEO Company

1. What SEO strategies do you use and do they adhere to the best practices of Google and other search engines?
2. How do you handle payment? Do you charge a flat fee, a monthly retainer, or a per-project basis?
3. What metrics do you use to measure the success of a campaign?
4. How do you communicate with clients and how often will you provide reports?
5. Can you share any case studies or testimonials from previous clients?
6. What happens to our content if we stop working together?

Must-Have Features

Use this checklist to determine whether or not the SEO firm you're considering offers all of the tools and features your business requires.

Note: There may be features beyond this list that you require, so be sure to study it carefully and add any other services you need.

Must-Have Feature	Why It Matters	Is It Offered?
Client testimonials and case studies	Your SEO firm should be able to point you toward projects they've done that are similar to your own, even if they can't reveal detailed traffic stats due to confidentiality.	Y: [] N: []
Ethical strategies	"Black hat" SEO strategies aren't just unethical — they can also hurt your website's rankings. Make sure your SEO firm only uses white hat strategies and doesn't make promises that are too good to be true, such as guaranteed first-page rankings.	Y: [] N: []
Reporting, plus analysis	Your SEO company should provide clear reports on exactly what steps they've taken to improve your site, in the form of weekly or monthly updates that are easy for a layperson to understand.	Y: [] N: []
Customization	An SEO firm should be willing to work closely with your company to understand your needs, including putting together a customized package that fits your budget.	Y: [] N: []
Long-term strategy	A good SEO strategy takes time to implement, so choose a firm that's committed to long-term results, not just a one-time boost in rankings.	Y: [] N: []