

SEO Partner Evaluation Checklist

Questions Every Business Owner Should Ask

1. Company Background and Reputation

Can you provide examples of past successes with companies similar to mine?

Do you have any case studies or testimonials from previous clients?

How long have you been in business, and what is your team's experience in SEO?

2. On-Page SEO

What tools do you use for keyword research and analysis?

How do you optimize the content on my website? Can you show examples?

What is your process for updating meta tags, headers, and other on-page elements?

How do you improve internal linking on my website, and why is it important?

How do you approach local SEO?

3. Off-Page SEO

What is your strategy for building high-quality backlinks? Can you provide examples of successful link-building campaigns?

How do you integrate social media strategies into your SEO efforts?

If applicable, what local SEO tactics do you use to improve local search visibility?

How do you manage and enhance my online reputation?

4. Compliance

Do you follow white-hat SEO practices?

How do you make sure my website is compliant with Google, Bing, and other search engine best practices?

How do you determine if we are following WCAG best practices?

How do you stay updated with changes in search engine algorithms, and how do you adapt your strategies?



5. Technical SEO

What is included in your site audit, and how do you identify technical issues?

How do you address website loading speed and performance?

What steps do you take to ensure my website is optimized for mobile devices?

How do you ensure my website is easily indexable and crawlable by search engines?

6. Reporting and Analytics

What tools do you use for reporting and analytics?

How often will I receive reports on my website's SEO performance?

What key performance indicators (KPIs) do you track and report on?

Can you provide a sample report so I can understand the metrics and insights?

How do you measure and report on the success of the SEO strategies you implement?

7. Communication and Support

What are your primary communication channels, and how quickly do you respond to inquiries?

Do I get a dedicated account manager, and how often will we have strategy meetings or updates?

What is your process for addressing any issues or changes in the SEO plan?

8. Cost and Contract Terms

Can you explain your pricing structure and what is included in each package?

Are there any long-term contracts, or can I cancel services at any time?

Do you offer any guarantees or performance assurances?

How do you ensure that the cost aligns with the expected return on investment (ROI)?

Tips:

Interview Multiple Companies: Arrange meetings with several SEO companies to compare their approaches and offerings.



Review Proposals: Carefully review the proposals to ensure they address all your business needs and answer the questions listed above. Don't forget to ask about support, and what is the turnaround time?

