PRINTABLE CHECKLIST · 10 QUESTIONS

KASVU

# How to choose an SEO agency

Ask the ten questions to every agency you meet. Check the box when the answer matches what you should require, then compare the agencies.

| | | Agency A | Agency B | Agency C |
|---|---|---|---|---|
| QUESTION | ANSWER TO REQUIRE | A | B | C |
| 1 **Accounts and content** | In your name, from day one | ☐ | ☐ | ☐ |
| 2 **Monthly deliverables** | Pages, fixes or hours, in writing | ☐ | ☐ | ☐ |
| 3 **Measurement** | Calls and forms, in your accounts | ☐ | ☐ | ☐ |
| 4 **Links** | Earned one by one, never bought in bulk | ☐ | ☐ | ☐ |
| 5 **Writing** | A named person, checked facts, your review | ☐ | ☐ | ☐ |
| 6 **Team** | Names, roles, subcontracting disclosed | ☐ | ☐ | ☐ |
| 7 **Site changes** | A written list, with the reason for each | ☐ | ☐ | ☐ |
| 8 **AI answers** | Work explained, no magic formula | ☐ | ☐ | ☐ |
| 9 **End of contract** | A clear term, known notice, you keep everything | ☐ | ☐ | ☐ |
| 10 **Turning down** | Specific cases where the agency would say no | ☐ | ☐ | ☐ |

Notes, agency A

Notes, agency B

Notes, agency C

> A vague answer counts as a “no.” Ask for written answers about the accounts, the deliverables and the end of the contract.