SEO company interview sheet

Ask every agency the same 12 questions. Tick A, B or C when an agency gives a good answer.

SEOs Hut
AI-FIRST LOCAL SEO AGENCY

A: B: C:

	Ask	A good answer sounds like	Walk away if you hear	A B C
1	**Can you show me results for a business like mine, with the client's name?**	A named client, before and after numbers, dates, the data source, and a reference you can call.	*Only logos, or "client confidentiality" for every result.*	☐☐☐
2	**What will you change in the first 90 days?**	A specific list: audit, fixes, Business Profile, pages, reviews, listings.	*"Our proprietary system" with no details.*	☐☐☐
3	**What results do you expect, and by when?**	Ranges and milestones at 30, 90 and 180 days.	*A promised position or date, or "guaranteed".*	☐☐☐
4	**How will you measure success?**	Calls, form fills, bookings and direction requests, from Search Console, Analytics and your Business Profile.	*Rankings for terms nobody searches, or traffic only.*	☐☐☐
5	**Will you share every change you make to my site?**	Yes: a written log of changes, every month.	*"That's our secret sauce."*	☐☐☐
6	**Who will actually do the work?**	Named roles, in-house or disclosed subcontractors.	*They can't or won't say.*	☐☐☐
7	**How do you get links and listings?**	Earned local links (partners, sponsors, press) and the directories that matter in your field.	*Buying links or "submitting you to thousands of sites".*	☐☐☐
8	**What's your experience in my city and industry?**	Examples nearby, and they already know your map competitors.	*Nothing local to show.*	☐☐☐
9	**What access will you need?**	Manager on your Business Profile, user access in Search Console and Analytics.	*Your passwords, the Owner role or one-time codes.*	☐☐☐
10	**How do you handle AI answers like ChatGPT and AI Overviews?**	A plain plan: consistent business info, reviews, pages that answer real questions, and tracking.	*A guarantee that you will appear in ChatGPT.*	☐☐☐
11	**What's the minimum term, and how do I leave?**	A stated term (six months is common), a notice period and a handover of files and logins.	*Automatic 12-month renewal, cancellation fees, or they keep your content.*	☐☐☐
12	**What will the monthly report show?**	Work done, leads and calls, plus access to the live data.	*A PDF of rankings only.*	☐☐☐

Access to give (you keep ownership)

- **Google Business Profile:** add them as Manager. You stay Owner.
- **Search Console:** Restricted user first, Full later. You stay Owner.
- **Google Analytics 4:** Analyst or Marketer. You stay Administrator.
- **Website:** their own login, so you can remove it any time.
- **Domain and hosting:** stay in your name.
- **Never** share passwords or one-time codes.

Put these 6 points in the contract

- **Ownership:** you own your profile, site, content, accounts and data.
- **Deliverables:** what they do each month, in plain words.
- **Term and exit:** minimum term, notice period, no auto 12-month renewal.
- **Reporting:** monthly report of work and leads, plus a change log.
- **Methods:** they follow Google's spam policies. No bought links or fake reviews.
- **Handover:** files and logins returned, their access removed, within set days.

Sources: Google Search Central (Do you need an SEO?), Google Business Profile Help, Search Console Help, Google Analytics Help, Clutch.

Full guide: seoshut.com/blog/choose-seo-company/