



EVALUATE YOUR SEO PROVIDER

6 Critical Questions To Ask The Agency You Are Working With

Feeling unsure about your current SEO strategy, but don't know how to navigate through the jargon? Start here. These questions are designed to help you understand what they're actually doing, how they're evaluating your site, and whether their answers hold up to scrutiny.



What New Strategies Have You Implemented For AI-Search?

A good answer involves a varied approach that includes both onsite improvements and offsite reputation. When AI is figuring out which sources to trust, your site is only one reference point. Be wary of answers that are solely focused on your site's content and structure, like "schema markup/structured data" and "scannable content" which have been industry best practices for years. If they say that, ask them when they first started adopting these practices. Either they are repackaging existing practices as new tactics, or they are woefully behind on industry standards.



Can You Show Me My Site's Core Web Vitals?

It is vitally important that both your desktop and mobile sites to get a rating of "good" across at least 75% of your pages in these three key user-experience metrics: load speed, responsiveness, and visual stability. If your site is underperforming, ask what work they've prioritized to fix it and what the timeline is. Good Core Web Vitals are some of the strongest signals your site can send to Google that your site is worth ranking. If they don't have a plan or make no meaningful improvements within 90 days, you should consider if they are the right agency for you.



How Far In Advance Do You Plan Out My SEO Work And/Or Content Strategy?

Ideally, they are reviewing your campaign performance on a monthly basis and using those results to determine where to focus their strategy next. It's normal to set goals once a quarter, but if they are planning specific work or content more than a month out, it means they aren't using the metrics they report to you every month to inform their strategy.



Can You Tell Me About Your Backlink Acquisition Strategy?

You are looking for data regarding the number of channels they use to acquire backlinks, and the type of sites those backlinks are being built on, not just the domain authority. If they can tell you that they acquire "DR30 and above" or anything like that, it probably indicates they are simply submitting an order to a backlink farm.



Never Mind Rankings and Traffic, Which Pages Are Converting? How Do You Know? And How Is That Information Affecting Our Strategy?

Page 1 rankings, new traffic volume, and time on site are all nice to see, but if they aren't paired with meaningful behavioral and conversion data, you don't really know whether that visibility is moving people toward becoming clients. But be wary if they redirect your attention to a general number of completed forms or new calls. Those are good indicators that your marketing is working, but doesn't actually tell you if it could be improved. You need to be able to measure specifics, not generalities.



Who Is Completing The Work On My Campaign, And Where Are They Located?

You should know who is actually responsible for the work you're paying for. With white-label services, your agency is essentially purchasing the service from another provider and reselling it to you at a markup. Ask whether your campaign is handled by the agency's own employees, freelancers, white-label agencies, or offshore teams.

If your agency's responses are vague or outdated, it may be time for a second opinion.
Get the clarity you deserve with a professional review of your current strategy.

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