Compare SEO Providers

Use the same questions for each provider or internal team. Record the answer and supporting evidence before choosing a delivery model.

1. Write down the business outcome, available budget and work your team can own.
2. Ask each option who will do the work and how priorities and outcomes will be explained.
3. Compare evidence and unresolved questions. Avoid picking a provider from a total score without context.

What to verify

Responsibility	Who owns strategy, implementation and follow-up?
Evidence	Can examples be explained with scope, dates and limits?
Measurement	How are inquiries, qualified leads and sales defined?
Access	Who owns accounts, data, content and credentials?
Costs	What is included, excluded and billed separately?
Exit	How are assets and access returned at the end?

Completed example - fictional

Fictional option A	Senior strategy with implementation provided by your team.
Evidence to request	A sample roadmap and named implementation responsibilities.
Unresolved question	Who fixes technical issues if the internal developer is unavailable?
Next action	Request a written responsibility and response-time explanation.

Method: original worksheet. Examples are fictional and show how to use the fields.

Your worksheet

Compare SEO Providers | Record facts, evidence and the next action.

Business outcome / constraints
Option A / B / C
Strategy and implementation ownership
Named people and availability
Evidence / example limitations
Measurement and reporting definitions
Account, data and content ownership
Included / additional costs
Communication and response expectations
Change / cancellation / handover process
Open questions and follow-up date
Decision and reasons

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download