

Playbook

Guide: SEO Agency



STRATEGY!



TRANSPARENCY!



REFERENCES!



1. Checklist for choosing a professional SEO agency

Again and again it happens that apples are compared with oranges when it comes to choosing an SEO agency. The selection of the right service provider is not trivial. For this reason, we would like to give you a checklist that you can use to check whether an SEO service provider is right for you.



Note: Please do not misunderstand this document. We want to give you an independent document for an initial assessment of the appropriate agency. The result does not have to be us. We just want to prevent you from falling for one of the black sheep in our industry.

2. Checklist for SEO agency selection:

◆. Strategy approach

Your SEO agency will present the strategy and approach to you. No rankings are promised. As a rule, forecasts are difficult to make because SEO depends on many external factors. Ranking promises are usually an indicator of an agency that is not working properly. Feel free to ask the agency about strategic starting points. (Competition / opportunity keywords, etc.)

● Advertise with Google Partner Logo.....

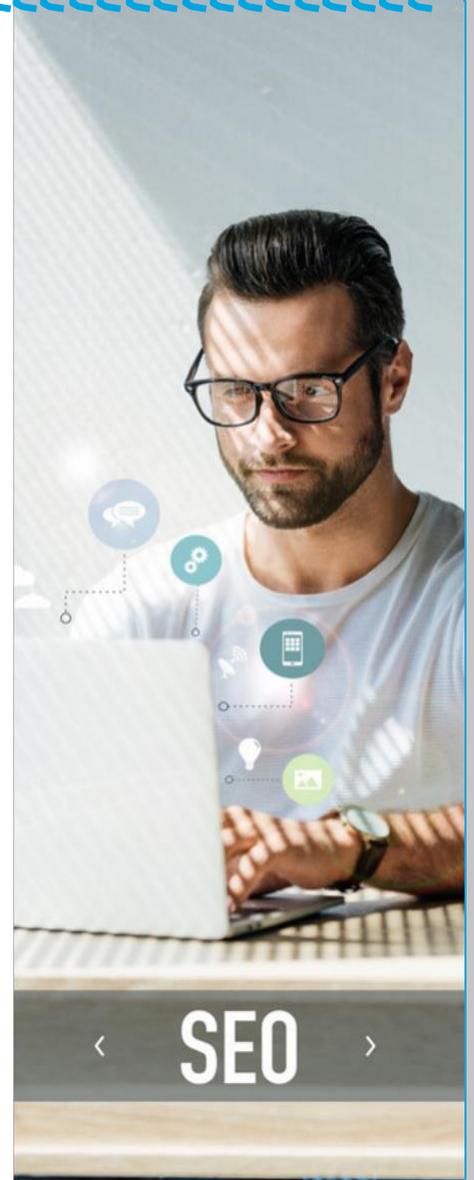
The Google Partner logo has nothing to do with SEO services. Rather, it shows that the agency is proficient in placing Google Ads. Please ask the agency what the partnership stands for.

● Transparency

Good agencies do not hide their work. Rather, they make it visible and comprehensible. SEO in particular thrives on good project management. Tools such as Kanban boards or to-do lists make the SEO work verifiable and comprehensible. Ask how project management should be carried out in your project. Ask the agency what the partnership stands for.

● No references

Does the agency have references that you can look at? If necessary, you can also talk to an existing client on the phone and get an idea of the cooperation. But be careful. Especially the contacts that are given out by the agency are handpicked.



● SEO immediately!

If the agency has immediate capacity, this is not always a good sign. The fight for real professionals in SEO is tough and usually good agencies have more requests than you can take on. An immediate start date can be luck or bad luck. Ask when the agency can realistically start and with what.

● Customer journey first

Does the agency have the customer journey in mind? Not all search queries are the same. Especially in performance marketing, it makes sense that the SEO agency also deals with topics such as web analysis and conversion rate optimisation in order to be able to optimally process your customers. Ask for CRO / web analysis skills in the team.

● Knowledge exchange SEO

Good SEO only works in a team and that only works if you or your employees learn and understand SEO. You don't have to master it perfectly, that's what SEO agencies are for. Ask the SEO agency about possibilities for training and further education.

● Economic efficiency SEO

Many agencies do not think of SEO from a company's point of view. Good SEO agencies ask themselves the question of profitability and return on investment for every measure. With tools such as a scorecard, SEO agencies can evaluate effort and benefit and drive ROI-driven processing of SEO measures. Feel free to ask how the agency manages the ROMI (Return on Marketing Invest) in your projects.

● SEO successes immediately?

SEO is much more of a marathon than a sprint. Accordingly, successes are achieved after 3-6 months of work at the earliest. Anyone who claims otherwise is not working in accordance with Google guidelines or is simply wrong.

SEO offers are rarely comparable!

Often SEO offers are not comparable. You ask for 3 offers and get 4 offers that couldn't be more different. Against this background, it makes sense to do a value-for-money analysis. Evaluate not only the price, but above all the included services. Many agencies make seemingly cheap bait and switch offers and usually charge extra for special services. Rarely are favourable amounts compatible with real SEO flat rates. Try to find a common denominator for all offers and use this to make the offers comparable.

4. decision matrix in agency selection

Use this matrix to compare offers from different agencies. This way you can see the weighting of the individual points at a glance and get a clear overview!

[To the matrix >>](#)