GENVORA

FREE TEMPLATE

SEO agency scorecard

Compare up to three SEO agencies side by side: the 12 questions to ask, a simple score for each, and the red flags to watch for.

1. Before the calls
Write down your goals and the agencies you're talking to.

2. During each call
Ask the 12 questions and note the answers.

3. After each call
Score the agency and tick any red flags while it's fresh.

01 What you want SEO to do

The products or services you most want to sell

ROUGHLY WHAT A NEW CUSTOMER IS WORTH

WHERE YOUR LEADS COME FROM TODAY

02 The agencies you're comparing

AGENCY A

AGENCY B

AGENCY C

03 Score each agency from 1 to 5

Fill this in straight after each call. A 5 means the agency did exactly what's described.

WHAT A 5 LOOKS LIKE	A	B	C
Understood your business Asked about customers, margins and sales before proposing anything			
Specific plan Named the pages, problems and opportunities on your site			
Relevant proof Results for businesses like yours, with a reference you can call			
People You met the people who will do the work			
Measurement Agreed a 90-day goal tied to leads or revenue			
Methods Clear approach to content and links that follows Google's guidelines			
Contract terms Clear deliverables, fair notice period, you own everything			
Total (out of 35)			

04 Red flags spotted

Tick any you notice. One serious red flag is usually enough to rule an agency out.

RED FLAG	A	B	C
Guaranteed rankings, or page one in a set time	☐	☐	☐
Claims a special relationship with Google	☐	☐	☐
Won't explain what they'll do to your site	☐	☐	☐
Buys links or sells link packages	☐	☐	☐
Wants full admin access to everything on day one	☐	☐	☐
Reports rankings only, with no business numbers	☐	☐	☐
Long contract with no 90-day goal or way out	☐	☐	☐

05 The 12 questions

Ask every agency the same questions so the answers are easy to compare. Use one copy of these notes per agency.

NOTES FOR AGENCY

1. **Can you show me results for businesses like mine?**
2. **What would you do in the first 90 days?**
3. **How will you measure success?**

4 **Who will actually work on our account?**

5 **How do you build links?**

6 **Do you follow Google's guidelines?**

7 **What will you need from us?**

8 **Can you make technical changes, or will our developer need to?**

9 **How do you approach AI search?**

10 **How will we communicate, and how often will we see reports?**

11 **What does it cost, and what exactly is included?**

12 **What happens if we want to leave?**

NEXT STEP

Want to put us through these questions? Email **contact@genvora.net** or book a call at **genvora.net/contact**. Every Genvora proposal includes a written 90-day goal.