

SEO Agency Comparison Checklist

Use this checklist to compare SEO agencies and choose the best SEO services for your business in Australia.

1. Your Business & Goals

- ☐ We are clear on our main SEO goals (leads, sales, bookings, enquiries)
- ☐ We know our target locations (suburb/city, state, Australia-wide, international)
- ☐ We know our ideal customers and main services/products
- ☐ We have a rough monthly budget for SEO services
- ☐ We understand SEO is a long-term growth channel, not a quick fix

2. Shortlisting SEO Agencies

For each SEO company or SEO agency you're considering:

- ☐ They are based in or have experience working with Australian businesses
- ☐ Their website clearly explains their SEO services and process
- ☐ They have real Google reviews or independent reviews (not only testimonials on their site)
- ☐ They show case studies with real numbers (traffic, leads, revenue – not just “visibility”)
- ☐ They have experience with our type of business (local service, ecommerce, B2B, SaaS, etc.)

3. SEO Strategy & Process

- ☐ They start with a proper SEO audit (technical, content, competitors, keywords)
- ☐ They talk about search intent, not just “ranking for 20-40 keywords”
- ☐ They explain how they choose keywords for Australian searchers
- ☐ They provide a clear SEO strategy or roadmap for the next 3-6 months
- ☐ Their approach covers both quick wins and longer-term growth

4. Services Included (What You're Actually Getting)

The agency offers and explains:

- ☐ Technical SEO (site speed, indexing, crawl issues, Core Web Vitals)
- ☐ On-page SEO (title tags, meta descriptions, headings, internal linking)
- ☐ Content optimisation and/or content creation for key pages and blogs
- ☐ Local SEO services (Google Business Profile, location pages, citations) – if relevant

- ☐ Ecommerce SEO (category, product pages, filters/facets) – if relevant
- ☐ Authority building / link building, done safely and transparently
- ☐ Regular reporting and reviews (monthly or as agreed)

5. Communication & Transparency

- ☐ They explain SEO in plain language, not jargon
- ☐ They are honest about timelines and don't promise overnight results
- ☐ They show what they'll do in the first 90 days
- ☐ You know who will be working on your account
- ☐ You will have access to your analytics and reporting (GA, GSC, etc.)

6. Red Flags Check

- ☐ They **do not** guarantee #1 rankings for competitive keywords
- ☐ They **do not** push long lock-in contracts before understanding your business
- ☐ They **do not** hide their methods or dodge questions
- ☐ They **do not** try to “own” your website, domain, or data
- ☐ They **do not** focus on buying cheap links or using obvious spam tactics

If any of these red flags are ticked, think carefully before signing.

7. Pricing, Contracts & SEO Packages

- ☐ The monthly investment and any setup fees are clearly explained
- ☐ You understand what's included in each SEO package
- ☐ You know what is *not* included (e.g. web dev, design, large content projects)
- ☐ The agreement length, notice period and exit terms are clear
- ☐ You understand how success will be measured (KPIs, reporting, reviews)

8. Onboarding & First 90 Days

- ☐ There is a clear onboarding process with timelines
- ☐ They request access to the right tools (CMS, analytics, search console, ad accounts if needed)
- ☐ They schedule regular check-ins or strategy calls
- ☐ You know which tasks they'll handle and which your team needs to support
- ☐ You feel comfortable asking questions and giving feedback

Final Check

- ☐ I feel confident this SEO company understands my business and goals
- ☐ I trust their process, communication style and level of transparency
- ☐ I can see how their SEO services will support our growth over the next 6-12 months