



7 Questions to Ask Your SEO Agency

1. What keywords are driving the most traffic?

Your SEO agency should have a clear, up-to-the-minute snapshot of what keywords are working to drive traffic to your website. Additionally, they should be constantly testing new keyword groups to identify and capitalize on untapped opportunities to attract new prospects.

2. Which campaigns have the highest conversions?

At any point, you should be testing multiple campaigns, and split testing ad copy to see which ads are delivering the most leads. Are underperforming campaigns still eating up part of your ad budget? If so, it's time to cut them loose.

3. How much should we spend on PPC?

This answer will ultimately depend on your marketing budget, but your agency should be able to give you a rough estimate. This number will be informed by the historic performance of your paid ads, including ROI and campaign conversions.

4. Is UTM tagging set up in my campaigns?

This is essential. All of your ads should be UTM tagged. A UTM tag allows you to see exactly how people arrive on your website. Was it a Google ad? An organic Google search? Or a link in your email signature? Using UTM tagging shows you where you to spend your resources so you can better results.

5. What are my competitors doing better than me?

Having an understanding of the competitive landscape is key to competing effectively for leads in your industry. Some of your competitors' online strategies might be better than yours. That doesn't mean they have a better product or service than you. How can you improve your Google positioning?

6. What should my goals be next quarter?

Your SEO strategy should return continued growth, year after year. If you aren't aiming higher every quarter, you are missing valuable sales opportunities. Using proven metrics from previous campaigns, your SEO agency should be able to articulate reasonable "stretch" goals for the future. That keeps both of you accountable for optimizing campaigns and delivering results.

7. Why did I have to ask you all these things?

No, really. Why do you have to ask your SEO company to prove its own value? Chances are, you pay them a sizable amount to deliver value. Your SEO company should be telling you what's working—and what isn't—and how they are optimizing resources to deliver you high value.