14 Interview Questions to Ask a New SEO Consultant

This checklist of interview questions should be used when interviewing a potential new SEO consultant, expert or freelancer.



| \bigcirc | How many SEO clients do you currently have and will you have time for my project? |
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| \bigcirc | May I see case studies with before and after traffic figures and analytics? |
| \bigcirc | Can I speak to at least 2 of your last or current SEO clients? |
| \bigcirc | What's you process or methodology like? Can you give me a brief overview? |
| | How often will you checkin, send us updates, and SEO reports? |
| \bigcirc | How do you stay up-to-date with different industry trends? |
| \bigcirc | What are some of you favorite SEO tools to use? |
| \bigcirc | Is there anything unique, creative, and different you did on a past SEO campaign? |
| | How will you work with our current website team? |
| \bigcirc | What tool can we use to stay in regular contact? |
| | How do you define the success of an SEO project or campaign? |
| | Have you worked in our industry and does that matter? |
| | How long is the contract for? Is there a minimum commitment? |
| \bigcirc | How will you earn links to our site? Can you provide any examples? |