

# Nightowl Copy SEO Provider Checklist!

## Communication & Accessibility

- Direct access to the person doing the work** (not just account managers)
- Response time under 24-48 hours** for questions and updates
- Regular progress reports** with actual data, not just generic updates
- Explains strategies in plain English** without overwhelming jargon
- Proactive communication** about opportunities and issues

## Strategy & Approach

- Conducts thorough website audit** before proposing solutions
- Customizes strategy** to your specific industry and goals
- Focuses on your target audience** rather than generic tactics
- Balances technical SEO with content strategy**
- Considers your existing marketing efforts** and integrates accordingly

## Technical Expertise

- Demonstrates knowledge** of current Google algorithm updates
- Uses legitimate, white-hat techniques** only



## Technical Expertise

- Can explain their process** step-by-step
- Has experience with your industry** or similar businesses
- Offers both on-page and off-page optimization**



## Pricing & Value

- Transparent pricing structure** with no hidden fees
- Flexible packages** that can grow with your business
- Clear deliverables** for what you're paying for
- Reasonable pricing** that reflects quality without breaking the bank
- No long-term contracts** that lock you in unnecessarily



## Results & Reporting

- Provides specific KPIs** they'll track and improve
- Shows examples** of past client results (with permission)
- Uses Google Analytics and Search Console** for transparent reporting
- Explains what success looks like** for your specific situation
- Sets realistic timelines** (6-12 months for significant results)



## Red Flags to Avoid

- Guarantees #1 rankings** (Google doesn't guarantee this)
- Demands long-term contracts** upfront
- Can't explain their methods** or is secretive about tactics



## Red Flags to Avoid

- Uses outdated techniques** like keyword stuffing or link farms
- Offers unrealistic timelines** (results in 30 days, etc.)



## The Freelancer Advantage

### Why Working with an Independent SEO Professional Often Beats Large Agencies:

- ✓ **Direct Communication** - You work directly with the expert, not through layers of account managers
- ✓ **Personalized Attention** - Your project isn't lost in a sea of hundreds of clients
- ✓ **Flexible & Agile** - Quick pivots and adjustments without corporate red tape
- ✓ **Cost-Effective** - No agency overhead means better value for your investment
- ✓ **Specialized Expertise** - Many freelancers focus on specific industries or niches
- ✓ **Long-term Partnership** - Building genuine business relationships, not just client numbers



## Questions to Ask Any SEO Provider

1. "Can you walk me through exactly what you'll do in the first 90 days?"
2. "How do you stay current with Google's algorithm changes?"
3. "Can you show me examples of content or strategies you've created for similar businesses?"
4. "What tools do you use, and will I have access to the reports?"



## Questions to Ask Any SEO Provider

5. "How do you handle it if we're not seeing results after 6 months?"
6. "What ongoing work is required after the initial optimization?"



## Final Evaluation Score

Grade your potential SEO provider:

- **A (20-24 checkmarks):** Excellent choice - move forward confidently
- **B (15-19 checkmarks):** Good option - ask follow-up questions on missing items
- **C (10-14 checkmarks):** Proceed with caution - significant gaps to address
- **D or F (Below 10):** Keep looking - this isn't the right fit

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*Ready to find an SEO partner who checks all these boxes? At Nightowl Copy, we believe in transparent communication, customized strategies, and building genuine partnerships with our clients. Let's chat about how we can help your business grow.*

**Schedule your [free discovery call and website audit](#) today - after all, it's free - what could it hurt?**