

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.



☐ How many SEO clients do you currently have and will you have time for my project?

☐ May I see case studies with before and after traffic figures and analytics?

☐ Can I speak to at least 2 of your last or current SEO clients?

☐ What's your process or methodology like? Can you give me a brief overview?

☐ How often will you check in, send us updates, and SEO reports?

☐ How do you stay up-to-date with different industry trends?

☐ What are some of your favorite SEO tools to use?

☐ Is there anything unique, creative, and different you did on a past SEO campaign?

☐ How will you work with our current website team?

☐ 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?

☐ How will you earn links to our site? Can you provide any examples?