

# 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?

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

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

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

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

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

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What are some of your favorite SEO tools to use?

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

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How will you work with our current website team?

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What tool can we use to stay in regular contact?

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How do you define the success of an SEO project or campaign?

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Have you worked in our industry and does that matter?

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How long is the contract for? Is there a minimum commitment?

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

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