

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?