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 you process or methodology like? Can you give me a brief overview?
- [ ] How often will you checkin, send us updates, and SEO reports?
- [ ] How do you stay up-to-date with different industry trends?
- [ ] What are some of you 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?

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