

Take this to your next vendor meeting. Ask all eight questions. Compare answers. Honest answers matter more than any guarantee on the cover page of a proposal.

[Read the full editorial: clixlogix.com/seo-guarantee](https://clixlogix.com/seo-guarantee)

1

Show me 3 case studies where the client kept paying you for 24 months or more.

WHY ASK

Vendors who win on guarantees lose on retention. A 24-month payment history is a stronger signal than testimonials.

RED-FLAG ANSWER

Vague references to many happy clients without named case studies. Case studies that only cover the first 6 months of an engagement.

2

What metric will you report on monthly, and how will that metric connect to revenue?

WHY ASK

Honest firms report on metrics that move the business. Vanity metrics like impressions and aggregate traffic do not pay your team.

RED-FLAG ANSWER

Reports built around visibility scores, domain rating, or aggregate numbers with no direct line from the metric to your P&L.

3

What is your point of view on link building, and which categories of links will you build for us?

WHY ASK

Link strategy is the single biggest source of penalty risk. A vendor who cannot explain their link sources is a vendor who buys links from networks.

RED-FLAG ANSWER

Trade secret answers. Refusal to name link sources or categories. Promises of 100 or more links per month.

4

What happens if Google issues a core update and traffic drops? Who absorbs the cost of recovery work?

WHY ASK

Core updates happen 3 to 4 times per year. Your contract should specify recovery responsibility before the update arrives, not after.

RED-FLAG ANSWER

"We don't expect any drops." "Algorithm risk is the client's responsibility." Either answer means recovery costs land on you.

5

If we end the engagement, who owns the content, the backlinks, and the on-page changes?

WHY ASK

Some vendors retain ownership of work product. The assets disappear when payment stops.

RED-FLAG ANSWER

Vendor-owned hosting, vendor-owned domain, content licensed back to the client, or any clause requiring continued payment to retain assets.

6

Will you accept read-only access to Search Console before write access?

WHY ASK

Google's own published guidance recommends starting with read-only access. A vendor who refuses is asking for trust they have not earned.

RED-FLAG ANSWER

"We need full admin access on day one." "Read-only slows our work down." Both signal the vendor wants to operate without oversight.

7

What is your stated policy if a recommendation you made causes a ranking loss?

WHY ASK

Accountability for recommendations is the simplest measure of seniority. Junior firms hide. Senior firms have a written policy.

RED-FLAG ANSWER

No written policy. Vague verbal commitments. Refusal to put the policy in the contract.

8

What is your policy on AI-generated content, and what editorial oversight do you apply?

WHY ASK

Google's March 2024 update deindexed 837 sites for AI content at scale. Your vendor's AI policy is now a survival question, not a stylistic one.

RED-FLAG ANSWER

"We use AI for scale" with no mention of editorial review. Promises of 100 articles per month via AI. No documented oversight workflow.

Want to interview Clixlogix with this list?

Bring all eight questions. Get a structured walkthrough of every answer.

clixlogix.com/contact-us