



A Handy SEO Agency Hiring Checklist

Gert Mellak has been in the SEO business for 19 years and in that time has built a thriving agency that functions around client-friendly principles and processes.

When engaging an SEO provider, Gert advises you should...

Beware of:

Lack of responsiveness

Lack of transparency

Significant time delay in delivering requested reports

Minimizing touchpoints whenever possible

Having sales representatives instead of SEOs deal with the client

Warnings that the client needs to stay with them or lose rankings

Look for:

100 percent transparency

Willingness to help you with your ongoing business goals

Ability to leverage opportunities in your niche that might present themselves that are not exactly only SEO-related. (For example, a competitor of one of Gert's clients went broke. Gert's team were able to purchase the competitor's domain and create an entirely new website which became a six-figure business.)

The traditional way...

The typical SEO agency might do an initial briefing with a client, set everything up, then send monthly reports and keep succeeding touchpoints to a minimum to increase their margins. The result is that the client continues paying as long as they see results, but finds the whole thing too complicated to understand. As soon as rankings drop or inquiries stop, they cancel.

Breaking with tradition

Gert's own company, SEO Leverage, aims for complete transparency. They have two touchpoints every month with their clients via Zoom to make sure they know what's happening on their website, what's working and not working, what competitors are doing, and how they can leverage it. From there, they explain next steps on how to:

- Leverage the existing website for organic traffic
- Increase click through rate
- Increase organic traffic to existing articles
- Structure the entire website



SEO Leverage is very upfront with clients about:

- What rankings have gone down, and why
- What can be done about it
- What's working for the client and how it can be leveraged

They operate on a framework called **ERICA**, an acronym for **Evolution, Research, Interlinking, Content and Action steps**. This formula ensures that everyone on the team responsible for SEO does their tasks in a timely manner.

The evolution point is especially important. The client is kept aware of the progress in his SEO - where they were before an update, where they were when they came for help, how they have improved and what was done to achieve it.

A second evolution being tracked is that of their competitors - where do their competitors rank? What's working? If a competitor drops in rank, can it be leveraged?

No team? No Problem

In cases where a client lacks an SEO team, Gert has team members fully trained to implement what needs to be done, whether it's adding things to a site or creating content.

Training for existing teams

If you do have a team that wants to brush up on SEO, SEO Leverage can provide training materials - documents, videos, etc., as a course to bring them up to speed on the basics, so that they at least understand what SEO is, what its capability is, and the main elements of how it really works on an ongoing basis. This comes with a couple of months of private coaching with Q&A and help applying the course.

Need expert SEO help? Get hold of Gert at SEOLeverage.com