

# The 10-Question SEO Agency Audit

Score your current SEO relationship in under five minutes. Find out whether you're paying for results or paying for overhead.

**How to use this audit:** For each question, check **YES** if it's true of your current SEO agency or marketing firm. Tally your yeses at the bottom. Be honest — this is for you, not for them.

**1** You expected "**set it and forget it**" — and that's what happened. Except the "forgetting" was on your rankings, not their invoice.

YES  NO

**2** You're the one who **notices the lead drought**. You realize things have quieted down, pick up the phone, and you call them.

YES  NO

**3** Every explanation is **reactive**. There's always a "Google update" or "algorithm change" they're responding to — never a heads-up before a change hits.

YES  NO

**4** You raise concerns, hear about struggles, get **promises of change**. The next quarter's report looks almost identical to the last one.

YES  NO

**5** You're the one **following up to see if anything changed**. Your agency should be telling you what they did last week. You should not be asking.

YES  NO

**6** The meetings use **language you weren't given a decoder ring for**. "Canonical link equity distribution." Translation: unclear — and not by accident.

YES  NO

**7** You **never hear about what your competitors are doing**. Your biggest competitor publishes something that eats your keyword, and you find out from a client.

YES  NO

**8** **No strategic ideas** ever come from them. No "go on this podcast." No "own this content gap." No "your competitor has 3x the reviews — here's how we close it."

YES  NO

**9** The retainer is fixed. **Performance is variable. The bill is not.** Whether rankings moved, stayed flat, or fell — the invoice arrives on the same day for the same amount.

YES  NO

**10** When results stall, the answer is **always an upsell.** "More backlinks." "More content." "A full redesign first." Never "let me fix what we're already doing."

YES  NO

### Your Score

Total **YES** answers: \_\_\_\_\_ / 10

**0-2 YES:** Your agency is performing. Keep them. Check back in six months.

**3-5 YES:** Something's off. Have a direct conversation before it gets worse.

**6+ YES:** You are paying for overhead, not results. Time to switch.

## Your Agency at a Glance (fill in)

**Agency name:** \_\_\_\_\_

**Current monthly retainer:** \$ \_\_\_\_\_

**Months you've been a client:** \_\_\_\_\_

**Last 3-month traffic trend:**  Up  Flat  Down  Don't know

**Last time they made a change that visibly moved rankings:**  
\_\_\_\_\_

**Last time they warned you about a competitor move before it affected you:**  
\_\_\_\_\_

## Two Questions to Ask Your Agency This Week

If you scored 3+ yeses, pick up the phone or open an email. Ask these two questions — exactly, verbatim:

1. "What did you change on my website last week?"
2. "What did my top three competitors change last week?"

If either answer is vague, incomplete, or turns into "we're planning to..." — you have your answer.

## Your Next Step (fill in)

**Date of conversation with agency:** \_\_\_\_\_

**How they answered the two questions:**

**Decision:**  Keep them  Give 30 days to change  Start looking

## Want a second opinion?

We'll take an honest look at your site, your rankings, and what your top three competitors are actually doing — no pitch, no pressure, no obligation. You'll leave the conversation knowing exactly where you stand.

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