MARKETING COMPANY SCORECARD · FREE TO PRINT

Marketing company scorecard: 15 questions to ask before you sign

Score each answer 0, 1 or 2 before you sign. Add it up at the end.

COMPANY: _____ DATE: _____

SCORE EACH ANSWER

2
Matches "want to hear"
In writing.

1
Close but vague

0
"Walk away" or no answer

PART 1 · QUESTIONS 1 TO 4

Who owns what

#	ASK THIS	WANT TO HEAR	WALK AWAY IF	SCORE
1	**Will my website, domain and Google Business Profile be in my name from day one?**	Yes. You own them; we're added as managers. You can remove us any day.	We host it on our platform. We'll transfer it if you leave (for a fee).	☐
2	**Will I have owner access to Google Analytics, Search Console and any ad accounts?**	Yes, you're the owner and we'll show you how to log in on the first call.	We send you reports, so you won't need logins.	☐
3	**If I leave, what do I walk away with?**	Everything: the site files, the content, the photos, the accounts and the phone numbers.	The content is licensed while you're a client.	☐
4	**Whose name is on the call tracking numbers?**	Yours, or we port them to you when you leave.	Ours. They stop working when the contract ends.	☐

Deal-breakers: a 0 on question 1, 3 or 13, whatever the total.

PART 2 · QUESTIONS 5 TO 8

The work

#	ASK THIS	WANT TO HEAR	WALK AWAY IF	SCORE
5	**What exactly will you change in the first 30 days?**	A named list: these pages, these profile fixes, these listings, by this date.	We start with a strategy phase and optimize from there.	☐
6	**What will you do every month after that?**	Specific, countable work you'll be able to click on: pages, photos, posts, reviews follow-up, listing fixes.	Ongoing SEO, link building and optimization.	☐
7	**Can you show me two or three contractors you've done this for, and can I call one?**	Here are three, here's a phone number, ask them anything.	Our clients are confidential.	☐
8	**Who will actually do the work, and who do I call when I have a question?**	One named person, a direct number, an answer the same week.	You'll have a dedicated account manager (who changes every few months).	☐

PART 3 · QUESTIONS 9 TO 12

Proof and reports

#	ASK THIS	WANT TO HEAR	WALK AWAY IF	SCORE
9	**What will your monthly report show me?**	What we changed, with links; calls and forms we can trace to it; what's next.	Rankings, traffic, impressions and a health score.	☐
10	**How will you count calls, and will you show me the spam ones too?**	Tracked numbers and forms, every call listed, junk marked as junk.	We count all leads generated.	☐
11	**Which searches will you report rankings for, and do real customers type them?**	Searches your customers use in the towns you serve, and we'll show you the search numbers.	We track 200 keywords.	☐
12	**What results do you expect, and by when?**	Visible work in month one; here's what we'd expect to see by month three, and how we'll measure it.	Guaranteed page one, or guaranteed leads.	☐

PART 4 · QUESTIONS 13 TO 15

The contract

#	ASK THIS	WANT TO HEAR	WALK AWAY IF	SCORE
13	**Can I cancel any month, and how do I cancel?**	Yes, month to month. Send one email. No fee.	It's a 12-month agreement, but it's really month to month after that.	☐
14	**Does the contract renew on its own?**	No. Or: it's month to month, so there's nothing to renew.	It auto-renews unless you cancel in writing 60 days before.	☐
15	**What happens to my money if you don't do the work you listed?**	The monthly deliverables are in writing. If we miss them, we credit that month or make it up, in writing.	SEO takes time, so results can't be guaranteed.	☐

TOTAL _____ / 30

24 or more
Worth talking to.

18 to 23
Get the weak answers in writing first.

Under 18
Keep looking.

A promise on a sales call is not a promise. Get the ownership terms, the monthly deliverables and the cancellation terms into the signed contract.

WANT A SECOND OPINION?

Get a free profile teardown

Plain English. No sales pitch.

mastodonmarketing.com/gbp-teardown

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NOTES