Choose your SEO and GEO agency.

A worksheet to compare the proposed work, total cost and evidence.

01 Give each agency the same brief

Complete this page once and share the same information with each agency. Keep their quotes and written answers together.

Business and website

Market, geographical area and priority customers

Practical objective and current situation

Pages, services or topics to work on

Available setup and monthly budget

Internal team, access and constraints

Preferred timing and project contact

> Choose an observable objective: more qualified enquiries for a service, clearer pages or an easier contact journey. An AI citation on its own does not measure sales.

02 Compare three proposals

One column per agency. “To confirm” is better than an invented figure. Record the quote date and keep its detailed scope.

What to check	Agency A	Agency B	Agency C
Agency and quote date			
Pages included			
Audit and priorities			
Who implements changes			
Content delivery and approval			
SEO monitoring included			
AI answer monitoring included			
Sources and evidence provided			
Initial setup fee			
Monthly fee			
Tax basis and currency			
Tools and external costs			
Minimum contract term			
Meeting frequency			
Access and ownership of work			
Exit conditions			

Cost over the period = setup + (monthly fee × number of months) + external costs. Compare in the same currency and on the same tax basis.

Period: _____ months. Total A: _____ B: _____ C: _____

03 Ask for useful evidence

Ask for context behind each reported result. Compare equivalent observations and keep dated links or screenshots.

01 **Which result?**
Impressions, visits, enquiries, sales, a brand mention or a page citation: identify the metric.

02 **Over what period?**
Record dates, the starting point and the observation period. Separate delivery dates from result timelines.

03 **In which product?**
For an AI answer: tool, search mode, exact question, language, country and session date.

04 **What is the source?**
Ask for an export, link or contextual screenshot and identify who produced the figures.

05 **What work was done?**
List updated pages, published content and technical changes. The deliverables should be identifiable.

06 **Who does what?**
Confirm responsibilities, approvals, access requirements and the work expected from your team.

07 **How will progress be tracked?**
Agree on a frequency, comparable questions and measurement limits. Separate SEO, AI visibility and enquiries.

08 **What still needs confirmation?**
Record uncertainties, fees, exit terms and next steps before signing.

Decision and next conversation

Selected agency and reason

Items to confirm, owner and date

Read the comparison and its sources

Discuss your project