High10.com.au
AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN BUSINESSES

Choosing an SEO agency? Ten things to check.

Use this when comparing SEO agencies. Tick each item an agency can show or confirm in writing. If an agency cannot tick most of them, keep looking.

- [ ] 01 **Results you can verify** — Evidence
  Search Console or analytics screenshots over time, and a current client you can speak to.
- [ ] 02 **A sample monthly report** — Reporting
  Shows traffic, rankings that matter, and enquiries or sales from organic search.
- [ ] 03 **Methods that follow Google's guidelines** — No shortcuts
  They explain plainly how they earn links and write content.
- [ ] 04 **A written monthly scope** — Know what you buy
  Exactly what is done each month: pages, content, technical work and hours.
- [ ] 05 **Australian market knowledge** — Local know-how
  Local SEO, Google Business Profile, service areas and Australian spelling.
- [ ] 06 **A clear approach to AI search** — AEO ready
  How they structure content for AI Overviews and track where your brand appears.
- [ ] 07 **A named contact** — Communication
  Someone who answers quickly and explains things in plain English.
- [ ] 08 **Sensible contract terms** — No surprises
  Minimum term and exit conditions are clear before you sign.
- [ ] 09 **You own every account** — Your assets
  Website, Search Console, GA4 and Google Business Profile stay in your business's name.
- [ ] 10 **No ranking guarantees** — Red flag check
  Nobody controls Google's results. A guarantee is a warning sign.

Questions to ask

What have you achieved for similar businesses? Who does the work each month? Can I see a sample report? How do you earn links? What are the exit terms?

Red flags

Guaranteed rankings, secret methods, prices far below the market, reports full of phrases that bring no business, and accounts set up in the agency's name.

Full guide: high10.com.au/blog/how-to-choose-an-seo-agency-australia

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