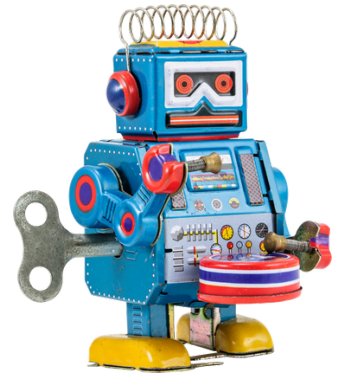


Hell No *to* Rogue SEO



Before you commit to SEO

- Confirm you actually need it (do customers find you via Google, or through referrals, facebook etc?)
- Be wary of anyone using fear or urgency to push you into signing up

Understanding what you're paying for

- Get a clear, plain English explanation of exactly what's included
- Confirm how often work happens, which pages are covered, and what's excluded
- Nobody can guarantee a number one ranking. Treat that promise as a red flag 🚩

Checking the basics yourself

- Search site:yourwebsite.co.uk in Google to see what's actually indexed
- If you have many pages but only the homepage shows up, ask why

Access and ownership

- Make sure you own/can access your website, Search Console, Analytics & Google Business Profile accounts
- If you don't have Search Console access, find out why and get it sorted

Setting a baseline/Ongoing reporting

- Insist on a starting point being recorded (indexed pages, traffic, enquiries, current rankings)
- Agree what success looks like for your specific business before work begins
- Expect a monthly report for a monthly retainer, without extra charge
- Check the report explains what was done, what changed, and what's next, not just graphs
- Be sceptical of big percentage claims built on tiny starting numbers

Questioning the figures

- Understand the difference between impressions, clicks, rankings and actual enquiries or sales
- Ask specifically: "What did you change this month?"

AI/GEO optimisation claims

- Ask which AI platforms are being monitored and how
- Be cautious of a single "AI visibility score" presented as proof
- Try your own quick test: ask Google or a friend to ask ChatGPT/Claude "What is [business name]?" and "Who is [you]?"

Ongoing value

- Once foundations are fixed, weigh SEO against other marketing options for your budget
- Consider a regular, genuinely useful blog as a low-friction way to keep building visibility

