SEO / 01

CONNECT RECOMMENDATIONS TO EVIDENCE

Repeat these cards for additional items. Use public page references and keep private records separate.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Recommendation A: public page or page-group reference / my question

A: provider observation / dated evidence reference / explanation in my own words

A: uncertainty or clarification to ask / provider response reference

Recommendation B: public page or page-group reference / my question

B: provider observation / dated evidence reference / explanation in my own words

B: uncertainty or clarification to ask / provider response reference

Preparation only. Not an SEO audit, technical fix, access instruction or outcome guarantee. Keep credentials and private data out.

SEO / 02

FOLLOW THE WORK THROUGH HANDOFF

Use the same A and B labels. Advice, a decision and completed work are different records.

A: proposed work / implementation owner / included or separate scope reference

A: decision still needed / decision owner / agreed-work reference if confirmed

A: delivered-work record / date / unresolved item / next review owner

B: proposed work / implementation owner / included or separate scope reference

B: decision still needed / decision owner / agreed-work reference if confirmed

B: delivered-work record / date / unresolved item / next review owner

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SEO / 03

KEEP DELIVERY AND RESULTS SEPARATE

Tick what is organized. A changed metric alone does not establish what caused the change.

- [ ] Recommendations have stable labels
- [ ] Public page references are specific enough to discuss
- [ ] Evidence has a date and reference
- [ ] Provider explanations and uncertainties are recorded
- [ ] Advice and implementation responsibilities are separate
- [ ] Pending decisions are not marked as approved work
- [ ] Delivery records link back to recommendations
- [ ] Private data and credentials are kept out

Later report reference / period / original recommendation label / question to discuss

Changed recommendation / reason given / new version / decision still needed

End-of-engagement documentation / ownership question / missing item / follow-up role

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SEO / 04

QUESTIONS FOR THE SEO PROVIDER

Ask for understandable explanations and written responsibilities, not guaranteed search results.

Evidence: which observation and dated reference support this recommendation?

Rationale: what do you propose, why, and what remains uncertain?

Ownership: who advises, implements, reviews and reports?

Decisions: how are approvals and changed recommendations recorded?

Delivery: what record connects completed work to the original item?

Handoff: what documentation, reports, ownership and unresolved items will be provided?

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SEO / 05

COMPARE THE SAME SEO WORK

Use Provider A and Provider B in every box. Compare the same recommendation list and scope version.

Provider A / B / discussion dates / shared recommendation-list version

Evidence, explanations, uncertainty and exclusions - Provider A / B

Implementation owners, decisions and delivery records - Provider A / B

Reporting, handoff, changes, written fees, terms and open questions - Provider A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai if you choose, then start an SEO request. Share a non-sensitive summary of the advice, implementation and reporting you want so participating pros can compete with proposals. Compare responsibilities, deliverables, exclusions, timing and terms. A discovery conversation may be needed.

One request. Every pro's best offer.

Start a request

Participation varies. A discovery and responsibility review may be needed before confirming scope.

Planning guide: https://www.pickyourpro.ai/services/seo

Google Search Central: hiring an SEO (official reference)

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