The world of internet is full with appealing suggestions; yet, from all the offers, what should you choose to be sure you've made the correct decision? Here are the most important questions you should address to a prospect SEO company:

1. **Can You Guarantee That Our Site Will Rank #1 for a Major Search Term?**
   - Nowadays it’s nearly impossible for anyone to guarantee first positions in SERP.

2. **Can You Share Information on Some of Your past SEO Customers and Their Results?**
   - Where can I see a list of some other clients?
   - Can I check some past case studies from other companies you’ve worked with?

3. **Will You Provide Me with an SEO Audit? What Kind of Information Do You Usually Include in the Audit?**
   - Will data related to SEO Visibility, New & Lost Links, Keywords Tracked Improvements and Declines, Onpage Analysis, Website Architecture, Content Strategy or Indexability be included in the audit?

4. **How Fast Can I Start Seeing Results from this SEO Campaign?**
   - Will you provide me with a milestone plan letting me know where I will be in 3 months, 6 months and so on?
   - Will I be seeing results in the next couple of weeks?

5. **What Kind of Link Building Strategies Does Your SEO Company Use?**
   - What kind of links will you be building and how many new links can we expect monthly?
   - What do you know about Google Penguin and what makes a quality backlink?

6. **What Do You Need from Me to Implement the SEO Campaign?**
   - How much time is needed from our team?
   - How will you analyze campaigns and report on them?
   - When you get new campaign data, how do you action tasks based on the findings?