

SEO ACCOUNTABILITY CHEAT SHEET

1) VET BEFORE YOU COMMIT: 5 QUESTIONS ASK BEFORE HIRING AN SEO VENDOR

Here are some key questions to ask during the vetting process to help you evaluate whether the vendor has the expertise and approach needed to effectively market your firm:

1. Does your agency have experience working with other law firms and understand the nuances of legal marketing?
2. Can you provide evidence of success with previous clients, particularly in the legal field?
3. What roles will each member of your team play in managing your account, and what are their qualifications?
4. Do you have an in-house content writing team that will create engaging content to boost your rankings, or will you only provide guidance while expecting us to handle content creation?
5. What key performance indicators (KPIs) do you typically track to measure success, and how can these align with our firm's goals?

2) KEEP THEM ACCOUNTABLE: 10 QUESTIONS TO ASK YOUR SEO VENDOR REGULARLY TO ENSURE YOU'RE GETTING WHAT YOU'RE PAYING FOR!

Weekly Questions:

- What specific tasks were completed this week, and how do they align with our overall SEO strategy?
- Have you identified any issues or opportunities this week that need immediate attention? Please share.
- What content updates or optimizations were made this week?

Monthly Questions:

- What changes in search engine rankings have we observed this month, and how are they impacting traffic?
- Can you provide a report on the backlinks acquired this month and their quality?
- What keyword performance trends are we seeing, and how do they compare to our target keywords?
- How is our website's technical health, and what steps have been taken (or what steps do we need to take as a team) to address any issues?

Quarterly Questions:

- What long-term trends have we observed, and how should they influence our strategy moving forward?
- How has our competition's online presence changed, and what adjustments should we make in response?
- What new strategies or tactics do you recommend implementing in the next quarter?

3) KPIs TO MEASURE SEO SUCCESS:

IN ADDITION TO YOUR ACCOUNTABILITY QUESTIONS, USE THESE 13 KPI CATEGORIES TO TRACK PROGRESS*

01

Organic Traffic

- **Clicks:** Using Google Search Console (GSC), monitor the number of clicks your site receives from organic search results.
- **New vs. Returning Visitors:** Analyze the proportion of new visitors compared to returning ones to gauge engagement and retention.

02

Keyword Rankings

- **Number of Keywords in Top 10/Top 3/First Position:** Track the number of keywords ranking in the top 10, top 3, and the first position on **search engine results pages (SERPs)**.
- **Keyword Movement:** Monitor the upward or downward movement of your target keywords over time.

03

On-Page SEO Metrics

- **Engagement Rate:** Track the percentage of visitors who interact meaningfully with your site, such as by visiting multiple pages, clicking on links, or staying for a certain duration. This metric gives a more nuanced view of user interaction compared to bounce rate.
- **Average Session Duration:** Track how long visitors stay on your site, indicating engagement and content relevance.
- **Pages per Session:** Monitor the average number of pages viewed per session to assess site navigation and content interest.

04

Google Search Console Metrics

- **Impressions:** Measure the number of times your site appears in search results, providing insight into your visibility on search engines.
- **Average Position:** Track the average ranking position of your site's pages for specific keywords in search results.
- **Click-Through Rate (CTR):** Calculate the percentage of impressions that result in clicks, indicating the effectiveness of your page titles and meta descriptions.

05

Conversion Metrics

- **Conversion Rate:** Measure the percentage of visitors who complete a desired action (e.g., form submission, purchase).
- **Goal Completions:** Track the number of times visitors complete predefined goals (e.g., downloads, sign-ups).
- **Cost per Conversion:** Calculate the cost of acquiring a conversion through SEO efforts.

06

Technical SEO Metrics

- **Crawl Errors:** Monitor errors encountered by search engine bots while crawling your site.
- **Page Load Speed:** Measure the loading time of your web pages, as faster pages improve user experience and SEO rankings.
- **Mobile Usability:** Track issues related to mobile usability to ensure a seamless experience across devices.

07

Backlink Profile

- **Number of Referring Domains:** Measure the number of unique domains linking back to your site.
- **Quality of Backlinks:** Assess the domain authority and relevance of the sites linking to you.
- **New vs. Lost Backlinks:** Monitor the acquisition of new backlinks and the loss of existing ones.

08

Domain Authority

- **Domain Authority Score:** Measure your site's overall domain authority, which indicates its potential to rank in search engine results. This metric is influenced by factors such as the quality and quantity of inbound links.

09

Content Performance

- **Top Landing Pages:** Identify the pages that attract the most organic traffic.
- **Content Engagement:** Measure metrics such as social shares, comments, and time spent on content pages.

10

Local SEO Metrics

- **Google My Business (GMB) Insights:** Track views, searches, and actions on your GMB listing.
- **Local Search Rankings:** Monitor your rankings for local keywords and map pack results.

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User Engagement Metrics

- **Direct Traffic:** Measure traffic from users who type your URL directly into their browser, indicating brand recognition.
- **Social Media Traffic:** Track the amount of traffic coming from social media platforms.
- **Referral Traffic:** Measure traffic from other websites linking to yours.

12

ROI and Revenue Metrics

- **Return on Investment (ROI):** Calculate the return on investment from SEO activities by comparing revenue generated to SEO costs.
- **Revenue from Organic Traffic:** Track the revenue generated from visitors coming through organic search.

13

Custom KPIs Based on Business Goals

- **Specific Campaign Goals:** Measure KPIs tailored to specific SEO campaigns or initiatives.
- **Customer Lifetime Value (CLV):** Calculate the projected revenue from a customer over their entire relationship with your business.
- **Lead Quality:** Assess the quality of leads generated through SEO in terms of conversion potential.

**Note: These KPIs get into the nitty-gritty details of SEO, so consider making it an expectation for your vendor to regularly measure these KPIs and provide a comprehensive overview for you to review when you meet to address the bigger-picture questions listed in Section 2.*

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