

Questions & Answers About Working With Us

Everything most clients want to know before signing - about our company, our prices, our method, and our privacy practices. Written so you can decide with facts instead of sales talk.

Who is Solutions Marketing VIP?

A Montreal-based, privacy-first marketing practice helping local businesses get found first by people already searching for what they offer. We specialize in website health, local search visibility, and measurable progress - served with clear prices and honest promises.

Why 'VIP' - and why should I care?

Because small business owners deserve the treatment reserved for big clients elsewhere: personal attention, plain-language reporting, and a real person who knows your name. You are the VIP here - not a line item in an agency's client list.

What exactly do you offer?

Three services. A Website Health Audit: a full diagnostic of your site with a health score out of 100. A Deep Audit for larger sites: every page analyzed, not sampled. And a monthly monitoring plan: we fix issues, re-audit monthly, and hand you a one-page scorecard showing your score climbing.

How much does it cost?

Audits start at \$250. Deep audits are quoted individually after a quick look at your site - roughly \$2-5 per additional page. Monitoring plans run \$550-650 per month. There is no setup fee, no exit fee, and nothing auto-renews. You always know the price before any work starts.

Why is a paid audit better than a free one?

Because a free audit is usually a sales pitch in disguise - designed to funnel you into a long contract. A paid audit owes you honesty, not persuasion. It is a real diagnostic you can act on with us, with someone else, or with nobody at all. It is yours to keep either way.

How does your method of work go?

Step 1: we run a technical audit the way search engines see your site - titles, descriptions, structure, speed, schema, broken links, mobile readiness. Step 2: we rank every finding by real impact, so you fix what matters first, not what looks impressive. Step 3: we hand you the fix list with plain instructions, or implement the fixes for you. Step 4: we re-audit monthly and show your score climbing on a chart.

What is a 'health score' and why should I trust it?

It is a single number from 0 to 100 summarizing your site's technical condition - based on how many issues exist and how severe each one is, using the same signals search engines use. We re-run the same measurement every month, so the comparison is fair: same audit, same method, visible progress. If the number does not rise, you will know it - and so will we.

Is my data safe with you?

Yes - by design. We run our operations on Swiss encrypted services (Proton), not on advertising-optimized ecosystems. Communications are protected with zero-access encryption, your audit runs on our own machines rather than rented tracking-heavy platforms, and we embed no tracking pixels in anything we send you. Ask any

other provider how their setup compares - that question alone is revealing.

What tools or software do you use?

Our own audit software, built in-house and running on our own systems. It is updated constantly, treats websites politely (no hammering servers), and works entirely outside of tracking networks. Your site's analysis never becomes someone else's data.

How are you different from bigger agencies?

Three ways. Price: we sit deliberately between bargain-bin providers and corporate agencies - expert quality without the corporate bill, and none of the \$850-\$1,700 setup fees. Proof: you get a number you can watch climb monthly, not vague promises. And privacy: encrypted infrastructure by default, not Google accounts and ad-tech clouds by default.

Do you guarantee first place on Google?

No - and you should walk away from anyone who does. Nobody controls Google. What we guarantee is measurable: every penalty your site carries gets removed, every month the health score is measured in front of you, and the trend chart shows exactly what changed.

Do I have to switch hosting or rebuild my website?

Usually not. Most fixes - titles, descriptions, alt text, page speed, internal structure - happen inside your existing website admin, whether that is Shopify, WordPress, or anything else. We work with what you already own.

What happens if I stop working with you?

Nothing dramatic. No penalty, no exit fee, no hostage data. You keep every report, every document, and every word produced for you - they were always yours. If the results ever stop being worth it, you simply leave. Our renewal is earned monthly, not enforced by paperwork.

I have a question that is not on this page.

Perfect - that is exactly the right instinct. Ask it. We answer questions the same way we write reports: plainly, completely, and without pressure.