

Why This Checklist Exists

Choosing someone to improve your Google visibility is hard, because every provider sounds convincing before you sign. This page is not about choosing us - it is about protecting you with ANY provider you consider, including us. Print it, keep it beside your keyboard, and ask these eight questions before signing anything. An honest provider will welcome every one of them.

The Eight Questions

1. Am I signing a long-term contract, or can I stop anytime?

Many agencies require 6 to 24 months, sometimes auto-renewing unless you give notice 60-90 days before renewal. Get the exact term and notice period in writing.

VIP answer: month-to-month, cancel anytime, nothing auto-renews. We earn the renewal every month instead of contracting for it.

2. What does it cost if I want to stop?

Some agreements bill 50-100% of the remaining contract value, plus 'offboarding' or 'data export' fees just to leave.

VIP answer: stopping costs nothing. No exit fees, ever.

3. Is there a setup fee before any work begins?

Setup fees in our market commonly run \$850 to \$1,700. Ask exactly what the setup fee buys you.

VIP answer: no setup fee. Month one starts with the work, not a bill.

4. Who owns the accounts and content you build for me?

Some contracts keep ownership of the Google Business Profile, analytics, or written content with the agency - so leaving means starting over.

VIP answer: everything lives in YOUR accounts from day one. If we part ways, you keep every asset, every report, and every word written for you.

5. Do you guarantee first place on Google?

If anyone guarantees #1 rankings, walk away. Nobody controls Google. Guarantees usually carry fine-print carve-outs that cover every realistic scenario.

VIP answer: no honest provider guarantees rankings. We guarantee measurable, visible progress - a monthly health score for your website that you can watch climb.

6. What exactly is included each month?

Beware of vague scope. Some invoices later add tool costs, production fees, or charges for outsourced work that seemed included.

VIP answer: a fixed monthly price with a written list of deliverables - audit, fixes, monitoring, and a plain-language monthly scorecard. If it is not in the list, you are not billed for it.

7. How do you charge for writing and content?

Many providers bill content by the word (\$0.30 to \$0.60 per word in our market, \$500+ per article at agency rates) or cap you at a monthly word allowance.

VIP answer: we charge for outcomes, not word counts. If your audit shows a page needs more depth, expanding it is part of the work - not an upsell.

8. Can I see an example of your reporting before I sign?

Hesitation here is a signal. You deserve to know what proof of progress looks like before you commit.

VIP answer: gladly - a full sample report with a health score, ranked fixes, and plain instructions. Progress you can read, not jargon you cannot.

The Honest Bottom Line

A good provider is easy to leave and easy to trust: clear prices, your assets, your accounts, and evidence you can see. Whoever you choose - choose with these eight answers in writing.

This checklist was prepared and given to you by VIP Marketing Solutions. We answer all eight the right way. Bring it to us anytime.