

SOLUTIONS MARKETING VIP

solutions.marketing.vip@proton.me | Montréal, Québec, Canada

8 QUESTIONS BEFORE SIGNING: THE STRAIGHT-TALKING CHECKLIST

A free guide: protect yourself before signing anything

October 2026

This list is not designed to favor us. It is designed to protect you, whether you hire us or not. Every question targets a spot where the marketing industry leaves too much room for empty promises. The right answers are the ones that make you harder to disappoint.

1. AM I BEING GUARANTEED FIRST PLACE ON GOOGLE?

If the answer is yes, run. Nobody controls Google, not even the most expensive agencies. An honest provider talks about measurements, trends and verifiable progress, not impossible guarantees.

2. ARE THERE SETUP FEES?

Setup fees mostly exist to make you expensive to leave. Our philosophy: we bill work, not onboarding paperwork. Initial fees of \$850 and up are the market norm. Ask yourself what they actually pay for.

3. AM I LOCKED INTO A 12-MONTH CONTRACT?

A mandatory commitment protects the provider, not you. A provider doing good work does not need to hold you legally. Look for monthly renewal, earned every month.

4. WHAT HAPPENS TO MY DATA AND DOCUMENTS IF I LEAVE?

An honest provider answers: "it already belongs to you." Reports, audits, accounts, access. If you hear about a "recovery process", your data is a hostage.

5. WHO OWNS THE ACCOUNTS CREATED FOR ME?

Analytics, Search Console, hosting, domain names: the correct answer is "you, keys in hand". If accounts are created under the provider's name, you are renting your own online presence.

6. WILL MY SITE BE STUFFED WITH TRACKERS?

Many providers install analytics and pixels that profile your visitors by default. Ask for the list of everything that will be installed, and insist on the right to say no. A site can be measured without being instrumented.

7. CAN I SEE EXACTLY WHAT YOU WILL DO, AND WHEN?

Vagueness ("ongoing optimization") usually hides either inaction or unverifiable work. Ask for a concrete list of actions, a timeline, and a monthly report in plain language.

8. ARE YOUR RESULTS VERIFIABLE BY A THIRD PARTY?

A score, a chart, documented rankings. Elements a third party can look at and confirm. If all the proof lives inside the provider's dashboard, you are taking it on faith. That is a comfort choice, not rigor.

We gladly submit to these eight questions. It is in fact how our services were designed: no rigid contract, no setup fees, no impossible guarantee, and everything we produce belongs to you from day one.

Print this page. Bring it to every meeting with a provider, marketing or otherwise. Especially if it is us.