

Take this into any sales call. Ask every question, watch for the red flags, and score the vendor on the 3S Framework before you sign an

1. The 7 cost factors — make them scope each one

- Competition: who am I actually competing with for these terms?
- Keywords: how many target keywords does this scope cover?
- Arabic vs English: is Arabic SEO included, and who writes the Arabic?
- Technical debt: does my site have issues that must be fixed first?
- Content: how many pages/articles per month, and who writes them?
- Links: how do you build links — and can I see examples?
- Local vs national: is this local SEO, national SEO, or both?

2. Pricing model — pick the right one

- Monthly retainer for ongoing, compounding growth?
- Fixed project only for a bounded one-time job (audit, migration)?
- Hourly only if you have someone in-house to execute?

3. Red flags — walk away if you see these

- A confident single price before they have seen your site?
- A promised #1 ranking on a deadline (no one controls Google)?
- Vague 'secret techniques' instead of a method you can inspect?
- A suspiciously low monthly price (token work or black-hat links)?

4. Score the vendor on the 3S Framework

- Strategy: can they explain WHY they'd target your keywords?
- Skill: do they rank their own site, and prove white-hat links?
- Support: clear monthly reporting and a real person to talk to?