

Take this into any SEO sales call in Saudi Arabia. Ask every question, watch the red flags, and score the vendor on the 3S Framework

1. Scope — make them itemise the work

- Which money keywords, against which competitors, in which cities?
- Arabic, English, or both — and who writes the Arabic natively?
- How many pages/articles per month, and who produces them?
- How do you build links — and can I see real examples?
- Is local SEO and Google Business Profile included?
- Is technical SEO and site speed in scope, or extra?

2. Pricing model — pick the right one

- Monthly retainer for ongoing, compounding growth?
- Fixed project only for a one-time audit or migration?
- Hourly only if you have someone in-house to execute?
- For SEM: how much goes to the agency vs to Google?

3. Red flags — walk away if you see these

- A confident single price before they have seen your site?
- A guaranteed #1 ranking on a deadline (no one controls Google)?
- Vague 'secret techniques' instead of an inspectable method?
- A suspiciously low monthly fee (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: monthly reporting tied to leads, and a real person to call?