

Law Firm Marketing Agency — 15-Question Evaluation Scorecard

Take this into any agency pitch. Score each answer from 1 (pure red flag) to 5 (a genuinely strong answer), then compare totals across the agencies you are considering — specific, honest answers score high; guarantees and jargon score low.

#	Question to ask	✓ What a good answer sounds like	✗ Red-flag answer	Score /5
1	Worked with UK law firms?	Relevant experience, references, SRA awareness	"SEO's the same in every sector"; no examples	
2	Who works on my account?	Names the team; senior people stay involved	Pitch star is sales; unnamed juniors do the work	
3	How would you approach a firm like ours?	Asks about you first; has read your site	Generic pitch; hasn't looked at you	
4	What do the first 90 days look like?	Scope, deliverables, 30/60/90 targets, review	"We'll get your rankings up"; no specifics	
5	How do you decide what to do first?	Audit-led, prioritised by impact and effort	Same checklist for every client	
6	How do you handle AI search visibility?	Built in, explained plainly, with proof	Ignored, dismissed as hype, or sold as an add-on	
7	What do you need from us?	Honest about sign-off, context and access	"Nothing, just leave it all to us"	
8	What will you measure and report?	Enquiries and matters; set cadence; you review	Vanity metrics; rankings and impressions only	
9	How do you tie SEO to enquiries?	Conversion and call tracking, attribution	"Traffic's up, so it's working"	
10	What if results are slow?	Honest timelines by practice area; a review	Guarantees speed, or pre-blames you	
11	How is pricing structured?	Transparent scope-based retainer; fair notice	Ranking or per-lead pricing; long lock-ins	
12	Do you guarantee rankings?	No, and explains why that's a warning sign	"Yes, we guarantee page one"	
13	Who owns accounts and data?	You keep ownership and access throughout	Agency controls your analytics and accounts	
14	How do you meet our regulatory duties?	Named human review, accuracy, no outcome claims	Generic content at volume; no compliance care	
15	How will we communicate?	Named contact, agreed cadence, straight answers	Ticketing black hole; account-team churn	

Total score: ____ / 75 Agency: _____ Date: _____

