

Offboarding Checklist

SEO Services

Thinking about canceling your SEO services? Here's a checklist to guide you through the process. Each item may impact your brand visibility, search engine rankings, and lead generation, so we encourage you to review carefully before proceeding.

- Acknowledge Technical Limitations:** If you are keeping your RevenueWell website, be aware that an outside SEO company may not have all the access needed to make technical changes. Due to the way our websites are built, we cannot give full access to our site templates, as this would compromise the core of our sites.
- Identify Highly Ranked Content:** If you're switching SEO providers, you may need to build a new website, which carries the risk of decreased performance. It's essential to check that any new websites will not be missing top-performing content, as this could negatively affect your SEO metrics.
- Confirm Google Business Profile Management:** Ensure your new provider will manage your Google Business Profile (previously known as Google My Business). This is critical for maintaining local SEO and ensuring your business remains visible to potential customers.
- Set Up Listings Tools:** Confirm that your new provider is working with a listings tool, such as Yext. This tool helps manage your business information across various online directories, which is vital for maintaining accurate brand presence.
- Set Up Google Analytics:** Make sure to set up Google Analytics with your new marketing manager. This is crucial for tracking website performance, understanding user behavior, and making data-driven decisions moving forward.
- Prepare for Possible Performance Decline:** As you transition to new SEO strategies or providers, be prepared for a gap in performance. Your account may go through a learning period with new tactics, and fluctuations in rankings and traffic can occur.
- Prepare for Decrease in Organic Traffic and Leads:** Discontinuing SEO services can lead to a decline in organic search performance. Without ongoing optimization, you may see potential decreases in traffic, leads, and overall visibility in search engine results.



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- **Prepare Content in Advance:** Regular updates to your website and content are essential for maintaining search rankings. Ensure that your new provider has a structured plan for content creation and updates to keep your brand relevant in search results.

 - **Assign Responsibility for Online Reviews:** Managing your online reputation requires ongoing monitoring and timely responses. If we're no longer handling this, ensure you have a dedicated resource to monitor and respond to online reviews, as unaddressed reviews can negatively impact your brand perception.

 - **Prioritize Compliance with Industry Regulations:** SEO guidelines and best practices can frequently change. If we're no longer supporting your SEO efforts, ensure you have a dedicated resource to stay current on industry regulations and compliance requirements.

If you have questions or concerns about offboarding, please contact your Customer Success Manager.