

Choosing an SEO agency is not just a marketing decision. For an ecommerce business, SEO can affect how shoppers find products, move through your site and decide whether to buy. The right partner should understand that connection—not just promise more rankings or traffic.

Before you discuss tactics, ask one question: **What are we measuring?** More organic sessions may sound positive, but they are less useful if they come from people who are unlikely to purchase. A good SEO vendor interview should connect the agency's work to your commercial goals, explain what it can and cannot control, and make it clear how progress will be evaluated.

Use the questions and ecommerce SEO checklist below to compare agencies on strategy, technical expertise, content, site architecture and reporting. The goal is not to find someone with the most impressive jargon. It is to find a team that can explain what it will do, why it matters and how you will know whether it is working.

Start with commercial goals, not SEO tactics

Before discussing keywords, backlinks or an audit, give prospective agencies a clear picture of your business. Share your priorities: for example, increasing profitable sales in a particular product line, growing non-brand traffic, supporting seasonal launches or reducing dependence on paid acquisition.



Then ask how the agency would translate those priorities into an SEO plan. A thoughtful partner will ask about margins, inventory, geographic markets, customer lifetime value and products you want to promote. SEO should support the business plan—not send shoppers to products that are unavailable, low priority or unprofitable.

Questions to ask about goals and measurement

- How would you connect SEO activity to revenue or another business outcome?
- Which metrics would you report, and which ones would you treat as diagnostic rather than success measures?
- How will you separate branded search demand from non-brand discovery?
- How would you account for seasonality, promotions, stock availability and changes to our product range?
- What information would you need from our ecommerce, analytics and merchandising teams?

Expect a mix of leading indicators and business outcomes. Rankings, impressions and organic sessions can help explain what is happening, but they are not the full scorecard. Depending on your business and data quality, useful outcome measures may include organic revenue, transactions, qualified product discovery or performance in priority categories. Agree on definitions and reporting before work begins.

Be cautious if an agency makes a page-one guarantee on Google. No provider controls Google's results, algorithm updates, competitors or the demand people bring to a search. Ask instead for a clear plan, realistic milestones and a transparent explanation of uncertainty.

Test for ecommerce-specific technical SEO experience

Ecommerce websites have technical challenges that many brochure sites do not. Product variants, filters, sorting options, pagination, discontinued products and large inventories can all affect how search engines discover and interpret pages. Ask the agency to explain how it approaches these issues on sites like yours.

Technical SEO questions for your interview

- How do you identify crawl and indexing problems on a large ecommerce site?
- How do you assess faceted navigation, such as filters for size, colour or price?
- How do you decide which filter combinations should be crawlable or indexable?
- How do you handle product variants, duplicate URLs and pagination?
- What is your approach when a product is discontinued or temporarily out of stock?
- How do you review structured data, page speed and mobile usability?
- How do you test recommendations before changes go live?

Listen for reasoning, not a one-size-fits-all fix. For instance, an agency should not recommend blocking every filtered URL without first considering whether some filtered pages meet real search demand and help shoppers find products. Likewise, technical recommendations should account for your platform, development resources and release process.

Ask specifically how the agency reviews canonical tags. Canonical tags can help communicate which version of a page should be treated as the preferred one, but they are not a substitute for sound URL, internal-linking and indexation decisions. Ask how the agency checks that canonicals point to appropriate pages, are consistent with [product page seo checklist](#) other signals and do not accidentally exclude valuable products or categories.

Request an example of a technical issue the agency found on an ecommerce site and how it worked with the client's developers to resolve it. You are looking for a clear explanation of the problem, its likely impact, the proposed fix and how the team verified the result.

Ask how category and product content will help shoppers

Good ecommerce content is not simply extra copy added to a page to target keywords. Category and product pages should answer the questions customers have while deciding what to buy. The agency should understand the difference between content that helps a shopper and text that merely fills space.

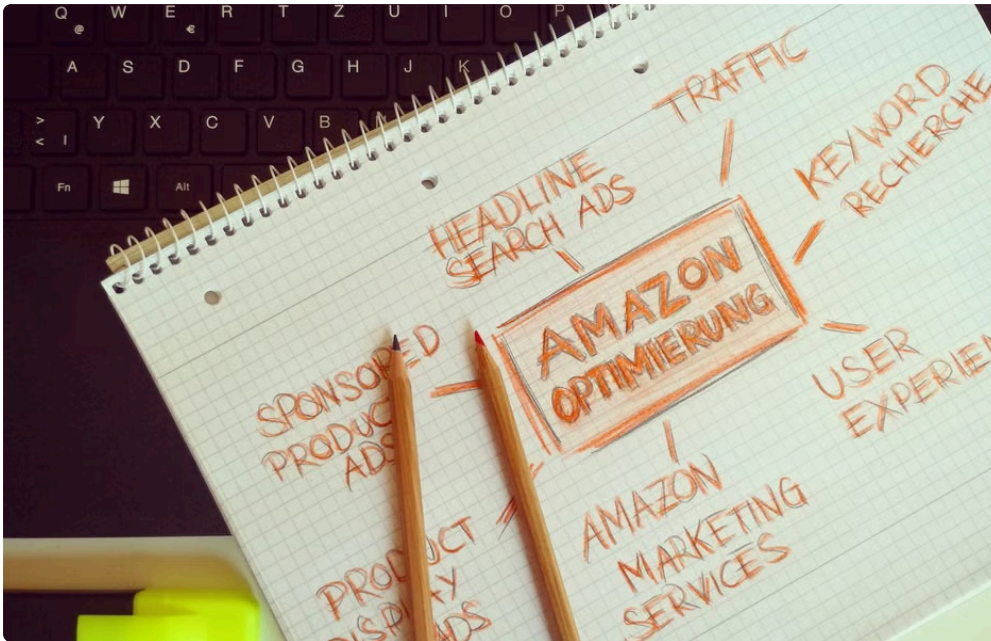
Questions about content strategy

- How will you find the questions shoppers ask before choosing products in our categories?
- How do you decide whether a topic belongs on a category page, product page or buying guide?

- How will you make recommendations useful without disrupting the shopping experience?
- How do you avoid duplicate or near-duplicate copy across similar products?
- How will you work with our merchandising, customer service and product teams?

For a category page, useful content might clarify how products differ, what shoppers should consider or how to narrow a selection. A product page may need clear specifications, compatibility information, care instructions, sizing guidance or answers to common objections. The right content depends on the product and the buying decision.

Ask how the agency will use existing customer knowledge. Support tickets, product reviews, search terms on your site and questions from sales or customer service can reveal what shoppers need to know. This is often more valuable than producing generic articles because a keyword tool showed search volume.



Make sure the agency can work within your brand and publishing process. Ask who writes, edits and approves content, how product facts are checked, and how updates will be maintained when specifications or inventory change. Content that is inaccurate or difficult to keep current can undermine trust even if it attracts visits.

Discuss site architecture and navigation design

Site architecture determines how categories, subcategories and products relate to one another. Navigation design helps people move through those relationships. Both affect the shopping experience, and both can influence how search engines discover important pages.

Ask the agency how it would assess your current structure before recommending changes. A useful review should consider how customers browse, how products are grouped, which categories matter commercially and whether important pages are reachable through sensible internal links. It should also consider the practical cost of changing URLs or navigation on a live store.

Questions about architecture and internal linking

- How will you identify gaps between our product catalogue and our category structure?
- How do you decide whether a category deserves its own landing page?
- How will you improve internal links without creating an overcomplicated menu?

- How do you evaluate whether shoppers can reach priority products easily?
- How would you manage redirects and internal links if URLs need to change?

Good architecture is not about putting every possible category in the main navigation. It is about making useful paths clear for shoppers and ensuring important pages are not buried. The agency should be able to explain how its recommendations support both product discovery and your commercial priorities.

Compare agencies with the same ecommerce SEO checklist

Use the same questions for every SEO vendor interview. That makes proposals easier to compare and helps you spot generic deliverables that have not been shaped around your store.

Area What a strong answer should include Warning sign Commercial goals Clear links between business priorities, SEO work and agreed measures. A focus on traffic or rankings with no discussion of sales, margin or product priorities. Technical SEO Specific experience with ecommerce crawling, indexing, variants and faceted navigation. A standard checklist presented as the solution for every platform and catalogue. Content A plan to answer real buying questions with accurate, useful category and product content. Large article or product-copy quotas without an explanation of who needs the content. Architecture Recommendations that consider product relationships, navigation, internal links and shoppers. Major URL or navigation changes proposed without a migration or testing plan. Reporting Regular reporting that explains results, limitations, next steps and business context. A ranking-only report or a dashboard with no interpretation. Delivery Named responsibilities, realistic timelines and a clear process for working with your team. Vague deliverables, unexplained link packages or promises outside the agency's control.

Ask how the work will get done

Even a sound strategy can stall if nobody owns implementation. Ask who will perform the work, who will review it and what your team needs to provide. Find out whether recommendations are delivered as tickets, briefs, code changes or some other format your developers and merchandisers can use.

Questions worth asking include:

- Who will be our day-to-day contact, and who is responsible for strategy?
- What work will your team do directly, and what work will you ask us to implement?
- How do you prioritise recommendations by impact, effort and risk?
- How do you coordinate with our developers and merchandising team?
- What does the first 90 days typically involve, and what assumptions could change that plan?

If you are considering Clickslice (clickslice.co.uk), or any other provider, use the same questions and decision criteria. Compare the proposed work, team, communication style and measurement approach—not just the presentation or the promise of fast results.

Recognise promises an agency cannot control

A responsible agency can research opportunities, make recommendations, implement agreed work and report what happens. It cannot guarantee a particular Google ranking, control algorithm changes or promise that every technical fix will increase revenue. Other factors—including your prices, inventory, brand demand, competitors and customer experience—also affect performance.

Be wary of guarantees such as:

- “We guarantee page one.”
- “We can secure a specific ranking by a fixed date.”
- “This link package will deliver a set amount of traffic.”
- “We can grow sales by a guaranteed percentage” without explaining assumptions and measurement.

Instead, ask what the agency is committing to deliver: research, technical analysis, content briefs, implementation support, reporting or agreed outreach. Then ask what evidence will show that each deliverable is complete and how outcomes will be reviewed.

Make your decision with evidence, not polish

The best partner for your business should be able to explain complex SEO decisions in terms your team can use. They should understand your catalogue and platform, ask about commercial priorities, show how recommendations will reach implementation and report more than rankings alone.

Before you sign, make sure you can answer these questions:

1. Do we know which business outcomes SEO is meant to support?
2. Has the agency demonstrated ecommerce-specific technical knowledge?
3. Will category and product content answer real buying questions?
4. Do its architecture recommendations help shoppers and search engines?
5. Are responsibilities, deliverables, risks and reporting clear?

If the answers are specific and grounded in your business, you are having a useful SEO vendor interview. If the conversation revolves around guaranteed rankings, generic packages or activity without measurement, keep asking questions before you commit.