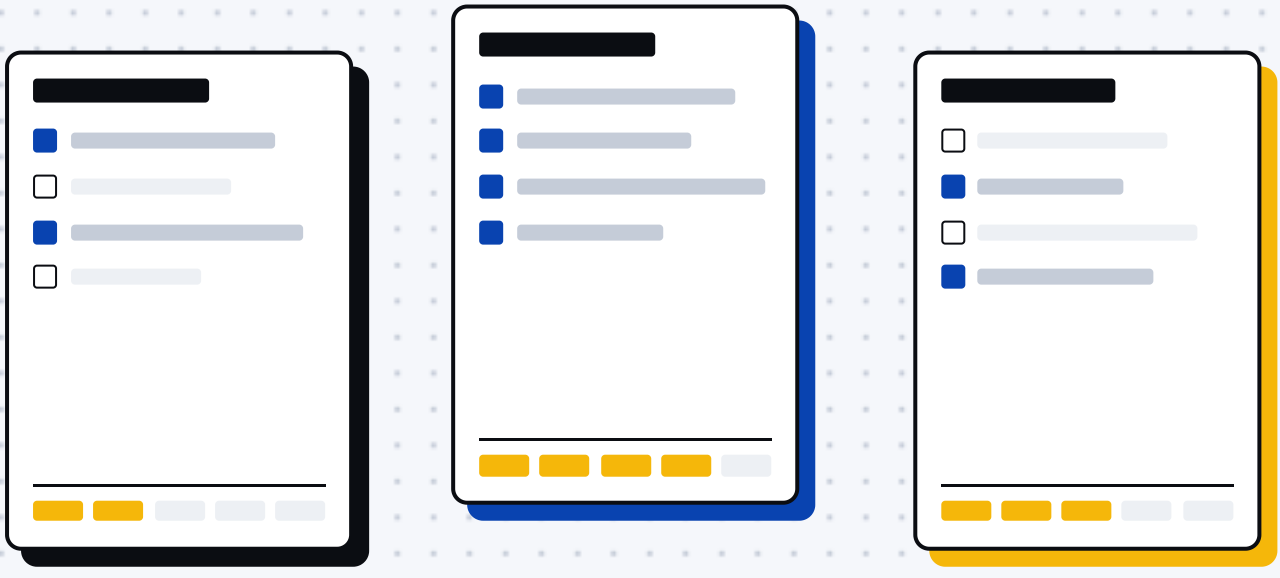
Perceptric

Free guide

B2B SaaS SEO Agency Comparison Guide

Compare the five types of SEO partners, what they cost and how to test one before you sign for a year.



perceptric.com

2026 edition

Contents

01 Who this guide is for

02 The five types of SEO partners

03 What SEO partners charge

04 12 criteria to compare agencies

05 20 questions for the sales call

06 Warning signs

07 Your side-by-side scorecard

08 How to run a 90-day trial

01

CHAPTER 1

Who this guide is for

For SaaS founders and marketing leaders about to hire an SEO partner, and the stage you are at today.

How buyers now research software

Find your stage and the partners to shortlist

What AI shortlists of agencies cite

Six checks before you hire

The path from five partner types to one trial

CHAPTER 1

Who this guide is for

This guide is for SaaS founders and marketing leaders who are about to hire an SEO partner. It helps you compare your options on the things that grow pipeline.

Your buyers now research software in two places. They search on Google, and more of them ask AI tools like ChatGPT for a shortlist of vendors.

8 in 10
B2B decision makers say AI search has changed how they research

29%
start research in tools like ChatGPT more often than on Google

80%
of tech buyers use GenAI at least as much as search to research vendors

Sources: G2 Buyer Behavior Report, 2025 (first two). Responsive, 2025 (third).

So the partner you hire needs to win on Google and in AI answers. Both channels shape every criterion in this guide.

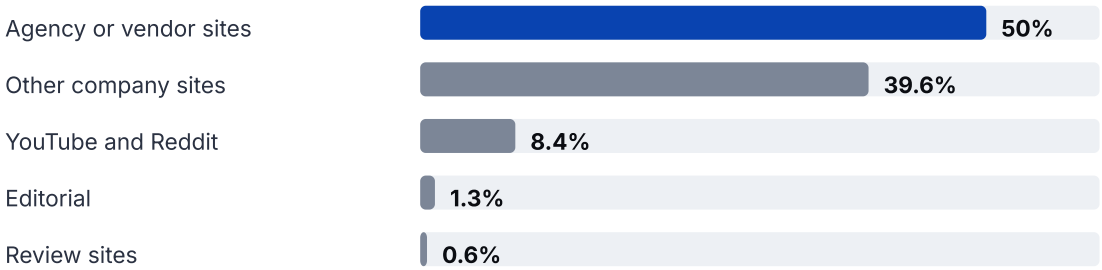
Find your stage

Stage	Where you are	What you need most	Partners to shortlist
Startup	A founder or one marketer. You have product-market fit and need a first repeatable channel.	A focused plan on high-intent searches and a few pages that convert.	A SaaS SEO specialist on a starter scope, or a senior freelancer.
Scale-up	A small marketing team and a sales team ready for more demos.	More content each month, sales pages, refreshes and reporting tied to your CRM.	A SaaS SEO specialist, or a content agency guided by an in-house SEO lead.
Enterprise	A large site with many products, regions and review steps.	Technical depth, clear governance and work that fits many teams.	An in-house team, plus a specialist for strategy, GEO or technical projects.

What AI shortlists of agencies cite

We track five prompts about B2B SEO agencies across five AI engines in Arrowsterr, our AI search platform. In 30 answers from August to November 2026, half of all cited sources were agency or vendor sites.

Share of cited sources by site type



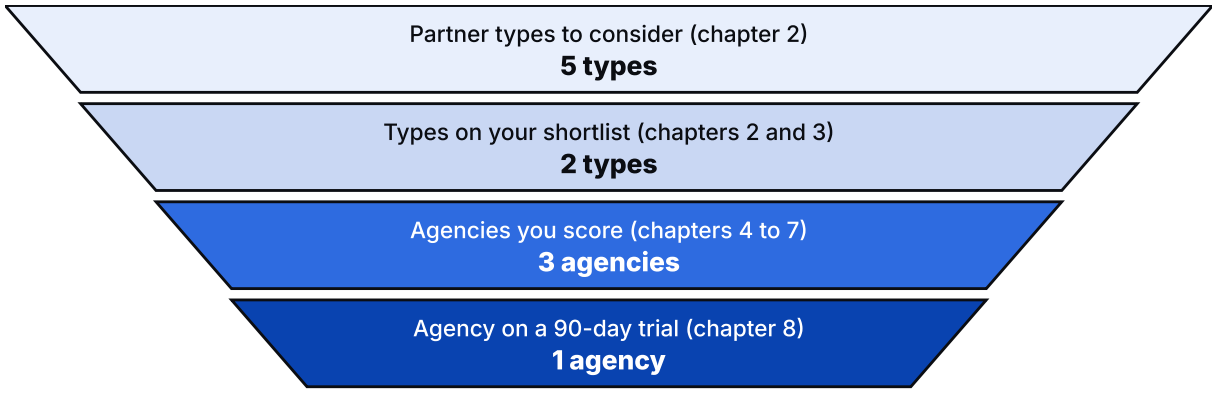
Ten of the 24 most cited pages were "best agencies" lists. Check any AI shortlist against your own criteria.

About this sample

30 answers, 5 prompts, 5 AI engines (ChatGPT, Claude, Gemini, Google AI Overview and Google AI Mode), one B2B SEO agency topic, August to November 2026. It is a small sample next to the larger public studies, so treat it as a hint.

Source: Perceptric analysis of Arrowsterr data, 30 answers, 5 prompts, 5 AI engines, August to November 2026.

How this guide narrows your choice



Perceptric selection process. A framework, with no survey data.

Check that you are ready to hire

Any partner will move faster when these basics are in place. Tick each one you can confirm today.

- [ ] You can name your ideal customer and the problems your product solves for them.
- [ ] Someone on your team can review drafts and answer product questions each week.
- [ ] You can give a partner access to GA4, Google Search Console and your CRM.
- [ ] Your developers can ship small site fixes within a few weeks of a request.
- [ ] Sales agrees on what counts as a qualified lead from organic search.
- [ ] You can fund the work for at least two quarters, since rankings take time to build.

Do this now

Write down your stage, your monthly budget range and the one pipeline number you want to grow. Bring that page to every sales call you take.

Our stage

Monthly budget range

The pipeline number we want to grow

02

CHAPTER 2

The five types of SEO partners

Compare the type of partner before you compare names. Each type fits a different stage and budget.

All five types side by side
SaaS SEO specialist
Content marketing agency
Full-service digital agency
Freelancer or small team
In-house hire

CHAPTER 2

The five types of SEO partners

Five kinds of partners sell SEO to SaaS companies. Each one fits a different stage and budget, so compare the type before you compare names.

Type	Core strength	Main risk	How you pay	Best for
SaaS SEO specialist	Search and AI answer strategy built around SaaS buying intent and pipeline	Minimum scopes may sit above early budgets	Monthly retainer with a set term	Startups and scale-ups that want search to become a pipeline channel
Content marketing agency	A steady flow of well-written articles in many formats	Topics can chase traffic over buying intent, and technical SEO may be thin	Per article or a monthly content package	Teams with an SEO lead who need writing capacity
Full-service digital agency	One partner for SEO, paid ads, web and brand	SEO may be a small part of a large account, with little SaaS depth	Retainer across channels, plus project fees	Companies that want one vendor for many channels
Freelancer or small team	Senior attention at a lower price	Limited capacity, and work stops when one person is out	Hourly, per article or a small retainer	Startups with a narrow scope or a single project
In-house hire	Deep product knowledge and full-time focus	Slow to hire, and one person rarely covers every skill	Salary, benefits, tools and writers	Scale-ups and enterprises with steady long-term demand

Many SaaS teams mix two of these types. A common setup pairs an in-house lead with a specialist agency or a group of freelance writers.

How the types compare at a glance

Type	SaaS and pipeline depth	Writing capacity	Technical SEO	Cover when one person is out	Low cost to start
SaaS SEO specialist	● Strong	● Mixed	● Strong	● Strong	● Limited
Content marketing agency	● Mixed	● Strong	● Limited	● Strong	● Mixed
Full-service digital agency	● Limited	● Mixed	● Mixed	● Strong	● Limited
Freelancer or small team	● Mixed	● Limited	● Mixed	● Limited	● Strong
In-house hire	● Strong	● Limited	● Mixed	● Limited	● Limited

Our summary of the strengths and risks on the pages that follow.

> **Do this now**
>
> Cross out the types that don't fit your stage in the tables above. Keep two types at most for your shortlist.

PARTNER TYPE 1

SaaS SEO specialist

A SaaS SEO specialist works mostly with software companies. The team plans content around the searches buyers make right before a demo, such as comparisons and alternatives.

Comparison pages | Alternative pages | Integration pages | Use-case pages | Pipeline reporting | GEO

What they do well

- They know SaaS funnels, from trial sign-ups to sales-led demos.
- They build comparison, alternative, integration and use-case pages that convert.
- They tie reporting to demos, trials and pipeline in your CRM.
- Many cover GEO, the work of getting your product named in AI answers.

What to watch

- Some only take clients above a set monthly minimum.
- Ask whether the senior people on the sales call will do your work.
- Check that they know your segment, such as developer tools or fintech.
- A long SaaS client list can still hide thin results in your niche.

How you usually pay

Most charge a monthly retainer with a fixed term. Our own plans start at $4,000 a month on a 12-month term, and chapter 3 lists every tier.

Source: perceptric.com/pricing, November 2026.

Best for

Startups with product-market fit and scale-ups that want Google and AI answers to become a steady source of pipeline.

Do this now

Ask each specialist for one case study in a segment close to yours. It should show the pipeline result and how long it took.

PARTNER TYPE 2

Content marketing agency

A content marketing agency plans and writes content at volume. Many serve several industries and add keyword research on top of the writing.

What they do well

- They deliver a steady number of articles each month on schedule.
- They bring editors, writers and style guides you don't have to build.
- They can write many formats, from blog posts to ebooks and newsletters.
- You can scale the work up or down by changing the article count.

What to watch

- Topics may chase search volume over buying intent.
- Writers may lack the product depth that technical buyers expect.
- Technical SEO, internal links and conversion work may sit outside the scope.
- Paying per article rewards volume, so agree on quality checks up front.

$350 to $700

for a freelance B2B SaaS article of about 1,200 words

Best for

Teams that already have an SEO lead and a keyword plan, and need more writing capacity to carry it out.

Source: Superpath, freelance writer rates, 2022.

You pay per article or for a monthly package of articles.

Do this now

Ask for three published articles in your category and read them as your buyer would. Check that each one shows a real product use case.

PARTNER TYPE 3

Full-service digital agency

A full-service agency runs many channels for you, such as SEO, paid ads, web design and brand. You get one contract and one main contact.

What they do well	What to watch
• One team can line up SEO with paid search and your website.	• SEO may be a small line in a large retainer, with junior staff on it.
• You manage fewer vendors and pay one invoice.	• SaaS experience may be thin if most clients are local or ecommerce firms.
• They help when a site rebuild and SEO need to happen together.	• Reports may mix channels, which makes organic pipeline hard to see.
• Larger agencies have deep benches for design and development.	• Ask who leads SEO and how many hours a month it gets.

Ask for the SEO share of the fee in writing, so you can compare it with other quotes.

Our advice for every full-service proposal

Best for

Companies that want one partner across many channels and can set a clear budget line for SEO hours.

How you usually pay

Most charge one retainer across channels, with project fees for web work.

Do this now

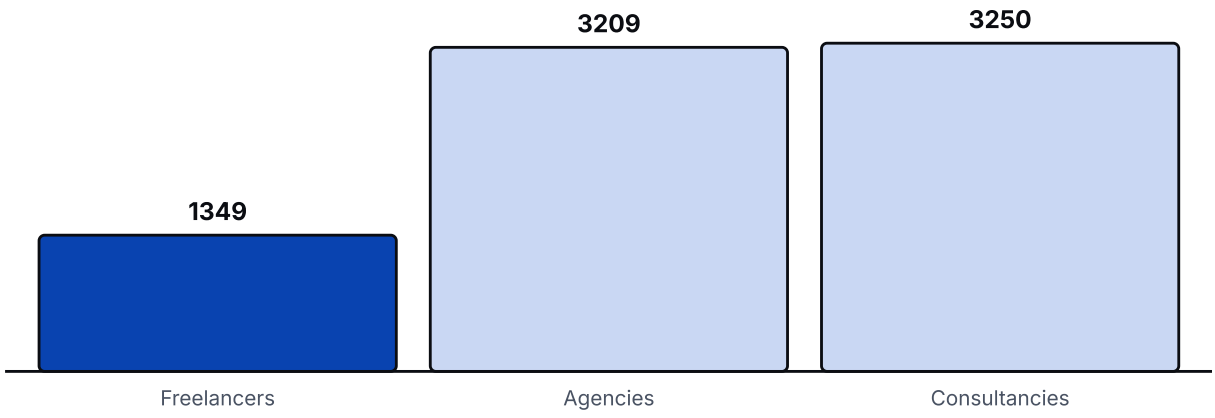
Ask for the name, role and monthly hours of each person who will work on your SEO.

PARTNER TYPE 4

Freelancer or small team

A freelancer or a small team offers senior skills at a lower price. You often work with the expert directly, with no account manager in between.

Average monthly SEO retainer by provider type, US dollars



Source: Ahrefs, SEO pricing survey of 439 SEO providers, 2023. Averages assume the top of each price band.

SEO freelancers charge an average of $71.59 an hour, against $98.90 for agencies. Lower overhead means more of your budget goes to the work itself.

Source: Ahrefs, SEO pricing survey of 439 SEO providers, 2023.

What they do well

- You get direct access to the person doing the work.
- They are fast to start and easy to adjust.
- They suit audits, site migrations and other focused projects.

What to watch

- Capacity is limited, so volume content may need extra writers.
- Holidays or illness can stop the work for weeks.
- Skills can be narrow, such as strong technical SEO with little content.
- Check who owns the tools, logins and files.

Best for

Startups with a clear, narrow scope, or teams that need a senior expert for one project.

Do this now

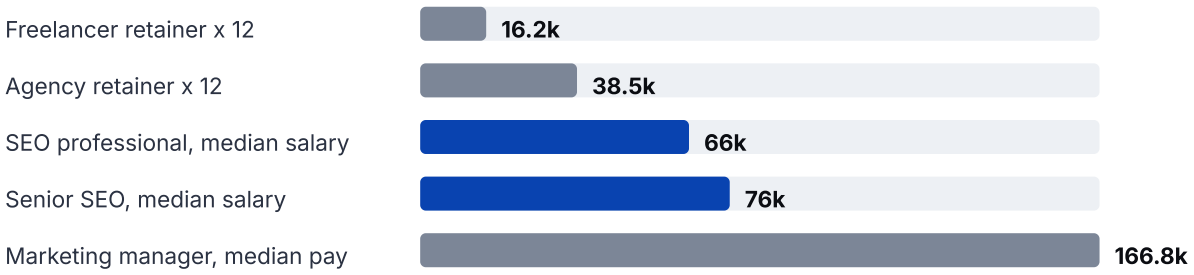
Ask who covers the work if they are out for two weeks, and put the answer in the contract.

PARTNER TYPE 5

In-house hire

An in-house hire is an SEO lead on your payroll. They learn your product deeply and work only on your goals.

One year of cost, thousands of US dollars (salaries exclude benefits)



Sources: Ahrefs SEO pricing survey, 2023 (average retainers x 12). SE Ranking SEO salaries survey, 2025 (US medians). US Bureau of Labor Statistics, May 2025.

Sources: SE Ranking, SEO salaries survey of 279 professionals, 2025: $66,000 median, $76,000 at the senior level. US Bureau of Labor Statistics, Occupational Outlook Handbook, 2025: $166,790 median for marketing managers, May 2025.

What they do well

- They give full-time focus and build deep product knowledge.
- They sit close to sales and product, so feedback loops are short.
- The skills they build stay inside the company.
- They can direct freelancers and agencies when you need more capacity.

What to watch

- Hiring takes time, and the first months go to onboarding.
- One person rarely covers strategy, writing, technical SEO and GEO.
- You still pay for tools, writers and design.
- If they leave, much of the knowledge can leave with them.

Best for

Scale-ups and enterprises with steady demand, where SEO will be a core channel for years.

Do this now

Price the full yearly cost of a hire, with benefits, tools and freelance writers included. Compare that total with a year of agency fees.

03

CHAPTER 3

What SEO partners charge

Public price data for every pricing model, next to our own published prices.

How agencies prefer to bill

Monthly retainers in the US, UK and Australia

Five pricing models compared

Where prices are heading

Our own plans and term premiums

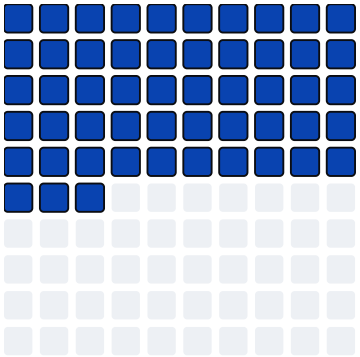
Five steps to compare quotes

CHAPTER 3

What SEO partners charge

SEO partners charge in five main ways. The model shapes what the partner works toward, so choose it on purpose.

Retainers are the default

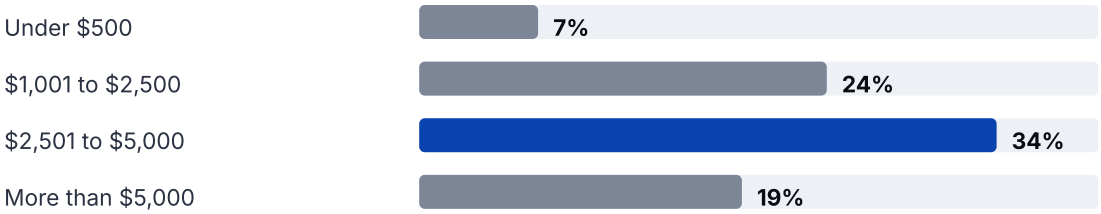


53%

of SEO agencies prefer monthly retainers over every other pricing model. Each square is 1% of the 260 agencies in the survey.

Source: SE Ranking agency pricing survey, 2024.

Share of SEO providers in the US, UK and Australia by monthly retainer



Source: Backlinko SEO pricing, 2025. The survey reports no figure for the $501 to $1,000 band in this region.

70% of SEO agencies raised prices recently or planned to in 2025



Source: SE Ranking agency pricing survey, 2024. 260 agencies.

Model	How it works	Public price data	Works best when	Watch for
Monthly retainer	A fixed fee each month for a set scope	Agencies average $3,209 a month. In the US, UK and Australia, 19% charge more than $5,000.	You want a long-term channel and a team that knows your product	Vague scopes. Get the monthly deliverables in writing.
Per article	A set price for each piece of content	B2B SaaS articles of about 1,200 words cost $350 to $700. Blog posts run 25 to 45 cents a word.	You have a strategy and need writing capacity	Volume over intent. Tie each article to a target search.
Project	One fee for one job, such as an audit or a migration	The most common agency project fee is $2,501 to $5,000.	You need a clear job with an end date	Nobody is set to own the follow-up work after handover.
Hourly	You pay for the time used	The average is $111 an hour. The most common band is $75 to $100.	You need advice, reviews or short consulting	Hard to budget. Set a monthly cap.
Performance	Fees tied to rankings, traffic or leads	We found no public survey with reliable price data for this model.	Both sides agree on clean, tracked goals	Easy wins on low-value terms that leave pipeline flat.

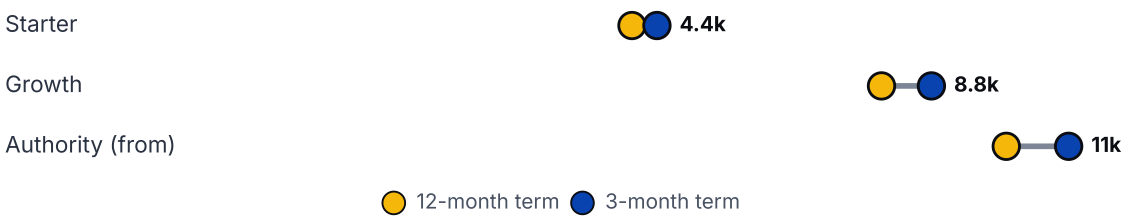
Sources: Ahrefs SEO pricing survey, 2023. Backlinko SEO pricing, 2025. SE Ranking agency pricing survey, 2024. Superpath, 2022. Editorial Freelancers Association rate chart, 2025 data.

Our own public pricing

We publish our prices so you can compare quotes like for like. Every plan covers Google and AI answers in one program.

Plan	Price, 12-month term	Content a month	What it adds
Starter	$4,000 a month	5 assets	Full SEO and GEO audit, tracking in ChatGPT, Google AI Overviews and Perplexity, and reporting tied to your CRM
Growth	$8,000 a month	10 assets	Sales pages built on your site, content refreshes, tracking across all major AI models and a monthly strategy session
Authority	$10,000+ a month	Everything in Growth	Press coverage, placement in the guides AI cites, Reddit and YouTube presence, and a dedicated team

Our monthly price by term, in thousands of US dollars



Source: perceptric.com/pricing, November 2026. A 6-month term adds 5%.

A 6-month term adds 5% to the monthly price, and a 3-month term adds 10%.

Source: perceptric.com/pricing, November 2026.

Compare quotes on the same basis

1. Turn each quote into a 12-month total, with setup fees and short-term premiums included.
2. List the monthly deliverables, such as articles, sales pages, technical fixes and refreshes.
3. Ask for the hours and the seniority of the people behind the fee.
4. Check what is billed on top, such as links, design, development or tools.
5. Divide the yearly total by your pipeline target to get a cost per opportunity you can defend.

> **Do this now**
>
> Put every quote you receive into one sheet using the five steps above. Share it with your finance lead before the final calls.

04

CHAPTER 4

12 criteria to compare agencies

The same 12 criteria for every agency, with what good looks like and the proof to ask for.

- Twelve criteria, from pipeline focus to contracts
- The proof to request for each one
- Where to spend your checking time
- How to weight the three that matter most

CHAPTER 4

12 criteria to compare agencies

Score each agency on the same 12 criteria. Each card shows what good looks like and the proof to ask for.

01

Pipeline focus

Good: Goals are set in demos, trials and pipeline, with traffic as a supporting number.

Proof: A client report that shows pipeline from organic search.

02

SaaS experience

Good: They have several clients with your sales motion, whether product-led or sales-led.

Proof: Two case studies from segments close to yours.

03

Buying-intent keywords

Good: The plan starts with comparison, alternative, pricing and use-case searches.

Proof: A sample keyword plan with the intent of each search marked.

04

Content quality

Good: Articles show your product solving real problems, with screenshots and expert input.

Proof: Three published articles and the brief behind one of them.

05

GEO and AI search

Good: They track how often AI tools name your brand and have a plan to raise it.

Proof: A baseline for your brand in ChatGPT, Gemini, Perplexity and Google AI Overviews.

06

Technical depth

Good: They can audit crawling, indexing, site speed, structured data and migrations.

Proof: A redacted technical audit with fixes ranked by impact.

07

Authority and links

Good: They earn mentions on relevant sites through PR, original data and partnerships.

Proof: Five links or mentions they earned for a client, with the sites named.

08

Conversion

Good: Pages carry clear calls to action, and they test changes that lift demo requests.

Proof: A before and after view of a page they improved.

09

Reporting

Good: Monthly reports connect GA4, Google Search Console and your CRM.

Proof: A sample report with the client data removed.

10

Team

Good: You meet the people who will do the work, and their seniority matches the fee.

Proof: Names, roles and monthly hours for each team member.

11

Process

Good: Onboarding is clear, you own the content calendar, and your experts review drafts.

Proof: Their written plan for your first 30 days.

12

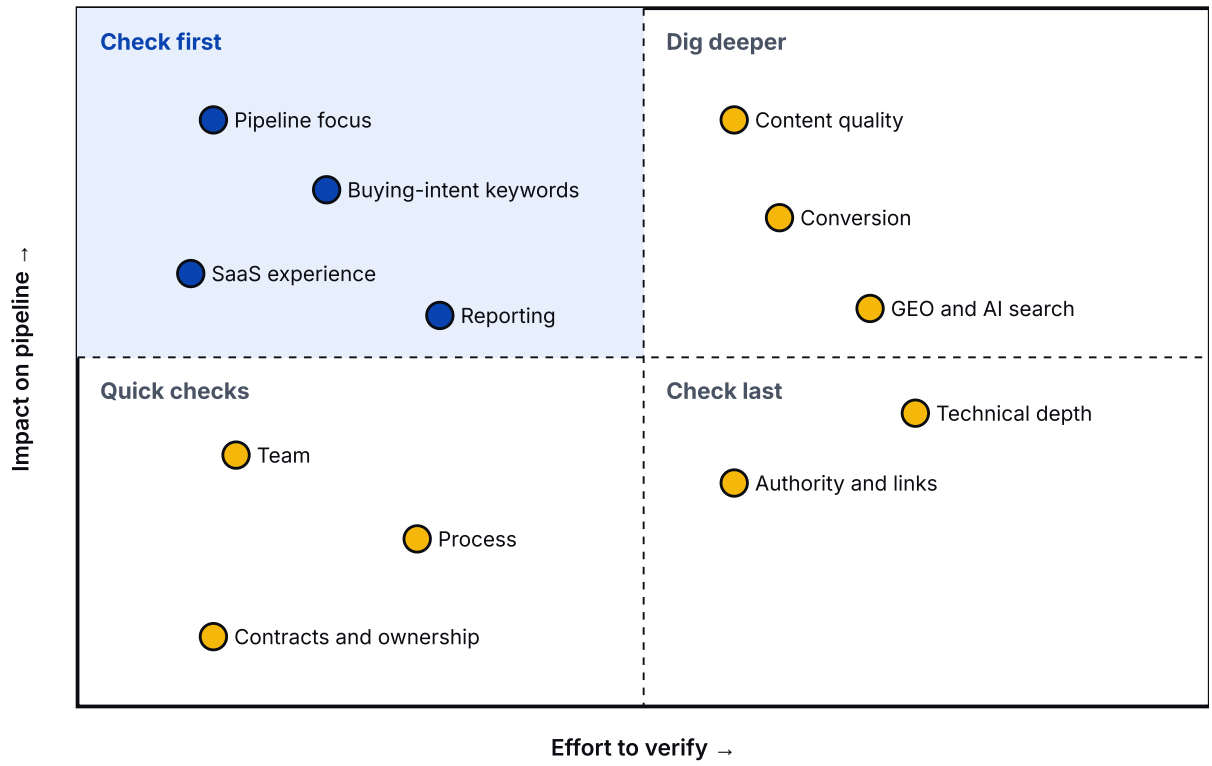
Contracts and ownership

Good: The term and notice period are clear, and you own all content, accounts and data.

Proof: The draft contract, read before the final call.

Where to spend your checking time

Some proof takes minutes to check, and some takes a close read. Start in the top left, where the proof is quick and the link to pipeline is strong.



Perceptric framework for this guide. Positions are our judgment, with no survey data.

Do this now

Pick the three criteria that matter most to you before your first call. Give them a weight of 3 on the scorecard in chapter 7.

05

CHAPTER 5

20 questions for the sales call

Ask every agency the same questions, and know what a strong answer sounds like.

- Strategy and pipeline
- Content and expertise
- GEO and technical SEO
- Reporting and team
- Contract and terms

CHAPTER 5

20 questions for the sales call

Ask every agency the same questions so you can compare the answers side by side. Strong answers use examples from real clients.

Do this now

Send these 20 questions to each agency a day before the call. Score the written and spoken answers on your scorecard.

1 to 4 Strategy | 5 to 8 Content | 9 to 12 GEO and technical | 13 to 16 Reporting and team | 17 to 20 Contract

Strategy and pipeline

	Question	A strong answer
1	Which pipeline numbers will you report on, and how do you track them?	Names the CRM fields and the attribution method they use.
2	How would you plan our first 90 days?	Refers to your own site, pages and competitors.
3	Which searches would you target first, and why?	Lists buying-intent searches with a reason for each one.
4	What results do you expect, and in what time frame?	Gives ranges, early signals and honest timing.

Content and expertise

	Question	A strong answer
5	Who writes our content, and what do they know about our market?	Names writers with relevant background and shows their work.
6	How will you learn our product?	Product demos, sales call recordings and interviews with your experts.
7	How do you use AI in writing, and how do you check facts?	Describes a human edit and a fact check on every piece.
8	Can you show work in a category close to ours?	Shares live links and the results those pages drove.

GEO and technical SEO

	Question	A strong answer
9	How do you measure our visibility in AI answers?	A named tool, a fixed set of prompts and monthly tracking.
10	What makes a page more likely to be cited by AI tools?	Specific facts, clear structure and mentions on trusted sites.
11	How do you handle fixes that need our developers?	Ranked tickets sized for your team's capacity.
12	Do you follow Google Search Essentials?	Yes, with examples of tactics they refuse to use.

Reporting and team

	Question	A strong answer
13	Can I see a sample monthly report?	Shares one right away, with client data removed.
14	Who is on our team, and how many hours a month will they give us?	Names, roles and hours in writing.
15	Who will we talk to each week, and how fast do you reply?	One named lead and a reply time they commit to.
16	How long do clients usually stay with you?	Gives a real figure and offers a long-term client as a reference.

Contract and terms

	Question	A strong answer
17	What is the term, and what does a shorter term cost?	Clear prices for each term length.
18	What happens to our content and accounts if we leave?	You keep everything, with a handover plan.
19	Which costs sit outside the fee?	A full list, such as links, tools, design or development.
20	Can we talk to two current clients?	Offers references without delay.

Questions 4 and 12 follow Google Search Central, "Do you need an SEO?"

06

CHAPTER 6

Warning signs

Twelve signs that point to risk early in a sales process, and what to do when you see them.

Four signs Google itself warns about

Eight more signs from proposals and reports

When to ask for written answers

CHAPTER 6

Warning signs

Some signs point to risk early in a sales process. Each one below deserves a direct question before you sign anything.

> **"No one can guarantee a #1 ranking on Google."**
>
> Google Search Central, "Do you need an SEO?"

- [ ] They promise a #1 ranking on Google, which no one can guarantee.
- [ ] They contacted you out of the blue with an urgent audit of your site.
- [ ] They won't explain what they plan to do or how they will do it.
- [ ] They sell link packages or submissions to thousands of search engines.
- [ ] Their reports lead with traffic and rankings and never mention demos or pipeline.
- [ ] The senior people on the sales call won't work on your account.
- [ ] The agency keeps ownership of your content, accounts or tracking setup.
- [ ] Their proposal could fit any company and never mentions your product or buyers.
- [ ] They promise a set number of articles but can't name the target search for each one.
- [ ] They can't explain how they measure your visibility in AI answers.
- [ ] The contract has no way out if agreed deliverables are missed.
- [ ] They won't share a sample report or a client reference.

Source for the first four signs: Google Search Central, "Do you need an SEO?"

Why the first four matter most

Google warns that tactics breaking its spam policies can lower your site in search results or remove it from the index.

Do this now

Tick each sign you see during a sales process. If you tick two or more, ask for written answers before the next call.

07

CHAPTER 7

Your side-by-side scorecard

One page to score up to three agencies on the 12 criteria and the warning signs.

How the scoring works

A worked example row

The scorecard to print and fill in

Your decision and review dates

CHAPTER 7

Your side-by-side scorecard

Score up to three agencies on one page. Give each criterion a weight from 1 to 3, score each agency from 1 to 5, then multiply.

Weight 1 to 3
Set how much each criterion matters to you.

→

Score 1 to 5
1 means no proof, 3 some proof, 5 strong proof with client results.

→

Multiply and add
Weight times score for each row, then add up the column.

Agency A _____

Agency B _____

Agency C _____

Criterion	Weight	Agency A	Agency B	Agency C
Example: Pipeline focus	*3*	*4 × 3 = 12*	*2 × 3 = 6*	*5 × 3 = 15*
01 Pipeline focus				
02 SaaS experience				
03 Buying-intent keywords				
04 Content quality				
05 GEO and AI search				
06 Technical depth				
07 Authority and links				
08 Conversion				
09 Reporting				
10 Team				
11 Process				
12 Contracts and ownership				
Warning signs ticked (chapter 6)				
Total				

Top choice and the main reason

Biggest risk and how we will manage it

Decision, trial start date and day-90 review date

08

CHAPTER 8

How to run a 90-day trial

See how an agency works before you commit to a year, and judge the right signals on day 90.

The 90-day plan, phase by phase

What to put in the trial agreement

Why rankings take longer than 90 days

Seven signals to check on day 90

Continue, re-scope or end

CHAPTER 8

How to run a 90-day trial

A 90-day trial shows how an agency works before you commit to a year. Judge the work and the early signals at day 90, because revenue from SEO takes longer to show.

The plan

DAYS 1 TO 14, SET UP
Give access to GA4, Search Console and your CRM, then agree on the pipeline goal, target searches and an AI answer baseline.

DAYS 15 TO 45, FIRST WORK SHIPS
Expect the audit, the top technical fixes and the first new pages live on your site.

DAYS 46 TO 75, BUILD
More pages go live, older pages get refreshed, and the first report links pages to sign-ups.

DAYS 76 TO 90, REVIEW
Compare delivery and early signals with the plan you agreed on day 14, then decide.

Put these in the trial agreement

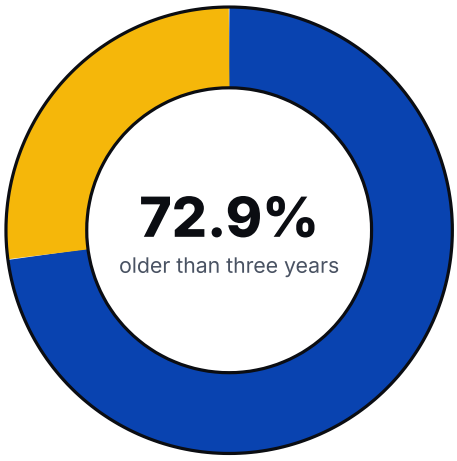
- [ ] The pages and fixes due by day 90, listed by name.
- [ ] The pipeline goal and the target searches you agreed on.
- [ ] The date of the day-90 review meeting.
- [ ] The terms for ending or extending the work after day 90.
- [ ] Your ownership of all content, accounts and data from day one.

> **Short terms cost more**
> Our own 3-month term costs 10% more than our 12-month rate. Ask every agency on your shortlist for its short-term price.

1.74%

of newly published pages reached Google's top 10 within a year.

Age of pages in Google's top 10



More than three years old	**72.9%**
Three years old or younger	**27.1%**

5 years
average age of a page in the #1 spot on Google.

On day 90
Judge delivery, indexing, impressions and first conversions. Rankings and revenue come later.

Source: Ahrefs, how long it takes to rank in Google, 2025.

What to check on day 90

Signal	Where to see it	A good sign
Work shipped on time	Content calendar	• Every agreed page is live
Technical fixes	Audit tracker	• Top fixes are closed or in your developer queue
Pages indexed	Google Search Console	• All new pages appear in the index
Impressions for target searches	Google Search Console	• Rising week over week
Visibility in AI answers	Your AI tracking tool	• A baseline is set and some tracked prompts name your brand
Conversions	GA4 and your CRM	• First demo requests or trials traced to new pages
Working relationship	Your own notes	• Fast replies and few rewrites

Make the call

01

Continue

Most signals look good, so sign the longer term and set goals for month 6.

02

Re-scope

Delivery is strong, but the focus is off. Agree on a new plan and review it again in 60 days.

03

End

Deliverables were missed or the reports stay vague. Take your content and accounts, then move on.

Do this now

Put the day-90 review on both calendars on the first day. Use the table above as the agenda for that meeting.

Day-90 review date

People in the meeting

PERCEPTRIC

Want a second opinion on an agency proposal?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. We build content that ranks on Google, gets your product named in AI answers and traces every visit to booked calls.

We also built Arrowsterr, our platform for tracking how AI engines talk about your brand. Book a call, and we will walk through your shortlist and proposals with you.

Book a call

perceptric.com/contact