

Use this worksheet to score each agency that you are evaluating. Give them a score for each of the ten topics (1 = poor, 5=excellent). You can also choose priorities for each topic to weight your overall score. If you want to consider all topics even ignore the priority. Look at the tips for each topic to give you an idea of what questions to ask and what warning signs to look out for. Also make sure to write down any helpful notes so that you can remember details if there are a few agencies with similar total scores.

## Online Marketing Agency Evaluation

**Price** ..... **1 2 3 4 5** **Importance**  
     Low

*Tip: Find a price that you are comfortable with but do not just choose the lowest price. If this agency is a lot more inexpensive than the other agencies you are talking to you might want to eliminate them from consideration.*

**Notes:**

---

**Flexibility** ..... **1 2 3 4 5** **Importance**  
     Low

*Tip: If this agency is offering service based on packages with set prices eliminate them from your consideration. Look for an agency that has 100% flexibility to develop a strategy that fits your business and goals.*

**Notes:**

---

**Capabilities** ..... **1 2 3 4 5** **Importance**  
     Low

*Tip: Does this agency need the help of outside vendors or resources to get the job done or can they do it all in house? Needing assistance from outside parties could present obstacles that will slow down your campaign's progress. Is this agency stronger in certain areas of their business or are they balanced?*

**Notes:**

---

**Creativity** ..... **1 2 3 4 5** **Importance**  
     Low

*Tip: Is this agency saying anything creative that other agencies did not? Look to see if they are providing creative marketing ideas for your business and industry in additional to talking about general Internet Marketing strategies.*

Notes:

---

Transparency .....  1  2  3  4  5 **Importance**  
Low

*Tip: Is there anything they say you cannot have access too? Make sure this agency is 100% transparent. If they are recommending a PPC budget that includes management as well as click budget make sure you will get the monthly details of your exact click budget. If they cannot provide that eliminate them from consideration.*

Notes:

---

Experience .....  1  2  3  4  5 **Importance**  
Low

*Tip: How many clients does this agency have? Is it a diverse list that includes many industries? Are there companies on the list that you recognize or are the same size company as your? Feel free to ask for references.*

Notes:

---

Attention .....  1  2  3  4  5 **Importance**  
Low

*Tip: If they have a very large number of Internet Marketing clients ask them how many staff members they have managing these accounts. Does it seem like a lot of clients for each staff member? If it does you might not get the attention you want. Ask them what their turnaround time is on requests.*

Notes:

---

Location .....  1  2  3  4  5 **Importance**  
Low

*Tip: If they are local do they plan on having face-to-face meetings with you. If so, how often? If they are not local how do they plan on communication with you?*

Notes:

---

**Analytics and Reporting** ..... **1 2 3 4 5 Importance**  
     Low

*Tip: If this agency does not talk about the importance of analytics to their Internet Marketing strategies you might want to eliminate them from consideration. Make sure they are using analytics and that they are going to report these numbers to you regularly to show progress.*

**Notes:**

---

**Gut** ..... **1 2 3 4 5 Importance**  
     Low

*Tip: If this agency does not talk about the importance of analytics to their Internet Marketing strategies you might want to eliminate them from consideration. Make sure they are using analytics and that they are going to report these numbers to you regularly to show progress.*

**Notes:**

---