GEO/AI SEO Agency Evaluation Scorecard

Use this scorecard to evaluate and compare potential GEO/AI SEO agencies. Score each agency on a scale of 1 to 5 for each criterion.

| **Criterion** | **Score (1–5)** | **Notes** |
| --- | --- | --- |
| Proven results in generative visibility (citations in AI tools like ChatGPT, Perplexity, Google AIO) |  |  |
| Connection to revenue outcomes (leads, pipeline, influence) |  |  |
| Understanding of how LLMs work (citations, structured data, source trust, prompt variations) |  |  |
| Expertise in B2B SaaS buyer behaviour and long sales cycles |  |  |
| Strategic alignment with broader marketing and business goals - feel like they could be extension of team |  |  |
| Culture of experimentation, testing, and data-driven learning |  |  |
| Unique technology or methodology forming part of their offering |  |  |
| Modern delivery model (lean, AI-first, no bloated agency layers) |  |  |
| Transparent tracking and reporting of prompt visibility |  |  |
| **Total:** |  |  |