

Agency Evaluation Checklist



Prepare your business

Write a short summary of your business goals, current projects and core values (e.g. increase awareness, create a strong digital presence, drive leads to your website).

Get searching

Take a few minutes to brainstorm some keywords or phrases you'll use in search engines. These could be location based, task based or skills based. Don't limit yourself by doing an incomplete search.

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What's your first impressions?

Here's a few quick boxes to tick while you're checking out potential Agencies:

Professional website

Recent updates

Samples of work

Testimonials

Multiple methods of contact
(email, socials, 'contact us' page)

A 'menu' of services or projects

Ding-ding-ding, we have a skills match!

Here's some space to list specific tasks, skills, product knowledge or industry experience that would be required. Some may be more important than others, you don't have to match 100%, but at least it's all out in the open from the start!

Important

Nice to have

Time to start calling

You've done the hard stuff, now it's time to reach out to your shortlist and see who's the right fit. A key thing to look for at this stage is whether they are trying to sell you something right from the start, or are they taking the time to understand your business to see if they can deliver on your goals.