



# DIGITAL PR AGENCY EVALUATION CHECKLIST

## Before You Start Talking to Agencies:

---

- Define your primary business goals (brand awareness, backlinks, traffic, leads, product launch)

---
- Set measurable KPIs (placements, DA of links, organic traffic growth, conversions)

---
- Determine your budget range and timeline

---
- Decide: full-service partner or project-based help?

## Evaluating Agency Credentials:

---

- Review case studies with specific, measurable results (links earned, traffic impact, placement quality)

---
- Check for experience in your industry or vertical

---
- Verify track record with recognizable brands or comparable companies

---
- Read client testimonials and reviews on third-party platforms

---
- Check their Clutch profile, awards, and industry recognition

## Understanding Pricing and Scope:

---

- Confirm pricing model (retainer, project-based, performance-based, hourly)

---
- Get a detailed scope of work with specific deliverables

---
- Ask if content creation is included or billed separately

---
- Clarify how many campaign assets are produced per month/project

---
- Ask about minimum commitment periods and cancellation terms

---
- Confirm whether there are up-front costs beyond the retainer/fee

## Evaluating Their Process:

---

- Ask about their outreach process and target publisher list

- Ask how many journalists/publishers they target per campaign
- Ask about their content creation methodology (data collection, research, design)
- Ask how they select and prioritize media targets
- Ask about their media contact database and journalist relationships

### Communication and Reporting:

- Confirm who your day-to-day contact will be
- Ask how often you'll receive status updates
- Confirm reporting frequency and format
- Ask if reporting is tied to the KPIs you agreed on
- Ask if they share raw data or polished summaries only
- Confirm how they communicate issues or underperformance

### Check for Red Flags:

- Can they showcase studies with specific numbers? (If no: red flag)
- Do they guarantee placements in specific outlets? (If yes: red flag)
- Is their pricing significantly below market rates? (If yes: red flag)
- Is the proposal generic or tailored to your industry/goals? (If generic: red flag)
- Is the scope of work clearly defined? (If vague: red flag)
- Will they explain their outreach methodology? (If not: red flag)

### Before Signing:

- Consider a short-term test project before a long-term retainer
- Get the scope of work and pricing in writing
- Confirm all deliverables, timelines, and reporting expectations
- Set a check-in date (30-60 days) to evaluate the relationship