

FREE GUIDE · 2026 EDITION

The SEO Services Buyer's Guide

How to choose search engine optimization services in Nigeria, the UK or the USA, and know exactly what your money should buy. Use it with any agency, any freelancer and any budget. Including us.

25 questions to ask

What each budget buys

Proposal scorecard

Your first 90 days

Know

What real SEO services include

Ask

25 questions, good answers and red flags

Compare

Score up to three proposals

Protect

Contract, ownership and the first 90 days

Greenlearners Technologies

By Chukwuemeka Maduka, Founder · 143+ businesses grown in 15+ countries

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START HERE

What real SEO services should include

Most people buying SEO services cannot see the work. That is why so much bad SEO gets sold. **Good search engine optimization services are eight jobs done together, every month.** If a proposal leaves one out, ask why.

1. Audit and strategy

A full check of your website, rankings and competitors, then a written plan with every fix ranked by money.

2. Technical SEO

Speed, mobile, indexing, broken pages, redirects, sitemaps and schema. The plumbing Google needs first.

3. On-page SEO

Titles, headings, words, images and internal links, so each page has one clear job.

4. Local SEO

Your Google Business Profile, reviews, citations and location pages, so you show up on Google Maps.

5. Content

Pages and articles that answer what your buyers search, written or edited by people.

6. Earned links

Mentions and links from real websites, within Google's spam policies. Never bought in bulk.

7. AI SEO

Structure, proof and business facts that Google AI Overviews, ChatGPT and Gemini can understand and quote.

8. Tracking and reporting

Calls, WhatsApp clicks, forms and sales tracked, and reported every month in plain English.

How to use this guide

1. **Before you talk to anyone**, read pages 2 and 3 so you know what your budget should buy.
2. **On every call**, ask the 25 questions on pages 4 and 5. Write down the answers.
3. **Before you sign**, score every proposal on page 6 and check the contract on page 7.
4. **After you start**, use page 8 to check the work month by month.

Three things nobody can sell you

1. **A guaranteed number one ranking.**
Google itself says no one can guarantee it.
2. **Instant results.** Real SEO growth takes three to six months to show, then keeps building.
3. **A shortcut.** Tricks that work fast are the ones that get websites penalised later.

For us at Greenlearners Technologies, marketing is getting the right product or service to the right person, at the right time, through the right channel, with the right message. SEO is how you get there when the right person is already searching.

BUDGET

What each budget **should buy**

SEO services in Nigeria range from tens of thousands of naira to millions a month. Abroad, agencies in Ahrefs' pricing survey charged **an average of \$3,209 a month**. Price alone tells you little. **What matters is what the hours buy.** Use this as a rough guide to what is realistic each month.

Under ~~N~~150,000

About \$110 or less

A few hours a month. Enough for a one-off clean-up or a few articles, **not a full SEO campaign**. Ask exactly which of the eight jobs are left out.

~~N~~150,000 to ~~N~~500,000

About \$110 to \$375

Usually a freelancer or small team doing **one or two pieces well**, such as your Google Business Profile and some content. Good for a start. Check who does the technical work and the links.

~~N~~500,000 to ~~N~~1,000,000

About \$375 to \$750

Should cover **all eight jobs for one location**: audit, technical fixes, on-page, local SEO, a few articles, a few earned links, tracking and a monthly report.

~~N~~1,000,000 to ~~N~~2,000,000

About \$750 to \$1,500

All of that for **several locations or an online store**, with more pages, content and links, AI search tracking and first conversion fixes.

~~N~~2,000,000 to ~~N~~4,000,000

About \$1,500 to \$3,000

A **national campaign** in a tough market: digital PR, large-site technical SEO, more than one country, video SEO and proper conversion testing.

~~N~~4,000,000 and above

About \$3,000 and above

Several countries, brands or very large websites, with **a dedicated team** and work across Google, Maps, YouTube, AI answers and marketplaces.

How our four SEO packages compare

Every month	Findable ₦950,000 • \$715	Competitive ₦1.84M • \$1,380	Dominant ₦4M • \$3,005	Everywhere ₦5.25M • \$3,945
Keywords tracked	50	150	400	Every market
Locations	1	Up to 3	National	Multi-country
Blog posts a month	20	30	55	70
New SEO pages a month	5	15	25	40
Backlinks a month	40	80	120	200
AI prompts tracked	25	60	120	250

Naira prices per business, per month. Dollar figures converted at the Central Bank of Nigeria rate on 12 October 2026. Budget bands are a general guide, not quotes from other providers. Full package details at greenlearnerstechnologies.com/search-engine-optimization-services.

ASK THEM

25 questions for any SEO company

Ask every SEO company, agency or freelancer these questions. **Including us.** A good provider answers all of them happily, in plain English.

	Ask them	A good answer	A red flag
01	What will you do in the first 30 days?	An audit, tracking set up, access in your name and a written 90-day plan, with the first fixes live.	"We start building links straight away."
02	Can you guarantee number one on Google?	No. Then they tell you exactly what they do commit to each month.	"Page one in 30 days, guaranteed."
03	Whose name will Search Console, Analytics and my Business Profile be in?	Yours. They are added as users and you can remove them.	"Ours. It is easier to manage."
04	What exactly will you deliver every month?	A written list with numbers: articles, pages, links, fixes, keywords tracked.	"Everything you need."
05	How do you get backlinks?	Earned through useful content, PR and real relationships. You see every link.	"We have a network." Or 500 links for a small fee.
06	Who writes the content?	People who research your customers. AI may help, an editor checks every word.	Unedited AI text, published in bulk.
07	Can I see results for a business like mine?	Search Console screenshots or live rankings, with dates and real search terms.	Rankings for phrases nobody searches.
08	What will you report on?	Enquiries, calls, bookings and sales first, then traffic and rankings.	Long reports of impressions and vague keyword lists.
09	How will you track calls and WhatsApp clicks?	Events in Google Analytics 4, call tracking and form tracking, set up in month one.	"You cannot really track that."
10	Who will actually do the work?	Named people you can speak to, and one person responsible for your account.	No names. Or the work is quietly resold to someone else.
11	How do you handle Google Maps and local SEO?	Business Profile, reviews, citations and location pages, every month.	"Maps is not really SEO."
12	What about Google AI Overviews and ChatGPT?	Clear structure, proof and business facts AI can quote, and tracking of the questions that matter.	A secret AI trick, or "ignore it".

ASK THEM, CONTINUED

Questions 13 to 25

	Ask them	A good answer	A red flag
13	Will you change my website, and who approves it?	A clear approval process, a log of every change, testing before anything goes live.	Changes made without telling you.
14	What happens if a Google update drops my rankings?	They check the data, explain it in plain English and give you a plan.	They blame Google and go quiet.
15	Do you follow Google's spam policies?	Yes, and they can explain what those policies forbid.	"Everyone buys links."
16	What is the contract length and notice period?	Clear monthly terms and a written notice period.	A 12-month lock-in with no way out.
17	What happens to the content and links if we stop?	You keep everything. Nothing is removed or switched off.	Pages, links or accounts disappear when you leave.
18	How long before I see results?	Early fixes in weeks. Real growth in three to six months, and more after.	"Next week."
19	Which keywords will you target, and why?	Searches from people ready to buy, tied to your products and margins.	Big words with lots of searches and no buyers.
20	How do you check my website's technical health?	Search Console, PageSpeed Insights and a crawler, then a fix list ranked by money.	"Your website is fine." Without looking.
21	What do you need from me?	Access, one contact person, quick approvals and what you know about your customers.	"Nothing at all. Leave it to us."
22	How often will we talk?	A fixed schedule with a named person, plus a monthly report.	Only when the invoice is due.
23	Are there any extra costs?	Listed up front: publisher fees, paid tools, anything charged at cost.	Surprise extras after you sign.
24	Can I speak to a current client?	Yes, or at least see named testimonials you can check.	Nobody you can contact. Ever.
25	What will you not do for me?	Honest limits, and when SEO is the wrong tool for your business.	"We do everything."

Count the red flags. **One is a conversation. Three is a pattern. Five means walk away**, however good the price looks.

COMPARE

The proposal scorecard

Put up to three proposals side by side. Score each line **0** if missing, **1** if partly there and **2** if clearly in writing. Then compare the totals, not just the prices.

What to look for	Proposal A	Proposal B	Proposal C
Starts with an audit and a written plan Before any work is sold to you			
Monthly deliverables listed in numbers Articles, pages, links, keywords, fixes			
Every account and every piece of content is yours Search Console, Analytics, Business Profile			
Earned links only, within Google’s spam policies No link packages, no private networks			
Content written or edited by people Researched for your customers			
Local SEO and Google Business Profile included If any of your customers are local			
AI search covered AI Overviews, AI Mode, ChatGPT, Gemini			
Tracks calls, WhatsApp, forms and sales Not just rankings and traffic			
Named people and a regular contact You know who does the work			
Real proof for businesses like yours Screenshots, dates, named clients			
Fair contract and a clear exit Monthly terms and a notice period			
The price matches what is included Not the cheapest. The best value.			
Total out of 24			

20 to 24

Strong

A serious proposal. Now compare price and how well you get on with the people.

14 to 19

Ask more

Some of the work is missing or vague. Ask them to put it in writing.

0 to 13

Walk away

Too much is missing. Cheap SEO that does not work is the most expensive kind.

BEFORE YOU SIGN

Contract and ownership checklist

Most SEO horror stories are not about bad work. They are about **a business that lost its own accounts, content or website** when it changed provider. Tick every box before you sign.

- ☐ **01 The domain, hosting and website logins are in your name.**
The agency works from its own user that you can remove.
- ☐ **02 Google Search Console, Analytics 4 and Business Profile belong to your Google account.**
Agencies are added as users, never as the only owner.
- ☐ **03 The monthly deliverables are written into the agreement, with numbers.**
If it is not written down, it is not promised.
- ☐ **04 The agreement says all content, pages and links are yours.**
Including anything written or built while you paid.
- ☐ **05 The notice period is written down, and reasonable.**
Thirty days is common for monthly SEO services.
- ☐ **06 Extra costs, such as PR publisher fees or paid tools, are listed.**
Charged at cost, with your approval first.
- ☐ **07 There is no ranking guarantee.**
Google says nobody can guarantee a number one ranking. Neither should the contract.
- ☐ **08 Link building follows Google's spam policies.**
Ask for this in writing. Paid link schemes can get a website penalised.
- ☐ **09 Website changes need your approval, and every change is logged.**
You should always know what changed and when.
- ☐ **10 The report includes a business number agreed with you.**
Enquiries, calls, bookings or sales. Not only rankings.
- ☐ **11 Your data is handled under NDPR, UK GDPR or the law where you trade.**
Especially for tracking, forms and customer lists.
- ☐ **12 On exit, the agency hands over everything and removes its own access.**
Passwords, files, reports and a written list of what was done.

Contract checks: your ticks

/ 12

AFTER YOU START

Your first 90 days, month by month

Google says some changes take effect in a few hours and others could take several months. SEO takes time, but the work should never be invisible. **This is what you should see each month**, and when it is fair to worry. Judge SEO services over six months, on business numbers.

MONTH 1

Foundations

- ☐ A written audit and a 90-day plan, with fixes ranked by money
- ☐ Search Console, Analytics 4 and call and WhatsApp tracking working, in your name
- ☐ The first technical fixes and Google Business Profile clean-up live

Worry if: no audit, no access shared, nothing on your website has changed.

MONTH 2

Building

- ☐ Your most important pages rebuilt for the searches that bring buyers
- ☐ The first articles published and the first earned links in place
- ☐ A simple way to ask happy customers for Google reviews

Worry if: you only receive a report, and no live work you can open on your phone.

MONTH 3

First signs

- ☐ Impressions rising in Search Console and buying keywords starting to move
- ☐ A baseline for how often AI answers mention you
- ☐ The first enquiries you can trace back to search

Worry if: the only rankings shown are for your own business name.

MONTHS 4 TO 6

Compounding

- ☐ More pages ranking on page one, more Maps visibility, more enquiries
- ☐ Monthly reports led by enquiries, calls and sales, not just traffic
- ☐ A clear plan for the next six months, based on what worked

Fair to judge: by month six, you should see a clear business trend, even if page one is still being won.

Your 10-minute monthly check, in Google Search Console

1. **Performance:** are clicks and impressions higher than three months ago?
2. **Queries:** are more of the searches people find you with about buying, not just your name?
3. **Pages:** are your most important pages indexed, with no new errors?
4. **Your own numbers:** did enquiries, calls and WhatsApp messages from search go up?

YOUR NEXT STEP

Want a second opinion for free?

Send us your website on WhatsApp. We look at it the way Google does and send you the fixes that matter most, ranked by money, in plain English. If you already have SEO proposals, send them too and we will tell you honestly what is missing. The audit is free, and you keep it whatever you decide.

Get a free SEO audit

Your technical health, your Google Maps presence, the keywords your buyers use and the three fixes that will make the biggest difference.

[Get my free SEO audit](#)

See our SEO packages

Four packages from ₦950,000 a month, about \$715 or £540, with every deliverable listed in numbers. Prices in naira, dollars and pounds.

[See SEO packages and prices](#)

Results from our clients' own Google dashboards, the package finder and the SEO payback calculator are at greenlearnerstechnologies.com/search-engine-optimization-services

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