# Working with SEO Informatica

Before we work together, know who does what.

The answers below explain how we work. The proposal confirms the scope for your business.

## Starting the conversation

### 1. Are we a good fit for the work?

Our starting point is an established service business whose expertise needs a clearer place in the buying decision. Consultancies, advisory firms and other B2B providers are a good fit to discuss. We also work on suitable launches, rebuilds and local services. The call establishes whether the goal and required work fit what we do.

### 2. Do we need the Outside View before we can talk?

No. You can request the free Clarity Call directly. Choose the Outside View if you prefer a written first look: ten priorities in a free PDF within two business days of your request. It stands on its own, with no call or purchase required.

### 3. What happens on the Clarity Call?

We discuss your business, intended buyers, priorities, responsibilities and price in a free 30-minute Google Meet. Video is optional. Within two business days after the call, we send the direction in writing. You decide afterwards. The request form starts an email conversation to agree a time; it does not reserve a slot.

### 4. What commitment does the ongoing plan involve?

The AI SEO plan starts from $1,111 a month, with three months to begin. Scope and the exact fee are agreed before work starts. After the first three months, it runs month by month, and you can pause or stop with 30 days' notice as described in the plan. A separately quoted build is an alternative starting route.

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## Doing and approving the work

### 5. Do you write and implement, or only give advice?

We research, write and implement the agreed work. The proposal identifies the pages, technical tasks and responsibilities included. If your existing team must publish a change, that dependency is agreed before we begin. A public review or introductory call is a different scope from implementation.

### 6. Can our existing agency, developer or marketer stay involved?

Yes. We establish what they already cover, what is missing and who can make each change. Your current supplier may be the right person to handle the first priority. If we work together, the proposal records responsibilities so two teams are not changing the same page to different plans.

### 7. What do you need from us once we start?

The business facts, relevant expertise, usable evidence, required access and approvals for the agreed scope. We ask for your answers in week one, usually through a conversation and a short list of questions. You do not need to write the pages. Pending inputs or decisions can pause delivery, as set out in the chosen service.

### 8. What will we approve before changes go live?

You review small batches with the reason for each change. Check the service details, buyer fit, claims, evidence and any boundaries that matter to your business. You supply and approve the business truth; we prepare the agreed work. The proposal establishes who can approve and publish it.

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## Access, scope and review

### 9. Do you need passwords or account access before the first conversation?

No. The Outside View uses public information, and the Clarity Call needs no account access. A later agreed investigation or implementation may require specific permissions. Keep account ownership with your business and use the access appropriate to the task. Do not send passwords in the enquiry form.

### 10. How do we know whether a new request is included?

Compare it with the agreed proposal: the service, pages, deliverables and responsibilities it names. Raise additions and changed priorities before work on them begins, so any effect on scope, fee, inputs and timing can be agreed. The service pages explain the current terms for the ongoing plan and separately quoted builds.

### 11. Does working with you mean rebuilding our website?

No. We first consider what can be improved in the site you have. A rebuild becomes relevant when the structure or platform prevents the changes needed. Useful pages and evidence are reviewed for retention. The call establishes the starting route before any build scope is agreed.

### 12. How will we decide whether the work is helping?

We agree the goal and the evidence to review. Our plan separates the work shipped, search activity, sampled AI answers and suitable enquiries. The published timeline explains the review schedule. Rankings, leads and AI citations are not guaranteed; low or unchanged data can leave the outcome unclear.

### Current service terms and supporting guides

The plan: seoinformatica.com/ai-seo/

Cost and scope: seoinformatica.com/ai-visibility-cost/

Delivery and review dates: seoinformatica.com/ai-visibility-timeline/

Website rebuild: seoinformatica.com/website-rebuild/

New website: seoinformatica.com/new-website/