

White Label SEO Partner Scorecard

Vet a white label SEO provider, set the contract terms, price the service and check the work every month.

A white label partner does the work, but your agency carries the name and the client relationship. This scorecard helps you choose a provider you can put your brand on, keep the client's accounts safe, price with a real margin and catch problems before a client does.

WHAT'S INSIDE

- | | |
|------------------------------|-------------------------------|
| 1 How to use this scorecard | 5 Pricing and margin |
| 2 Questions for the provider | 6 Client access and ownership |
| 3 Red flags | 7 Trial project |
| 4 Contract checklist | 8 Monthly quality check |

How to use this scorecard

Run it once when choosing a provider, then keep the quality check going every month.

- 1 **Shortlist two or three providers.** Ask each one the same questions, so the answers compare.
- 2 **Score the answers.** A vague answer scores as a no.
- 3 **Check the red flags.** One serious red flag rules a provider out, whatever else it scores.
- 4 **Agree the contract terms.** Confidentiality, non-solicitation and ownership of the work matter most.
- 5 **Price it before you sell it.** Work out the margin after your own account management time.
- 6 **Start with a trial.** One client or one audit before a long commitment.
- 7 **Check the work every month.** Your name is on it.

THE RULE THAT MATTERS MOST

The client's accounts stay in the client's name. The provider gets user access, never ownership.

Questions for the provider

Score each answer from 0 to 2: 0 for no or vague, 1 for partly, 2 for a clear yes with proof.

QUESTION	PROVIDER A	PROVIDER B	PROVIDER C
Who does the work: your own team or another subcontractor?			
Can you share examples of work, with results you can explain?			
Do you follow Google Search Essentials, and how do you earn links?			
Will you share the full list of links built each month?			
Who writes the content, and who edits it?			
What does the monthly report include, and can it carry our brand?			
Who is our named contact, and how fast do they reply?			
What happens to the work and the access if we stop?			
What results do you expect, and in what timeframe?			
Total			

Red flags

Tick any that apply. One tick in the first four rules a provider out.

- ☐ Guaranteed rankings, or a guaranteed number one position
- ☐ Claims of a special relationship with Google
- ☐ Links sold by volume, or links from networks of sites the provider controls
- ☐ Asks for ownership of the client's Google accounts or domain
- ☐ No list of the links built, or reports that hide where links come from
- ☐ Content produced in bulk with no named editor
- ☐ No named contact, or a team the provider will not describe
- ☐ No non-solicitation clause, or a history of approaching agency clients

WHY ONE FLAG IS ENOUGH

The client sees your brand, not the provider's. A penalty or a lost Business Profile costs you the client, whatever the provider saved you.

Contract checklist

- ☐ Confidentiality: the provider never reveals itself to your clients
- ☐ Non-solicitation: the provider cannot approach your clients, during or after the contract
- ☐ Ownership: content, links and reports belong to your agency or the client
- ☐ Access: the provider works through user access on the client's accounts
- ☐ Scope: monthly deliverables listed, not described as hours of effort
- ☐ Reporting: date, format and branding agreed
- ☐ Notice period and handover steps if either side ends the contract
- ☐ Data protection terms for any client data the provider can see

NOT LEGAL ADVICE

Have a lawyer review the final contract, especially the non-solicitation and data protection terms.

Pricing and margin

- Gross margin = your price to the client minus the provider's price
- Margin after time = gross margin minus your account management hours x your hourly cost
- Margin percentage = margin after time divided by your price

WORKED EXAMPLE

A provider charges \$600 a month. You bill the client \$1,200 and spend 4 hours a month on calls and reporting at \$50 an hour. Your margin after time is \$400, or about 33% of the price.

PACKAGE	PROVIDER PRICE	YOUR PRICE	YOUR HOURS	MARGIN AFTER TIME

Client access and ownership

ACCOUNT	OWNER	PROVIDER ACCESS	ADDED ON
Google Business Profile	Client	Manager	
Google Search Console	Client	Full or restricted user	
Google Analytics	Client	Viewer or analyst	
Website	Client	Editor or a custom role	
Domain and DNS	Client	None unless needed	
Rank tracking and reporting tools	Your agency	Seat or shared project	

WHEN THE RELATIONSHIP ENDS

Remove the provider's access on the day the contract ends, and keep a copy of every report and link list.

Trial project

- ☐ One client or one audit, with a written brief
- ☐ Deliverables and deadline agreed in writing
- ☐ Every report reviewed by you before the client sees it
- ☐ Links and content checked by hand
- ☐ Response times noted
- ☐ A decision date set for continuing or stopping

TRIAL CLIENT OR PROJECT	START DATE
DECISION DATE	PROVIDER
RESULT AND DECISION	NOTES FOR THE CONTRACT

Monthly quality check

MONTH	CLIENT	REPORT ON TIME	LINKS CHECKED	CONTENT CHECKED	ISSUES FOUND

WHAT TO CHECK BY HAND

Open five links from the list and read two pieces of content every month. Ten minutes of checking costs far less than one lost client.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
------------------------	-------------------------------	-------------------------------------	-----------------------------------

What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

gatilab.com/connect

USE IT FREELY

Free to use, edit, and adapt for your own business and your own clients. No attribution required, no sign-up. The one thing we ask: do not resell it as your own product.