

Provider Scope Card

A one-page checklist to compare a software subscription, freelancer, or agency on the same terms. Ask each provider to answer in writing.

1. What is included

Ask the provider to write each answer down.

- ☐ **Which question, which customer, which platform?** “AI visibility” for which buyer question, for which type of customer, on which platform?
- ☐ **What do I receive, by when and in what form?** Pages, fixes, reports, calls. Which parts are done by software, which by a person, and who checks them?
- ☐ **What does the price cover, and what costs extra?** Ad spend, tools, content, changes, extra markets. What is the minimum term and how do I leave?
- ☐ **Who signs off before anything goes live?** A named person, or no one?
- ☐ **What is out of scope?** Strategy, implementation, measurement and sales follow-up are separate jobs. Which of them are included?

2. What is your responsibility

Good scopes name the buyer's side too.

- ☐ **Access.** Your website, analytics, Search Console and any ad accounts, plus one named decision-maker.
- ☐ **Facts and claims.** Approving what is said about your business, and supplying proof you are free to publish.
- ☐ **Changes that need your team.** Developer time, platform limits, legal or compliance review.
- ☐ **Sales follow-up.** Leads still need a fast, good reply. Outcomes depend on your offer, price and sales process as well as the marketing.
- ☐ **Your definition of success.** Qualified leads or pipeline in your own terms, not traffic or “mentions” alone.

3. What evidence to ask for

Reasonable requests, whoever the provider is.

- ☐ **A sample deliverable** from a comparable scope (anonymized is fine).
- ☐ **How success is measured:** the metric, the source, the time window, the baseline, and whether you can see the raw data.
- ☐ **How accuracy is checked:** what AI assistants and search results say about your business, and who corrects it when it is wrong.
- ☐ **What is claimed and what is measured.** Any promise should state what happens if it is not met. A guaranteed number-one position cannot be verified; Google's guidance says no one can guarantee a #1 ranking.
- ☐ **Case studies with their scope and dates,** and what the client did on their side.
- ☐ **What you own at the end:** content, accounts, data and reports.

Closing thought: A tool can do part of this very well. The card helps you see which part, and what is left for you or for someone else.

About this card: Written by Modi Elnadi, Integrated.Social. We hold ourselves to the same questions. The Free AI Visibility Score is a readiness baseline for your own website: it does not count AI citations, and it is not a repair plan.

Source: Google Search Central, *Do you need an SEO?* Guidance on hiring an SEO. Provider Scope Card · Integrated.Social · 2026