

AEO Agency Discovery-Call Toolkit

12 questions to ask an Irish AEO agency before you sign a contract

Scoring rule: Score each answer **green** (specific, comfortable, evidence-backed), **soft** (hedging, generic), or **red-flag** (evasion, wrong-category answer). **Two red-flags is disqualifying.** The eliminator questions are Q3, Q5 and Q12 — run those first to compress the shortlist in the first 20 minutes.

MEASUREMENT + METHOD

Q1.

Which AI engines do you optimise for, and how do you measure success on each?

☐ green ☐ soft ☐ red

Q2.

Can I see your own citation data on tracked prompts today?

☐ green ☐ soft ☐ red

Q3. ★

If I ran your top 5 tracked prompts right now, would your own agency be cited?

☐ green ☐ soft ☐ red

PRODUCTION MODEL

Q4.

Who actually writes the source content — in-house team, freelancer, or AI pipeline?

☐ green ☐ soft ☐ red

Q5. ★

What proprietary infrastructure do you own vs. licence from third parties?

☐ green ☐ soft ☐ red

Q6.

How do you handle the fact that AI citation is a moving target as engines update?

☐ green ☐ soft ☐ red

DISTRIBUTION + SURFACE

Q7.

How do you distribute source content beyond my own website?

☐ green ☐ soft ☐ red

Q8.

What does a typical monthly deliverable actually contain?

☐ green ☐ soft ☐ red

Q9.

Do you produce multi-format derivatives (video, podcast, syndicated news) or just written articles?

☐ green ☐ soft ☐ red

COMMERCIAL + ACCOUNTABILITY

Q10.

How long before I see measurable citation movement?

☐ green ☐ soft ☐ red

Q11.

What is your reporting cadence and what does the report actually contain?

☐ green ☐ soft ☐ red

Q12. ★

What is the exit clause and who owns the assets when the engagement ends?

☐ green ☐ soft ☐ red