



Ask your website vendor these 8 questions. Then listen to how they answer.

Not feature questions. Operational ones — the kind that only have a real answer if someone actually built for the scenario. Run through all 8 before a renewal, an RFP, or a "we're happy with our vendor" conversation.

TANGIBLE ANSWER

Specific, mechanism-level, no hedging. Keep them.

WORKAROUND

"We handle that manually" / third-party patch. Call us.

BLANK STARE

Doesn't know what you're asking. That's your answer.

01 If a lead lands on the wrong local page but their zip belongs to a different location, does it still route correctly?

• SIGNAL

Describes zip-ownership logic independent of which page the form lived on.

• NOISE

"We ask people to double check the location first."

02 How do you stop near-identical local pages from triggering a duplicate content penalty?

• SIGNAL

Explains a personalization or templating mechanism — not "our content is unique."

• NOISE

"We haven't seen that be a problem." (You haven't looked.)

03 Do you capture first-touch attribution, or only last-touch?

• SIGNAL

Original entry point stored in session, pushed to CRM with the lead.

• NOISE

Manual reconciliation against ad platform data after the fact.

04 Can you see exactly what a franchisee changed, from what, to what — not just that a page was touched?

• SIGNAL

Field-level audit log, before/after values, filterable by user.

• NOISE

Page-level log only — activity, no substance.

05 Are your reviews pulled natively, or stitched together with a scraper for locations without a storefront address?

• SIGNAL

Knows exactly which locations need the workaround and why.

• NOISE

"A vendor handles that." No visibility into the gap.

06 Is your schema markup and structured data auto-generated per location, or hand-built once and copied?

• SIGNAL

Generated from the same fields that power the page — extendable per brand.

• NOISE

A static template applied network-wide, unchanged in years.

07 Can you pull data out through an API — not just push leads in?

• SIGNAL

Full read/write API, documented, already in use somewhere.

• NOISE

"We'd have to ask the vendor to build that."

08 What's your actual plan for AI agents interacting with your site — not "we're looking into it"?

• SIGNAL

Specific: llms.txt, MCP, structured content, a stated timeline.

• NOISE

A shrug, or a claim that it doesn't matter yet.