

Agency Vetting Checklist

How To Choose A White-Label Partner That Helps You Scale



WHY THIS CHECKLIST MATTERS

Outsourcing creative work is easy.

Finding a true white-label partner—one that protects your quality, aligns with your systems, and helps you grow profitably—is not.

This checklist by [Geeks For Growth](#) is built for agencies, studios, and solopreneurs looking to expand services without expanding headaches. Whether you're evaluating your first partner or switching after a bad experience, use this guide to vet smarter.

MUST-HAVE QUALITIES (CHECK ALL THAT APPLY)

Criteria	Description	✓
Proven QA Process	Are there structured checkpoints before anything gets delivered?	<input type="checkbox"/>
End-to-End Capabilities	Do they cover design, dev, SEO, and social—under one roof?	<input type="checkbox"/>
Clear SLAs	Are turnaround times and escalation protocols defined in writing?	<input type="checkbox"/>
White-Label Deliverables	Can they deliver assets fully branded to your agency's identity?	<input type="checkbox"/>
Flexible Pricing Models	Do they offer project, retainer, or pod options that fit your growth stage?	<input type="checkbox"/>
Platform Compatibility	Do they integrate into your existing tools like Slack, Notion, Trello, etc.?	<input type="checkbox"/>
Dedicated Support	Will you have a named contact or pod lead, not a generic help desk?	<input type="checkbox"/>
Brand & Voice Alignment	Do they learn and document your brand tone, visual rules, and standards?	<input type="checkbox"/>
Revision Workflow	Are feedback loops structured and tracked to avoid scope confusion?	<input type="checkbox"/>
Scalability	Can they grow with you, without needing retraining or rebriefing every month?	<input type="checkbox"/>

Tip: If you're not checking at least 7 of these, think twice before onboarding.

RED FLAGS TO WATCH FOR

- ✗ No documented process for QA or revisions
- ✗ Delayed responses or inconsistent communication
- ✗ Generic, template-heavy work without brand nuance
- ✗ “Unlimited revisions” with no clarity on scope
- ✗ Rock-bottom pricing that doesn’t match promised value
- ✗ No visibility into what’s in progress or who’s doing the work
- ✗ Vague timelines or “we’ll get to it soon” project management

COMPARISON SCORECARD

Partner	QA Process	Services Offered	White-Label Ready	Communication	Scalable?	Total Score
Option A	✓ / ✗	Design / Dev / SEO?	✓ / ✗	Slack / Email /?	Yes / No	/10
Option B	✓ / ✗	Design / Dev / SEO?	✓ / ✗	Slack / Email /?	Yes / No	/10
Geeks for Growth	✓ Built-in	✓ Full-stack	✓ Fully branded	✓ Slack, Notion, etc.	✓ Instantly scalable	10/10

BONUS: 7 QUESTIONS TO ASK BEFORE YOU SIGN

1. What’s your average turnaround time for design, dev, and SEO tasks?
2. What does your QA process look like—who checks the work and how?
3. How will you match our brand’s tone, style, and standards?
4. Can we review sample deliverables or a mock-up calendar?
5. How do you handle urgent requests or scope changes?
6. What tools do you use to communicate and manage revisions?
7. Who will we be working with—and will that stay consistent?

DOWNLOAD + NEXT STEPS

Want a [white-label partner](#) that checks all 10 boxes?

 [Schedule a Free Discovery Call](#) to see how we systemize delivery for scale-ready agencies.