

What to have on the last day

Tick each item when you have it in a form your next team can use

Accounts

- ☐ A verified owner in Search Console on your payroll
- ☐ An Administrator in Google Analytics on your team
- ☐ Agency users removed, including any Search Console verification
- ☐ Tools registered to the agency exported or transferred

The work

- ☐ Every article, published or draft, in its final approved version
- ☐ Editable media source files, with licenses
- ☐ Briefs and the map of buyer questions to pages
- ☐ A log of technical changes, redirects and structured data

Records and rights

- ☐ Links and mentions: URL, live date, target page, paid or earned
- ☐ Reports, with the underlying data exported
- ☐ The baseline and any saved AI answers, with dates
- ☐ A written assignment of rights in delivered work

Put it in the contract at the start

On termination, the provider delivers this list within an agreed number of days, removes its users and assigns the rights in delivered work. In the US and the UK, ownership of commissioned work is not automatic without a written agreement.