

Two promises, side by side

Read the measure, your obligations and the remedy before you rely on either

	DELIVERY GUARANTEE	TRAFFIC GUARANTEE
Covers	The provider's own work in a set period	A measured change in search visits
Measured by	The list of agreed work and the check for each item	A baseline, a definition of qualifying traffic and a formula anyone can recompute
Your side	Inputs and reviews on time; delays waiting on you are separated from missed work	Access in week one, approvals within agreed times, no blocked fixes
What voids it	Rarely anything, if the work is clearly listed	Migrations, tracking failures or site-wide changes that break the comparison
Typical remedy	A refund or credit for the period	Continued work at a reduced fee or free, not money back
Ask for	The order listing the work, the claim route, and whether refunds are prorated	The baseline number, the formula, the exclusions and what happens if tracking breaks

Neither can promise rankings or which companies an AI answer names. Google: "No one can guarantee a #1 ranking on Google."