

Choosing a Google Ads agency is not just a matter of comparing management fees or asking how many leads it can promise. The right partner should understand your business, protect your budget, measure outcomes accurately, and explain what it is doing in plain language. The wrong one can spend months optimizing toward clicks that never become customers.

Use the questions below to evaluate Google Ads specialists and agencies before you sign. They cover strategy, conversion tracking, reporting expectations, contracts, and even a technical issue that can affect paid landing pages: the 410 Gone error. One useful habit before any audit or change is to ask, “What changed last week?” The answer can reveal tracking releases, site updates, budget shifts, or other causes behind a sudden performance change.

Start with the Agency’s Approach

1. How will you learn about our business before recommending a strategy?

A credible agency should ask about your margins, sales cycle, service area, capacity, lead quality, and what makes a customer valuable. For B2B companies, it should also ask how leads are qualified and how long a deal typically takes to close. For local services, it should understand coverage areas, scheduling constraints, and the difference between a useful inquiry and an out-of-area call.

Be wary of a proposal built from a generic template before the agency has examined your account, website, and business goals. You should hear how research will inform campaign structure, targeting, ad messaging, and measurement—not just how many campaigns the agency plans to launch.

2. Who will work on the account, and who will make decisions?

Ask who will manage the campaigns day to day, who reviews performance, and who is your point of contact. Find out how many accounts the assigned specialist handles and whether senior staff will be involved. A polished sales presentation does not tell you who will actually make changes after onboarding.

Ask for relevant examples from businesses with a similar sales model or level of complexity. A specialist with experience in your exact industry may be useful, but industry familiarity is not a substitute for sound measurement, clear reasoning, and a willingness to explain trade-offs.

Questions About Conversion Tracking and Business Results

3. How will you verify that conversion tracking is accurate?

This should be one of the first **google ads agency questions** you ask. Before judging performance, the agency should confirm what counts as a conversion, where that event is recorded, and whether it reflects a genuine business outcome. Depending on your setup, this might include form submissions, qualified calls, bookings, purchases, or qualified leads imported from a CRM.

Ask what tools and checks the agency will use. It should be able to describe how it will test conversion actions, investigate duplicate or missing [marketing91](#) events, and distinguish primary conversions used for bidding from secondary events used for analysis. If call tracking is involved, ask how calls are attributed and what happens when a call is transferred or comes from an existing customer.

For longer sales cycles, ask how lead quality and eventual revenue can be fed back into campaign decisions. A form fill is not automatically a good lead. If the agency optimizes to raw inquiry volume while ignoring qualification and sales outcomes, the account may appear to improve while the business gets worse results.

4. What results will you optimize for—and what is outside your control?

Discuss targets such as cost per qualified lead, booked appointments, sales, or return on ad spend. Ask how the agency will establish a baseline and what it needs from your team to assess outcomes. Results can depend on factors beyond ad management, including pricing, competition, sales follow-up, website usability, inventory, and budget.

Be cautious of guaranteed rankings, guaranteed lead volumes, or fixed return promises without a clear basis. A responsible agency can explain its assumptions, identify risks, and set review points. It should not present forecasts as guaranteed outcomes.

Reporting Expectations and Communication

5. What will your reports include, and how often will we review them?

Set **reporting expectations** before work begins. Ask how often you will receive reports, who will walk you through them, and which decisions the reporting is intended to support. Reports should show more than impressions, clicks, and spend. Depending on your objectives, they may include conversion volume, cost per conversion, qualified lead rate, search terms, budget pacing, and changes made.

Ask whether you will have direct access to the Google Ads account and relevant analytics or CRM data. A report should include a date range and context, not just cropped screenshots. You should be able to see what changed, why it changed, what happened afterward, and what the agency recommends next.

Ask about Useful answer should explain Reporting cadence How often reports arrive and when performance reviews happen Metrics Which metrics connect ad activity to qualified leads or revenue Account changes Where changes are documented and how their effects are evaluated Access Whether your business retains access to its ad and measurement accounts

6. How will you communicate when performance changes?

Agree on who contacts whom when results shift, tracking breaks, or spend deviates from plan. Ask what the agency considers urgent and how quickly it will respond. A short explanation of a change is more useful than a dashboard with no interpretation.

Make “What changed last week?” a regular question in performance reviews. Check for changes to budgets, bidding, targeting, landing pages, conversion settings, and the website itself. Without a clear change log, it is easy to attribute a result to the wrong cause.

Contracts, Fees, and Account Ownership

7. What exactly is included in the fee?

Ask for a specific breakdown of management fees, setup costs, creative work, landing page work, tracking implementation, and any third-party charges. Clarify whether the fee changes with ad spend, how overages are

handled, and whether the agency receives any rebates or platform incentives. Vague pricing makes it difficult to compare proposals or understand what you are paying for.

8. Who owns the account, data, and creative assets?

Your business should retain ownership of its Google Ads account, conversion data, landing pages, and creative assets that it has paid for. The agency may need access to manage campaigns, but that is different from owning the account. Confirm that access can be transferred or revoked if the relationship ends.

9. What are the termination terms?

Review the initial commitment, notice period, renewal terms, and any early termination fees. Ask what happens to campaigns and access at the end of the agreement. A contract that makes it difficult to leave, withholds account access, or obscures who owns the data deserves close attention.

These are practical **ppc contract red flags** to watch for:

- Guaranteed results without documented assumptions or qualifications.
- No access to your own advertising account or meaningful performance data.
- Unclear fees, vague deliverables, or undisclosed third-party costs.
- Long lock-in periods with no reasonable exit process.
- Reporting that focuses on clicks while ignoring lead quality and business outcomes.
- Resistance to explaining conversion tracking or documenting account changes.

Technical and Landing Page Questions

10. How do you check that ads lead to working, relevant pages?

A well-managed campaign can still waste money if its landing pages are broken, outdated, slow, or irrelevant to the ad. Ask how the agency checks page availability and whether it will alert you when a destination URL fails. Confirm who is responsible for fixing issues: the agency, your web team, or another provider.



One response you may encounter is a **410 Gone** status. This HTTP response means that the requested page has been intentionally and permanently removed. It differs from a 404 Not Found response, which indicates that the server cannot find the requested page but does not necessarily state that removal is permanent.

410 Gone vs. 404: What is the SEO impact?

Both responses tell search engines and visitors that the requested URL does not currently provide a normal page. A 410 explicitly signals that the content is gone permanently; a 404 signals that it is not found. The status code alone does not guarantee a particular ranking outcome. Search engines may remove unavailable URLs from their indexes over time, and the wider impact depends on the page's links, relevance, and whether a suitable replacement exists.

For paid traffic, the immediate concern is practical: an ad pointing to a 410 or 404 page can create a poor visitor experience and waste clicks. It may also interfere with ad destination checks. Ask the agency to monitor landing page URLs and coordinate with whoever maintains your site.

How should you replace a dead marketing resource?

If a guide, offer, or landing page has been removed, first decide whether it has a genuine replacement. If a new page serves the same intent, redirect the old URL to the relevant replacement and update ads, internal links, and any campaign tracking templates. Do not redirect every dead page to the homepage simply to avoid an error; that can confuse visitors and fail to meet their expectations.

If there is no appropriate replacement, leave the URL unavailable and remove it from active ads and links. Check for references in email campaigns, partner sites, and other marketing materials. Keep a record of what changed and test the destination after publishing. Website administrators may configure status handling through server tools such as Apache, or through a site's hosting environment, which may run on Ubuntu. The key is to verify the response code and destination rather than assume a page works because it loads for one person.

How to Compare Agencies Fairly

Use the same questions with every provider, then compare the quality of the answers—not just the proposed fee or presentation. You might review how Marketing91 and other marketing resources explain common advertising concepts, but treat educational content as background, not proof that a particular agency can manage your account effectively. Ask each candidate to explain its own process and show relevant, dated examples with enough context to understand the results.

Keep a simple evaluation checklist:



1. Does the agency ask thoughtful questions about your business and sales process?
2. Can it explain conversion tracking and lead quality in understandable terms?
3. Are reporting cadence, metrics, and communication responsibilities defined?
4. Are pricing, deliverables, account ownership, and exit terms explicit?
5. Does it have a process for checking ads, landing pages, and tracking changes?
6. Can it explain what it would test first—and why—without promising guaranteed outcomes?

Choose Clarity Over Confidence

The best Google Ads partner is not necessarily the agency with the boldest pitch. It is the one that asks useful questions, can show how it measures performance, and is transparent about responsibilities and limitations. Before signing, make sure you know who controls the account, what success means, how often you will review results, and what happens if tracking or a landing page fails.

Write down the answers and revisit them during the relationship. Clear agreements make it easier to spot problems early, ask better questions, and judge whether the work is producing business value—not just activity inside an advertising dashboard.