

Google Agency Audit

Google AdWords is a complex and competitive platform. Your success relies on the quality of your campaign setup and strategy.

Use this 15 question audit to evaluate and compare one agency versus another.

Agency terms and conditions:

Most advertisers have tried and failed with multiple Google agencies. The following 5 questions will help you to detect and avoid deceptive pricing, and identify any T&C's that keep you locked in to an underperforming campaign.

1. What is the minimum campaign duration?

2. What is the cancellation policy?

3. What is the minimum monthly budget?

4. What percentage of the budget is spent at the Google account level?

5. Can I link the campaign with my Google Analytics account to share cost and performance data?

Campaign Structure

Some agencies follow a “set and forget” management strategy. This puts “low maintenance” as the top priority.

A “no” answer to any of the following questions would indicate a very basic campaign setup. Which may not give you the best return on investment.

1. Can I allocate separate budgets to individual products?

2. Can I create multiple ads for each individual product or service?

3. Can I create custom sitelinks for each individual product or service?

Tracking and Reporting

The standard Google campaign reports metrics such as ad impressions, cost-per-click, avg. ad position, click-through-rate, and clicks. The problem is, none of these tells you what you really need to know – is it profitable?

A good Google Agency should go beyond the basic metrics to help you determine exactly how many leads and sales you generate from your Google advertising.

1. What key performance metrics do you track?

2. How will I know which leads and sales originated from the campaign?

Optimisation

You can gain a further 20-50% increase in leads in the months after the campaign launches. (And considerably higher when you optimise your website and sales message).

The following questions should elicit a description about the ongoing campaign optimisation strategy.

1. How do you monitor and improve text ad performance?

2. How do you monitor and improve traffic quality?

Managing Expectations

You may have your own idea about how the campaign should perform. And yet your campaign manager may have a different expectation.

You should find out what result they expect for you, and then seek to understand what they will do if you have an underperforming campaign.

1. What result should I expect? (traffic and leads)

2. What happens if the result is below expectations?

3. What do you do to improve an underperforming campaign?
