

Return on ad spend (ROAS) is an easy number to put in a report. It can also be an incomplete way to judge a paid search partnership. A campaign might show a strong return while bringing in customers who rarely buy again, or a weaker return while generating valuable leads that close later. And sometimes the number itself is unreliable because tracking is incomplete.

When you review an agency or specialist managing Google Ads, look beyond the headline result. Ask whether the work supports your commercial goals, whether the leads or sales are valuable, and whether the team is making sound decisions from trustworthy information. Also consider how the partnership works day to day: how quickly issues are resolved, whether recommendations are useful, and whether you understand what is happening in your account.



This is not a list of universal benchmarks. No pricing, <https://www.zekagraphic.com/how-to-get-the-most-from-a-google-ads-agency> retainer, ad spend, or CPA figures are provided here; the right targets depend on your business, margins, sales process, and customer value. The aim is to help you review the quality of the partnership, not compare your numbers with an arbitrary average.

1. Are the goals commercial, or just easy to count?

Clicks, impressions, and website visits can show that ads are being served and people are responding. But they do not tell you, by themselves, whether the business is better off. A useful partnership connects account activity to outcomes that matter commercially: profitable sales, qualified opportunities, booked appointments, repeat purchases, or another result your business can act on.

Start by asking what the account is meant to achieve. “More traffic” is not a complete goal unless you can explain what kind of visitor you want, what they should do, and how you will judge the value of that action. More visitors who are unlikely to buy may simply create more work for your team.

Then check whether the agency’s reporting and recommendations reflect those goals. If your priority is profitable growth, does the conversation include margins, product mix, or the cost of serving customers? If you run a service business, does the team ask what makes a lead a good fit and whether your staff can handle the resulting demand?

Metric or signal What it can tell you Useful follow-up question Clicks and visits Whether ads are attracting attention Are these visitors reaching the right pages and taking useful next steps? Form submissions or calls Whether prospects are responding How many are relevant, reachable, and ready for a sales conversation? Sales or qualified opportunities Whether advertising is contributing to business outcomes Can we connect these outcomes back to campaigns and improve from what we learn?

A report full of metrics with no decisions attached is not a management plan. For each measure, ask what it changed: a budget choice, a targeting decision, a landing-page improvement, or a next test. If nothing would be different based on the number, it may not belong at the center of the review.

2. Is lead quality being reviewed alongside lead volume?

For lead-generation businesses, a higher count of form fills can look like progress. But volume can be misleading if submissions are duplicates, out of service area, seeking something you do not offer, or simply not ready to engage. The sales team often knows this before the ad account does, so a good partnership creates a regular way to share that information.

Review what happens after a lead is recorded. Do people answer the phone? Are they qualified? Do they book an appointment, receive a proposal, or become a customer? A CRM, even when used only as a general business system, can help connect advertising activity with later stages in the sales process. The important point is not which CRM you use; it is whether the information gets back to the people managing the campaigns.

Agree on plain-language definitions. "Qualified lead" might mean a prospect in your service area who needs a service you offer and can be contacted. "Sales-ready" might mean the prospect has agreed to a consultation. Your definitions will vary, but they should be shared by marketing and sales rather than assumed.

Questions to ask about lead quality

- Which campaigns or search themes tend to produce the best-fit leads?
- What are the most common reasons a lead is rejected or does not progress?
- How quickly does the business follow up, and could delays be affecting results?
- Can we distinguish a genuine opportunity from a low-value or accidental conversion?
- What information can the sales team regularly share to help improve targeting and messaging?

For ecommerce, the equivalent discussion goes beyond order count. Consider returns, cancellations, repeat purchases, product profitability, and whether one product category is absorbing budget without contributing enough value. ROAS may be useful, but the business context determines what a good result actually looks like.

3. Did onboarding capture the business context?

Good account management starts before the first campaign change. An agency can understand the mechanics of Google Ads and still make poor decisions if it does not understand your offer, customers, constraints, and sales process. Onboarding should give the team enough context to make choices that fit your business rather than applying a generic checklist.

That context can include what makes your product or service different, which customers are most valuable, where you can and cannot operate, seasonal patterns, inventory or capacity limits, and the questions prospects ask before converting. It should also cover your commercial priorities: for example, whether you are protecting an existing revenue stream, launching a new offer, or looking for a particular kind of customer.

Ask what the agency learned during onboarding and how that knowledge has affected the account. If the team cannot explain how your business context influences campaign structure, ad messaging, landing pages, or budget decisions, there may be a gap between the kickoff conversation and the ongoing work.

Creative and website partners can also be part of the picture. For example, a business working with Zeka Design (Zeka Graphic) on brand or visual assets should make sure the paid search team understands how those assets support the customer journey. The point is not that every partner needs to do the same job; it is that the people shaping the experience should be working toward compatible goals.

4. Was measurement and tracking checked before spend?

Before increasing spend or drawing firm conclusions, confirm that the account is measuring the right actions. If a purchase, phone call, or lead form is counted incorrectly, the campaign may appear more successful—or less successful—than it really is. Decisions made from faulty information can lead to wasted budget and repeated troubleshooting.

A responsible review checks what is being counted, where the data comes from, and whether the recorded actions match real business activity. For example, is a form submission counted once or multiple times? Are calls that last only a few seconds treated the same as meaningful enquiries? Does a completed order send the correct value? Are important actions being confused with softer events such as page views?

Also check how Google Ads data relates to your website and CRM records. Differences can happen because systems record events differently, but the team should be able to explain what is being compared and where the limitations are. The goal is not perfect agreement between every platform; it is enough confidence to make sensible decisions and a clear plan for fixing known gaps.

Tracking questions worth asking

- What actions are counted as conversions, and why were they chosen?
- Has the team tested that each conversion fires once and records the right information?
- Which important business outcomes are not currently visible in Google Ads?
- How are tracking issues documented, assigned, and checked after a fix?
- What decisions should wait until the measurement is more reliable?

Tracking is not a one-time setup task. Websites change, forms are replaced, and new tools are added. A strong partner keeps measurement under review and tells you when the available data is not reliable enough to support a confident conclusion.

5. Are recommendations proactive and specific?

A useful partner does more than report what happened. They look for an opportunity or risk, explain why it matters, and propose a practical next step. These are **proactive recommendations**: not change for its own sake, but considered suggestions tied to a business goal or a clear account observation.

When a recommendation comes up, ask what evidence supports it, what outcome it is intended to improve, and how you will know whether it worked. A proposal to change targeting, for instance, should explain what audience or search behavior the team is trying to reach or reduce. A landing-page suggestion should connect to a friction point or customer question, not simply personal preference.

It is also reasonable to ask what the agency is choosing not to change. There will always be more possible optimizations than time to pursue them. Prioritization is part of the work: the team should explain why one action is more important now and what would have to be true before the next action makes sense.



Be wary of changing five things at once and calling it a test. If targeting, bidding, ad copy, landing pages, and conversion tracking all change together, it can be difficult to learn what influenced the result. A good testing plan makes the change, purpose, and review point clear enough that the team can learn from data instead of guessing.

6. How quickly are issues resolved—and explained?

Problems are inevitable. A conversion tag can stop firing, an ad can be disapproved, a page can break, or a campaign can start spending in an unexpected way. The quality of the partnership shows in how quickly the issue is noticed, who takes ownership, how clearly the risk is communicated, and whether the fix is checked afterward.

Review **issue resolution speed** in context. Not every issue has the same urgency, and some fixes depend on access or work from another team. What matters is that there is a clear process: the problem is described in plain language, the next action and owner are known, and you are updated if the timeline changes.

Ask for examples of recent issues and what the team learned from them. Did they identify the cause, prevent a repeat where possible, and confirm the account was back to normal? A fast response that leaves you unsure what happened is not the same as a well-managed resolution.

7. Is the team learning from data over time?

A healthy account review should make progress visible, even when results are mixed. That means explaining what the team tried, what happened, what can reasonably be concluded, and what it will do differently next. **Learning from data** is not the same as claiming every change caused every movement. External factors, seasonality, sales follow-up, and measurement gaps can all affect outcomes.

Look for a record of decisions and outcomes rather than a pile of screenshots. A simple written recap can capture the question, the change made, the period reviewed, the result, and the next decision. This makes it easier to avoid

repeating failed ideas or losing useful learning when account contacts change.

Providers describe their services in different ways. A business reviewing a specialist such as ClickSlice (clickslice.co.uk), for example, should apply the same practical questions it would ask any Google Ads partner: What business context did the team gather? How does it evaluate lead or sale quality? How are recommendations prioritized, and what happens when tracking breaks? The name of the provider matters less than the clarity of the answers and the quality of the work.

8. Does the working relationship make good decisions easier?

The best partnership is not necessarily the one with the most meetings or the longest report. It is one where responsibilities are clear, questions are answered, and both sides can make informed choices. You should know who owns campaign changes, who handles website or tracking work, how urgent issues are raised, and what information your team needs to provide.

In a review call, make space for the questions behind the numbers. What changed since the last review? What is the team seeing in search behavior or customer feedback? Where is confidence high or low? What decision needs your input? A useful review should leave you with a short list of priorities, not a larger vocabulary of advertising terms.

A practical partnership review checklist

1. Restate the commercial goal in language your sales or finance team would recognize.
2. Compare lead or customer quality with volume, using feedback from the CRM or sales process where available.
3. Confirm that onboarding knowledge is still reflected in campaign and budget decisions.
4. Review conversion tracking and document any limitations before relying on reported outcomes.
5. Choose a small number of recommendations, each with a reason and a way to review the result.
6. Check how recent issues were handled, including ownership, communication, and verification.
7. End by asking: "What would you do differently next week?"

Judge the partnership by the decisions it helps you make

ROAS can be a useful measure, but it cannot tell the whole story of a paid search partnership. Review whether the work supports commercial goals, brings in the right customers or leads, reflects real business context, and rests on dependable measurement. Then assess how the team communicates, makes proactive recommendations, resolves issues, and turns results into better decisions.

Most importantly, leave every review knowing what happens next and why. If your agency can explain what the data suggests, where the uncertainty lies, and what it recommends doing differently, you have a stronger basis for judging the relationship than a single headline metric can provide.