PRINTABLE CHECKLIST · 10 QUESTIONS

KASVU

How to choose a Google Ads agency

Ask the ten questions to every agency you meet. Check the box when the answer matches what you should require, then compare the agencies.

		Agency A	Agency B	Agency C
QUESTION	ANSWER TO REQUIRE	A	B	C
1 **Account ownership**	In your name, administrator access	☐	☐	☐
2 **Fees**	In writing, separate from the Google budget	☐	☐	☐
3 **Measurement**	Calls and forms tied to their campaign	☐	☐	☐
4 **Ad landing page**	One page per offer, not the home page	☐	☐	☐
5 **Day-to-day management**	A named person, subcontracting disclosed	☐	☐	☐
6 **Results**	Account access, a report in leads	☐	☐	☐
7 **Languages**	French first, ads per language as needed	☐	☐	☐
8 **Experience**	An example in your industry, a client to call	☐	☐	☐
9 **End of contract**	Clear notice, a written list of what you keep	☐	☐	☐
10 **Turning down**	Specific cases where the agency would say no	☐	☐	☐

Notes, agency A

Notes, agency B

Notes, agency C

A vague answer counts as a “no.” Ask for written answers about the account, the fees and the end of the contract.