

# 8 Reasons Why It May Be Time To Change Your Google Ads Agency

By: Rosey Broderick  
2020

## How Is Your Google Ads Agency Performing?

We will help you evaluate whether its time to switch your agency, with our checklist of 8 areas that are important for your Google Ads success, as follows.

We will explain each area in more detail in the following pages.

- 01** Limited or No Access To Your Own Account
- 02** Your Agency Isn't Clear & Transparent
- 03** Your Agency Doesn't Discuss Strategy With You
- 04** Lack Of Consistency With Who Manages Your Campaign.
- 05** Lack Of Communication With You
- 06** Little Or No Feedback On Your Website Or Landing Pages
- 07** Google Ads Management Is One Of The Many Services They Offer
- 08** They Don't Integrate Other Related Products

## Is It Time To Change Your Google Ads Agency?

### The Following **8 Reasons** Will Help You Assess How Your Agency Is Performing.

#### 01 *Limited Or No Access To Your Own Account*

You should be the owner of your account and have full access. When you use a third party to set up your campaigns and manage them, they generally will request access by requesting your Customer ID. If they set up your account for you, they should use an email address that you own or can take ownership of. This often is the email address you use for all Google products. It is important that it is yours and that you have full access.



## 02 *Your Agency Isn't Clear & Transparent*

You are unsure about the amount of time your Agency is spending on your account each week. They are not clear in terms of the time spent either or on what they are actively focusing on, when managing your account. This information should be provided. Some agencies track all time spent on your account and can provide you with reports each month of where time was spent and what it was spent on or they can give you access to where they track this time and allow you to view this information at any time.



## 03 *Your Agency Doesn't Discuss Strategy With You*

Although you have spent time briefing your agency on your business objectives and what you want to achieve from your campaigns, your agency hasn't come back to you with questions or to discuss what has worked and hasn't worked before. Nor have they outlined how they plan to reach out and engage your key targets. You assumed that they must have a good understanding of your business and market already.....

....They haven't established a clear set of Key Performance Indicators (KPI's) or they are consistently not meeting them, nor do they make adjustments or want to discuss different methodologies to change things.



04

### **Lack Of Consistency With Who Manages Your Campaign**

Although you briefed your agency about your business objectives and market, the person who you spoke to at that stage isn't involved in managing your account, without briefing their counterparts on your requirements, expectations, your business or your markets.

When you started working with your current agency, the person you spent time briefing on your business, is no longer involved in managing your account. It seems that your current account manager wasn't fully briefed and doesn't seem to really understand your requirements, your expectations, your business or your key personas.

When you ask who is actually managing your account, you don't always get a straight answer, or it's a new or different person each time.

05

## **Lack Of Communication With You**

You don't hear from your agency, unless you get in touch to ask questions. You don't get a regular report or any contact around your account unless you call them or get in touch yourself.

When you get in touch you don't get a prompt response. And when you do, it doesn't really deal with your question. It is only with constant persistence that you get the information you requested.



06

## **Little Or No Feedback On Your Website Or Landing Pages**

Your Google Ads Agency sets up and manages your campaigns, in order to drive high quality traffic to your website. This is their key role. However, it is also important that your agency highlights to you if your landing pages are not performing.

If they are doing their job, the traffic they are sending to your website should convert, if the landing pages are performing. If the key issue is with the landing page performance, then no matter how much you spend and no matter how good your agency is, then the you won't get conversions.

A good Google Ads Agency will give you feedback on your landing pages highlighting what changes need to be made in order to improve conversions.



07

### ***Google Ads Management Is One Of The Many Services They Offer***

This isn't an issue if they have a large staff with employees that specialise in various mediums. If, however, you went with the agency which created your website and designed your brochures and they only have a handful of employees, its important to be clear on how much actual experience they have managing Google Ads campaigns.

Agencies like to boast that they're a full-service agency. Unfortunately this may mean that employees wear many hats and are not specialised in any area. Check out who will manage your account and ensure they have Google Ads experience required.

## 08 *They Don't Integrate Other Related Products*

There are a range of products each of which has their own role and set of objectives that help you get the most from your Google Ads Campaigns.

Your digital marketing agency, once they have a clear understanding of your strategy and target personas, should make relevant recommendations, based on your specific business objectives.



Some examples of Products and how they may apply;

- ▶ Google Analytics & Google Tag Manager to ensure data is being tracked effectively and aligned with clear key performance indicators in order to measure your performance so you can clearly see which adverts or search terms drove conversions.
- ▶ Google Remarketing to retarget those who have already visited your website Display and Video Advertising for building brand awareness
- ▶ Google Shopping for selling products
- ▶ Google My Business in order to display your businesses location in your Google Ads Campaigns if relevant and so on.





Furthermore, any good agency will not promise or guarantee results or an increase in revenue right off without first doing a detailed review of your account and understanding your key target personas.

They will also have a clear onboarding process which will clearly outline what they need from you, generally using a checklist of information. Also by asking a set of questions to acquire the information they need, in order to manage your account effectively and set clear key performance indicators.

We hope that our checklist is helpful in assessing if you are getting the best service from your current digital marketing agency. If not, and if you are thinking of changing agencies, talk to us. We will take any hassle out of moving your account and out of the ongoing management to drive the best results for you. You won't look back!

It's time to take the next step.

## To No Obligation Google Ads Audit

We will come back with at least 3 recommendations on how your campaigns can be improved. You can then decide if its time for you to make the move to a reputable, results-driven Digital Marketing Agency, who will do everything we can to achieve the results you want.

Request  
Google Ads  
Audit Now

[https://www.webresults.ie/request-google\\_ads-audit/](https://www.webresults.ie/request-google_ads-audit/)



Sign Up

## 7 Fast Track Google Ads Strategies

"7 Days, 7 Fast Track Google Ads Strategies you can't afford to ignore to ensure your business thrives". Each day for the next 7 days you will receive a powerful Google Ads strategy into your inbox.

<https://www.webresults.ie/7-google-ads-strategies/>

## Talk To Us

"Click to choose a time that suits you to arrange a chat about your Google Ads challenges and objectives".

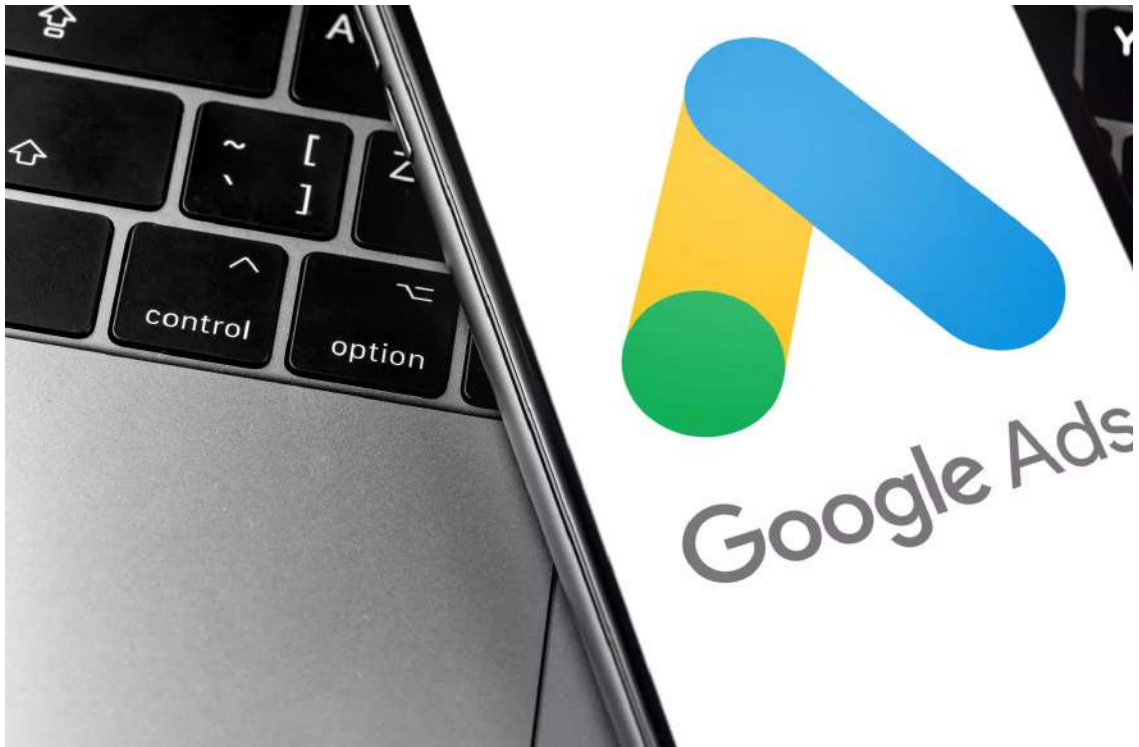
<https://www.webresults.ie/book-a-chat>  
Or call us on

Have A  
Chat  
With Us

**+353 (01) 2071872**

## Objective Of Scheduling A Chat

- ◆ Help us understand your specific Google Ads objectives & challenges and give you an understanding of the steps we willtake to driving your success.
- ◆ Take the opportunity to find out if we are a suitable partner for you. It is vital that there is a match in terms of core values andthe results you expect to see. Talk to us and find out.
- ◆ Understand the approach we take and see if that will work for you. e.g. ongoing communication is a prerequisite to workingwith us, for us to get the outcomes you want. We look forward to speaking with you.



## WebResults Is A Proud Google Partner!

As official Google Partners, our highly skilled team is proud to offer expert services through Google's most popular & effective tools.

 **Google Search**

 **Google Display**

 **Google Shopping**

 **Mobile Advertising**

 **Video Ads**

 **Remarketing**

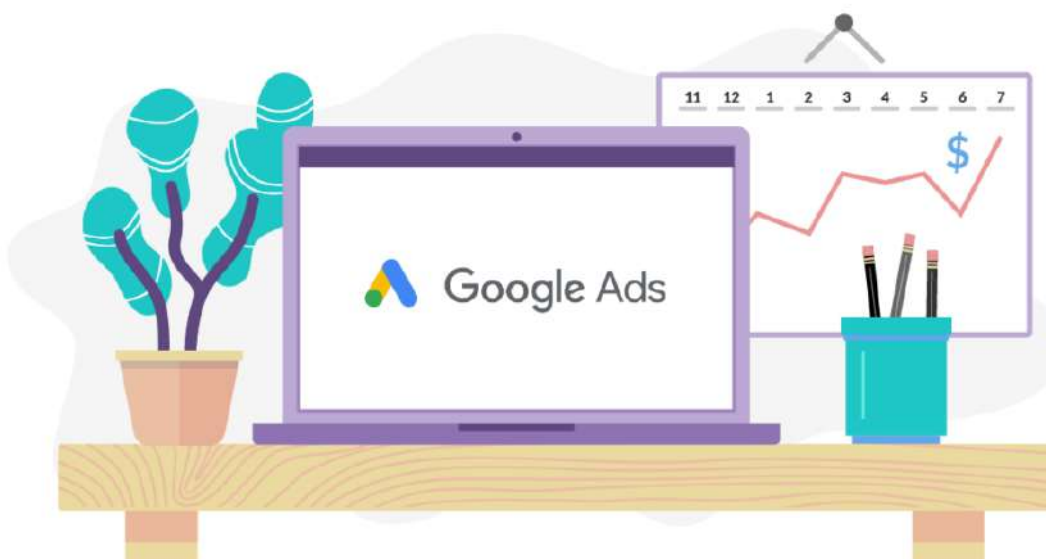


## Why Work With WebResults

- 1)** WebResults.ie is a digital marketing agency with a different approach. Our focus is getting the results you need in order to achieve your business objectives through well structured, compelling Google Ads Campaigns.
- 2)** WebResults is an Irish owned Digital Marketing Agency with experience working with hundreds of clients across a range of organisations over the last 20 years. We have the fast track on how best to optimise your performance and maximise your ROI.
- 3)** Processes & Expertise to maximise your results in line with your specific business objectives and market from your Google Ads Campaigns. We want excellent results as much as you do.
- 4)** Strong core values: Integrity, Reliability, Results Focused, Committed To Your Success, Excellence, Passion for what we do. Knowledge & Expertise to deliver the results you want. We will do all we can to get the best results we can for our clients. You can trust us to do what we say we will do and to deliver what we promise & we won't promise anything we can't deliver.



- 5) Rosey Broderick & her team have extensive experience in setting up and managing Google Ads campaigns for clients both in the business to business and business to consumer space both locally and internationally. Rosey is a well know speaker in the area of Digital Marketing space delivering her knowledge at seminars, conferences as well as workshops and training sessions.
- 6) We don't charge large agency fees but our account managers are Google Ads experts with years of Google Ads experience. Andwe provide a personal service.
- 7) As part of our service, we take the time to get to know our clients. Our onboarding process involves really getting an understanding of business objectives, products & solutions and your key target personas before we start working on your account so that we understand what is needed to engage and convert.
- 8) As an Google Ads client, you can request access our in-house system to see all tasks we carry out relating to your account and time allocated to these, as well as access regular reports, actions and insights to show how we are maximising your performance.



## Customer Testimonials

### Don't take our word for it, read what our clients have to say.

"We engaged Web Results to take over our PPC activity for our biggest market. With significant upfront investment on their part, they hit the ground running and results followed shortly afterwards.

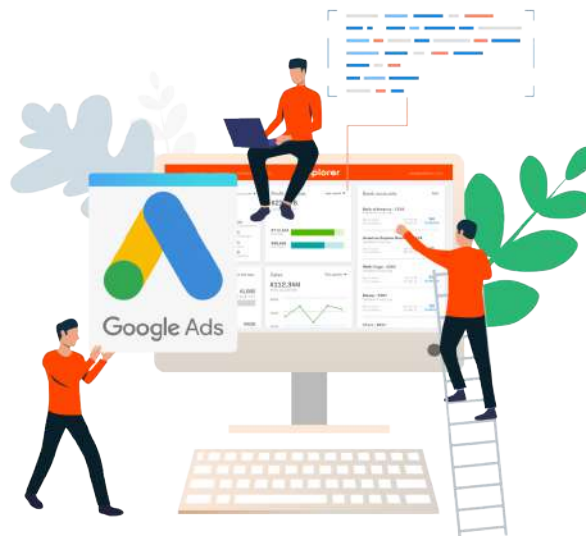
In addition, they have provided strategic input across our ecommerce activity resulting in several other initiatives taking place.

All this has happened in a positive, supportive and hands-on manner.

I'm very happy with Web Results and look forward to a long-term relationship as our ecommerce business continues to grow globally and across multiple languages."

**SmarterSurfaces™**

**Denise Moran** Marketing Director – Smarter Surfaces



The Experienced Google Ads Team at WebResults have been working regularly to ensure that targets are met in relation to Google Ads. S.A. Faughnan has seen a solid return on investment since the Google Ads Campaign began.

The WebResults Team provide excellent Google Ads Support. They are in contact regularly and are very proactive in taking steps to improve performance. They are quick to respond to any changes or updates that we need implemented. We get a constant flow of leads generated through our Google Ads Programme. WebResults has proven the importance of running focused campaigns in each of the relevant product areas. They put a lot of time and effort into getting the landing pages right and optimised to drive results.

They review keyword searches for us in order to ensure we are not missing out on any opportunities and provide monthly reports to outline the performance and actions they will take the following month. In addition, we have full visibility on the time and actions they are carrying out through their task management system.



**David Faughnan Director** – SA Faughnan Brokers





**WebResults.ie**  
making your customers click