

Five-Record Google Ads Agency Control Sheet

Agency / account: _____

01

Search terms

Period reviewed: _____

High-spend searches explained: _____

☐ Received
☐ Missing
☐ Unclear

02

Change history

Important changes named: _____

Reason and expected result: _____

☐ Received
☐ Missing
☐ Unclear

03

Conversion actions

Primary actions identified: _____

Business outcome verified: _____

☐ Received
☐ Missing
☐ Unclear

04

Location settings

Target and exclusion settings: _____

Service-area mismatch found: _____

☐ Received
☐ Missing
☐ Unclear

05

Qualified leads and customers

Qualification definition: _____

Outcome recorded or imported: _____

☐ Received
☐ Missing
☐ UnclearNext decision: ☐ Keep current plan ☐ Correct one layer ☐ Replace management ☐ Pause spend

Reason: _____

Use with the source guide at stanconsultingllc.com/blog/google-ads-agency-red-flags. The sheet does not score the agency. It records the five facts needed for the decision.