



Due diligence for Google AdWords and Search Engine Optimisation providers! – or any other online digital services!

- How long have you been in business?
- What is your Australian ABN?
- What is your address so I can look you up on Google Street view?
- Three current referees I can call for conformation of service delivery
- Samples of reports and frequency provided
- No lock in contract for fixed term
- Do you “outsource” any of your work?

Additional Google AdWords questions

- What Google qualifications do you and/or your staff have? Link to your Google Partner profile on Google’s website
- What is your monthly spend under management? A screen capture from your Google Mission Control Centre (MCC)

If you are using an existing Google AdWords provider.

- Read access to your Google AdWords account
- Access to both your Google AdWords account and Google Analytics so you can prove that money spent goes to Google and not the agency.
- Goals set up, where appropriate
- Copy of negative keywords
- Assignment of at least one client manager by name, email and phone number
- Bid adjustments
- All Ad extension where appropriate
- Exposure to Google Remarketing, Google Shopping and Display ads – if appropriate

Additional SEO questions/requirements for existing or proposed providers.

- Do you provide a “no obligation” audit that clearly shows items and processes for your website?
- Ownership of all content and access to publication platforms that you have created. User name and passwords provided
- No need for a link on our website
- Monthly keyword positioning performance/reports on Google SERP’s
- Inclusion of Google My Business optimisation
- Name, email, and phone number of dedicated manager
- Can you implement website changes?

