

A well-managed Google Ads account is not simply one that spends its budget or produces a steady stream of clicks. It should generate measurable business results at a cost you can afford—and the person managing it should be able to explain what changed, why it changed, and what happened next.

If you are evaluating an agency, a freelancer, or your own in-house setup, start with evidence rather than polished dashboards. Look at the account structure, conversion data, search traffic, and decisions recorded over time. This guide gives you a practical way to assess **ppc account health**, spot tracking problems, review a dead landing page, and decide whether your Google Ads specialist is doing useful work.

Start with the question: “What changed last week?”

Before recommending a new bidding strategy or campaign rebuild, a capable manager should ask what changed last week. That question helps uncover the reasons behind a sudden increase in cost, a drop in leads, or an unexpected shift in search terms. The answer might be a budget change, a new landing page, a tracking update, a seasonal change, or a Google Ads recommendation applied without enough review.

Look for a clear link between the change and the result. “Performance was down” is not an explanation. A useful account review says what moved, when it moved, which campaigns were affected, and what action was taken in response.

A practical checklist for PPC account health

Use this checklist to guide a review. It is not a demand for constant account changes. In many cases, the best management decision is to leave a well-performing setup alone and keep monitoring it.

Area What to check Warning sign Business goals Campaigns are tied to agreed lead, sale, or revenue goals. Success is reported only as clicks, impressions, or “visibility.” Conversion tracking Important actions are recorded once and match real business activity. Duplicate, missing, or unverified conversions drive bidding decisions. Search traffic Search terms are relevant, and negative keywords are maintained. Spend repeatedly goes to unrelated queries. Campaign settings Locations, schedules, networks, budgets, and bidding align with the plan. Settings are broad or unexplained, with no evidence they fit the business. Landing pages Ads lead to working pages that match the ad promise. Pages are broken, irrelevant, slow, or missing a clear next step. Reporting Reports show a defined date range, context, and next actions. Screenshots have no dates, comparisons, or explanation.

Check tracking accuracy before judging performance

Tracking accuracy is foundational. If the account records a form submission twice, counts button clicks as leads, or misses phone calls, reported results will not reflect actual business outcomes. Automated bidding can then optimize toward the wrong signal. A campaign may appear to be improving while sales quality or lead volume is falling.

Verify what counts as a conversion

Ask the manager to show which actions are primary conversions and which are secondary observations. A completed purchase or a genuinely submitted lead form may be a primary conversion. A page view, a call-button click, or time spent on a page is usually not equivalent to a qualified lead. Those actions can still be useful for analysis, but they should not automatically be treated as business results.

Then compare Google Ads data with the source of truth: a CRM, booking system, order database, or call-tracking platform. The numbers may not match exactly because of attribution windows, consent choices, or reporting delays. But material differences should have an explanation. Ask how duplicate submissions, spam, canceled orders, and unqualified leads are handled.



Test the conversion path yourself

1. Open a live ad landing page on desktop and mobile.
2. Complete the form or test the intended action using an agreed test process.
3. Confirm that the thank-you page or event fires once, not several times.
4. Check whether the result appears in the correct analytics or CRM record.
5. Ask the account manager to confirm how that event is imported into Google Ads.

Do not rely only on a screenshot of a tag dashboard. Request the date of the test, the exact event tested, and a clear explanation of the expected result. If tracking recently changed, review the results before letting automated bidding respond to a possibly incomplete data set.



Use change history review to understand the account

A **change history review** can show who changed budgets, bids, ads, keywords, targeting, and other campaign settings. It is one of the fastest ways to investigate an unexplained performance swing. Compare the dates of significant changes with changes in spend, conversion volume, cost per lead, and lead quality.

A healthy account does not require a long list of edits every week. Frequent changes without a test plan can make it difficult to tell what caused an improvement or decline. Conversely, important changes should not happen without being documented. Ask the manager to explain:

- What was changed and which campaigns or ad groups were affected?
- What evidence or business reason supported the change?
- What result was expected, and over what time period?
- How will the team decide whether to keep, revise, or roll back the change?

Be careful with account audits based on undated screenshots. A screenshot can hide the date range, attribution settings, or changes made since it was captured. Request a live review or a dated export with enough context to verify the claims.

Check whether the account is attracting the right traffic

Clicks are not the goal; useful customer actions are. Review the search terms report to see the actual queries that triggered your ads. Look for mismatches [search terms report](#) between a searcher's intent and the offer on the landing page. Add negative keywords where appropriate, but avoid broad exclusions that might block valuable searches.

Review location settings, ad schedules, and device performance in the context of your service area and operating hours. A local business that only serves certain cities should not pay for irrelevant regions. A B2B company with a long sales cycle may need to assess qualified opportunities and pipeline contribution, not just same-day form fills.

Also check whether the ad message matches the page. If the ad promises a consultation, the page should make it easy to request one. If it promotes a specific product or service, the click should not land on a generic homepage where the visitor has to search again.

What a 410 Gone error means for an advertised page

A **410 Gone** error is an HTTP status indicating that a page has been intentionally and permanently removed. It differs from a temporary outage: the server is signaling that the resource is gone and does not have a known replacement. A **404 Not Found** response means the requested page cannot currently be found, but does not by itself say whether the absence is permanent.

Status Typical meaning What to investigate
410 Gone The resource was removed permanently. Confirm that removal was intentional and identify a relevant replacement, if one exists.
404 Not Found The server cannot find the requested resource. Check for a mistyped URL, missing page, broken link, or a page that has moved.

For SEO, neither response is automatically a disaster. Search engines can remove unavailable pages from their indexes over time. A 410 can make the permanent removal explicit; a 404 is appropriate when the page is not found and its permanent status is uncertain. Do not redirect every dead URL to the homepage. A redirect is most useful when there is a genuinely close replacement, such as a product page that has been replaced by its updated version.

For Google Ads, however, a dead destination is an immediate operational problem. A visitor who clicks an ad should not land on an error page. The broken URL can waste paid traffic, disrupt lead generation, and create a poor user experience. Check final URLs, tracking templates, redirects, and mobile versions whenever a page is retired or a site is migrated.

How to replace a dead marketing resource

If an old guide, campaign page, or downloadable resource returns a 410 or 404, first decide whether it should be restored, replaced, redirected, or retired. Base the decision on user intent and business value—not on a reflex to keep every old URL alive.

1. **Find the source of the traffic.** Check paid campaigns, internal links, email messages, partner sites, and organic search reports for references to the dead URL.
2. **Choose the right destination.** If a substantially equivalent resource exists, direct users there. If the old resource has no useful substitute, provide a clear retirement page or remove links that still point to it.
3. **Update the Google Ads final URL.** Confirm that every active ad, asset, and tracking template uses the correct destination.
4. **Test the full path.** Check the page on mobile and desktop, verify the form or call action, and confirm conversion tracking.
5. **Record the change.** Note the date, affected campaigns, old and new URLs, and the reason for the replacement.

Website infrastructure can affect how these responses are served. For example, a web server running Apache on Ubuntu may use server configuration or application rules to return a particular HTTP status or redirect. The tools themselves do not determine the right marketing decision; someone needs to verify that the intended status code and destination are actually being served. Use a browser or an HTTP inspection tool to test the URL rather than assuming a redirect works because it was added in a configuration file.

How to evaluate a Google Ads specialist or agency

A good specialist should be able to explain the account in plain English, distinguish platform metrics from business outcomes, and show their work. Ask for a structured walkthrough of the live account, not just a sales presentation.

If they claim results improved, ask for the date range, comparison period, conversion definition, and relevant changes.

Questions worth asking

- Which conversions are used for bidding, and how have you verified tracking accuracy?
- What changed last week, and what was the reason for each significant change?
- How do you review search terms and decide which negative keywords to add?
- How do you assess lead quality after a conversion is recorded?
- What happens when a landing page returns an error or is replaced?
- Who owns the Google Ads account, analytics setup, conversion tags, and customer data?
- What specific work is included in the monthly fee, and what is billed separately?

Require clear pricing and a defined scope. “Full-service optimization” is too vague unless the contract explains what is included: campaign management, reporting, landing-page recommendations, tracking support, creative work, or additional development. Agencies and information publishers such as Marketing91 can be useful sources of general marketing education, but articles should not replace access to your own account data and a review of your actual lead quality.

Be cautious of promises of guaranteed rankings, guaranteed lead volume, or a specific return without qualification. Google Ads performance depends on factors outside the manager’s control, including competition, demand, the offer, the website, and sales follow-up. A credible partner can explain assumptions and measurement limitations instead of hiding them behind confident language.

What a useful monthly review should include

Ask for a concise report that connects actions to outcomes. At minimum, it should show the reporting period, spend, clicks, conversions by type, cost per conversion, and—where available—qualified leads, sales, or revenue. It should also note important changes, tracking issues, landing-page problems, and planned tests.

Look for decisions, not activity for activity’s sake. “We adjusted bids” is not enough. A useful update explains which campaigns were adjusted, why, what evidence informed the decision, and when the result will be reviewed. If there was no meaningful change, the report should say what was monitored and why stability was the right choice.

Make the decision based on evidence

A well-managed Google Ads account has clear goals, reliable measurement, relevant traffic, functional landing pages, and documented decisions. It does not need to look complicated, and it does not need to change every day. It does need to be understandable and accountable.

Begin with a checklist: verify conversion definitions, review search terms, inspect live destinations, compare platform data with business records, and complete a change history review. If the manager can answer what changed last week—and support that answer with dated evidence—you have a stronger basis for judging PPC account health than any polished promise or undated screenshot.