

Hiring someone to manage Google Ads should give you more than a few new ads and a monthly invoice. You should receive clear reporting, regular account maintenance, a plan for testing, and explanations that connect advertising activity to business results. If your current provider says they are “optimizing” but cannot show what changed, what they learned, or how leads are being measured, it is reasonable to ask for specifics.

Before making changes, start with one practical question: **what changed last week?** It helps separate meaningful account work from vague assurances. The answer should point to documented changes, observed performance, or a reason to hold steady—not just a list of marketing buzzwords.

This guide covers the core Google Ads management deliverables to expect, how to evaluate specialists and agencies, and why a seemingly unrelated website issue—a 410 Gone error—can affect the performance of your campaigns.

Start With the Foundation: Goals, Access, and Tracking

Good management begins with an agreed definition of success. For a local service business, that might mean qualified calls and booked appointments. For B2B, it could be sales-accepted leads, demo requests, or opportunities that reach a specific stage. Clicks and impressions help explain delivery, but they are not substitutes for business outcomes.

Before launch or a major account overhaul, expect your manager to review account access, conversion actions, landing pages, campaign structure, and budget constraints. They should also confirm how conversions are counted and where the data comes from. A form submission, for example, should not count as a successful lead if it is a test, spam, or an accidental duplicate.

- **Goals and targets:** What counts as a valuable conversion, and what cost or volume range is realistic?
- **Conversion tracking:** Are calls, forms, purchases, or qualified CRM stages measured correctly?
- **Account ownership:** Does your business retain access to its Google Ads account and data?
- **Landing-page review:** Do ads lead to relevant, working pages with a clear next step?
- **Baseline:** What is the current performance against which future changes will be judged?

If conversion tracking is broken, a polished report can still tell the wrong story. Ask your manager to document the tracking setup, identify any known limitations, and explain how they will validate that recorded conversions match real actions.

What a Monthly PPC Report Should Include

A useful **monthly ppc report** is a decision-making document, not a screenshot collection. It should put results in context, explain what changed, and identify what happens next. Reporting format varies by business, but the essentials should be easy to find and understand.



Report area What to expect Why it matters Spend and delivery Spend, impressions, clicks, and pacing against budget Shows whether campaigns are reaching the intended audience within budget Conversions Conversion volume, cost per conversion, and conversion rate Connects ad activity to the actions the business values Lead quality Qualified leads, booked calls, sales stages, or other downstream outcomes Helps distinguish cheap leads from commercially useful leads Changes and findings What was changed, when it changed, and what happened afterward Makes account decisions auditable and performance easier to interpret Next steps Prioritized actions, owners, and timing Turns reporting into a plan rather than a backward-looking summary

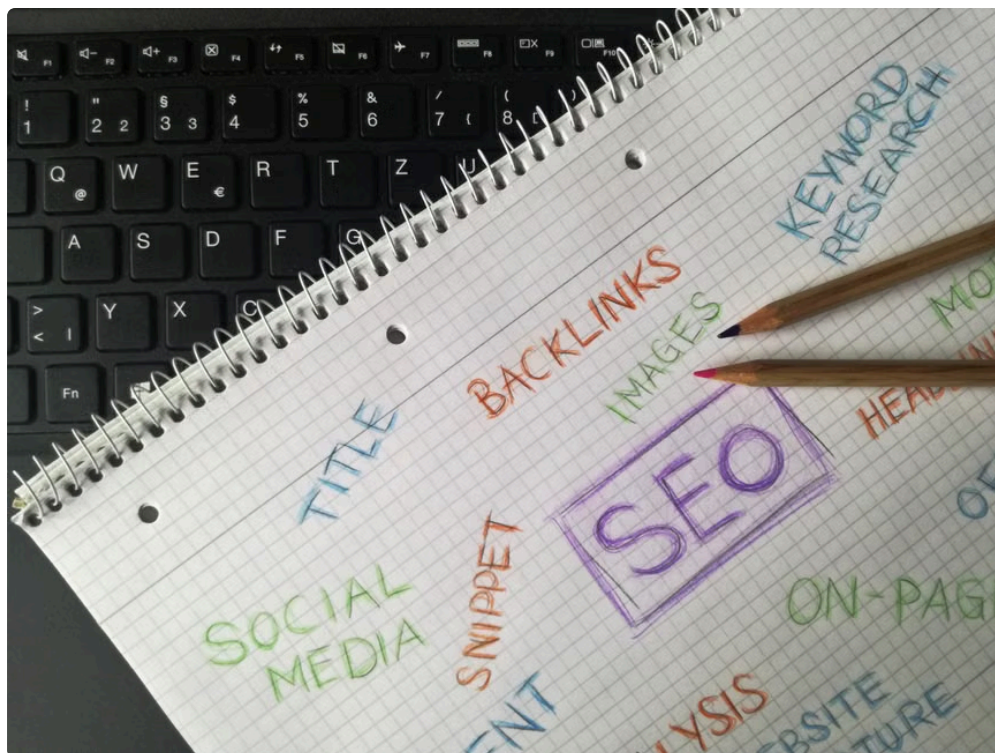
Reports should include the date range and comparison period. A result without dates or context is difficult to evaluate: a 20% increase in leads could be positive, but not if spend doubled or lead quality collapsed. Ask for notes about seasonality, promotions, budget changes, website changes, and tracking issues that might explain movement.

Expect the manager to discuss both wins and problems. If performance declined, the report should say what may have contributed, what evidence supports that explanation, and what will be checked next. No specialist can guarantee a particular result, but a responsible one can show their reasoning.

Expect a Regular Search Terms Review

A **search terms review** examines the actual searches that triggered your ads. It is one of the most practical recurring deliverables because it can reveal irrelevant traffic, new customer language, and opportunities to improve campaign organization.

Your manager should explain which searches are being excluded, which are worth testing, and whether any patterns suggest a landing-page or offer mismatch. For example, a plumbing company might discover that a campaign is paying for searches related to DIY repairs or jobs. A B2B advertiser might find that a phrase attracts students researching a topic rather than buyers evaluating vendors.



- Identify searches that are clearly unrelated to the offer.
- Add suitable negative keywords and explain the scope of those exclusions.
- Spot relevant queries that may deserve their own ad group, campaign, or landing page.
- Look for shifts in search intent, geography, or device behavior.
- Check whether matching behavior is expanding into searches that need closer monitoring.

Search-term work should be documented, especially when an exclusion could affect other campaigns. A manager should not promise that every search can be controlled perfectly, but they should show that search intent is being reviewed and that decisions are grounded in the account's actual data.

Campaign Maintenance and a Testing Roadmap

Google Ads management also includes ongoing maintenance: monitoring budget delivery, checking ads and assets, reviewing bidding behavior, and addressing approval or policy issues. The exact cadence depends on account size and volatility. A high-spend account may need closer monitoring than a small, stable campaign, but “we check it regularly” is not a useful service definition by itself.

Ask for a **testing roadmap** that names the questions the team plans to answer. Testing might cover ad messaging, landing-page content, location targeting, lead forms, or campaign structure. Each test should have a reason, a proposed change, and a way to assess its result. The roadmap should also make room for learning: not every test will win, and an unsuccessful test can still clarify what customers respond to.

1. **State the hypothesis.** Example: emphasizing emergency availability may increase qualified calls.
2. **Define the change.** Specify which ad, page, audience, or setting will be adjusted.
3. **Choose a measurement.** Use a relevant outcome, not only a click-through rate.
4. **Set a review point.** Allow enough time and data to assess the change fairly.
5. **Record the result.** Note what was learned and whether the next step is to keep, revise, or stop the test.

Testing plans should reflect your volume. A campaign with few conversions may not produce a dependable answer from a short experiment. A good specialist will tell you when there is not enough evidence, rather than presenting

random edits as conclusive optimization.

Why Website Errors Matter to Google Ads

Ads depend on working destinations. If a landing page is removed, redirected incorrectly, or replaced with an error page, a campaign can send paid visitors to a dead end. That wastes spend and may create a poor experience. Website health should therefore be part of campaign management, even when a developer handles the actual fix.

What a 410 Gone Error Means

A [dead URL](#) **410 Gone** status tells browsers and search engines that a page has been intentionally and permanently removed. It is more explicit than a generic missing-page response. A 410 can be appropriate when a promotion, resource, or service page has ended and there is no relevant replacement.

For example, a discontinued webinar page might return a 410 if the event is over and there is no useful successor. If the campaign still points to that URL, visitors will not reach an offer. The account manager should flag the broken destination, pause or update affected ads where appropriate, and coordinate with whoever owns the website.

410 vs. 404: What Is the SEO Impact?

A **404 Not Found** response means the server cannot find the requested page. It may be temporary, caused by a typo, or the result of a page that was removed without a replacement. A 410 communicates more clearly that the removal is intentional and permanent. Both statuses tell search engines that the page is unavailable; neither is a magic way to improve rankings.

For SEO, the right response depends on whether a genuinely relevant replacement exists. If an old guide has been replaced by an updated guide on the same topic, a carefully chosen redirect may help visitors and search engines reach the new page. If there is no suitable replacement, returning a proper 404 or 410 is usually more honest than redirecting everyone to an unrelated homepage.

For paid campaigns, the immediate concern is user experience and conversion loss. A 410 or 404 destination can interrupt a campaign journey even if the ad itself is approved. Check final URLs and tracking templates regularly, and verify that redirects preserve the intended page and measurement parameters.

How to Replace a Dead Marketing Resource

When a marketing resource disappears, first decide whether it should be restored, replaced, redirected, or retired. Do not redirect an old URL simply to hide an error. A replacement should serve a similar intent and offer real value to the visitor.

1. **Find every active reference.** Check ads, sitelinks, emails, partner links, and key organic pages for the old URL.
2. **Choose the best destination.** Use a directly relevant updated resource or campaign page when one exists.
3. **Update paid links.** Change final URLs in ads and assets, then test them on mobile and desktop.
4. **Check tracking.** Confirm that analytics tags, conversion actions, and URL parameters still work.
5. **Retire the old page cleanly.** If there is no replacement, use an appropriate 404 or 410 response and remove internal links pointing to it.

Server configuration may be handled by a developer. For example, teams using **Apache** can configure response behavior through server rules, while a site running on **Ubuntu** may have its web-server settings managed at the

operating-system level. The exact implementation depends on the server stack and site setup, so have the responsible technical owner verify the status code rather than assuming the page is returning what the browser display suggests.

Evaluating Google Ads Specialists and Agencies

When comparing providers, focus on access, process, measurement, and communication—not promises of instant growth. A credible specialist should be comfortable explaining what they will deliver, how often they will deliver it, and which decisions require your approval.

- **Ask for sample deliverables.** Request a redacted report, change log, or testing roadmap so you can judge the detail and clarity.
- **Clarify account ownership.** Your business should retain access to its Google Ads account, conversion data, and landing pages.
- **Ask how lead quality is measured.** Find out whether the provider can use CRM outcomes or needs a process for your team to share them.
- **Confirm the working cadence.** Establish how often you will meet, receive reports, and review urgent issues.
- **Discuss fees plainly.** Separate management fees, ad spend, setup costs, creative work, and any third-party tools.
- **Ask what will not be included.** Website development, call handling, CRM cleanup, and creative production may sit outside the management scope.

Marketing91 and other marketing publications can be useful starting points for general advertising concepts, but broad educational content is not a substitute for an account-specific audit. Your provider should be able to explain recommendations using your goals, campaign history, conversion data, and current constraints.

Be cautious of guarantees about rankings, lead volume, or a fixed return on ad spend. Results depend on competition, offer strength, sales follow-up, budget, and measurement quality. A specialist can commit to transparent work and a sound process; they cannot honestly guarantee every market outcome.

A Practical Deliverables Checklist

Use this checklist when reviewing an existing relationship or setting expectations with a new Google Ads manager:

- A documented account and conversion-tracking review.
- A clear monthly report with dates, comparisons, business outcomes, and next steps.
- A recurring search terms review with documented exclusions and opportunities.
- A change log showing what changed, when, and why.
- A testing roadmap with hypotheses, measurements, and review points.
- Checks for broken landing pages, redirects, and 404 or 410 destinations.
- A clear communication cadence and named points of contact.
- Transparent fees, account ownership, and boundaries of the service.

The best Google Ads management is visible and explainable. You should be able to see what was done, understand why it was done, and connect the work to a measurable business goal. If those basics are missing, ask for them before approving more spend or adding complexity to the account.