

AGENCY INSPECTION CHECKLIST

Check your locks. Run all of it in one sitting.

OWN

Can you get in?

- ☐ I am an admin (not just a viewer) on my website, domain, Google Ads, Analytics, and Google Business Profile.
- ☐ My domain and call tracking numbers are registered in my business name.

SECURE

Who guards the site?

- ☐ Someone is named in writing as responsible for website updates, backups, and security.
- ☐ I know who to call, and how fast, if my site goes down or gets hacked.

WATCH

Is anyone minding the ads?

- ☐ My PPC manager reviews search terms and adds negative keywords on a set schedule.
- ☐ I know whether this month's ad spend is on pace.

MEASURE

Is it real?

- ☐ I can see leads, calls, and appointments by source, not just clicks and rankings.
- ☐ My report shows rankings for searches that do not include my company name.

COORDINATE

Who holds the whole thing?

- ☐ I have a one page map of every vendor and what each one touches.
- ☐ One person is accountable when something breaks.

PROTECT

Whose side are they on?

- ☐ My agency has told me in writing who else they serve in my market.
- ☐ I know who my day to day contact is and how long they have been on my account.

BUILD

Own it or rent it?

- ☐ I know how much of my pipeline would vanish if I stopped paying one lead vendor.
- ☐ I track marketing cost as a percent of revenue by lead source.

YOUR SCORE

Check a box only if you can say yes without calling anyone.

- 12 to 14** Looking solid. Keep checking quarterly.
- 7 to 11** Some haunts. Fix the gaps this month.
- 0 to 6** Time for a second opinion.

Every unchecked box is a first phone call, not a crisis.