



FIVE-MINUTE SECOND-OPINION CHECKLIST

Before anyone changes *your Google Ads.*

Public pages can provide context. They cannot prove what is happening inside an account. Use this checklist to separate useful preparation from real account evidence.

BEFORE ACCOUNT ACCESS

- 1 Choose one decision**
Name the service, location, and business question the review must help settle.
- 2 Define a useful inquiry**
Agree whether calls, forms, or confirmed bookings count - and who checks quality.
- 3 Confirm ownership**
Know who owns the Google Ads account, billing profile, and final approval authority.
- 4 Keep claims honest**
Treat website observations as public context, never as proof of spend, leads, or waste.
- 5 Protect credentials**
Use client-owned access. Never send passwords, two-factor codes, or patient data.

AFTER EXPLICIT PERMISSION

- 1 Invite read-only**
Authorize a named user in the client-owned account. Share no login credentials.
- 2 Verify measurement**
Check which calls and forms are counted, where they come from, and whether tracking is testable.
- 3 Inspect search relevance**
Review actual search terms, exclusions, locations, and ad-to-page fit using account evidence.
- 4 Separate facts from actions**
Record observations first. Put recommendations, owners, and expected evidence in a plan.
- 5 Approve every change**
Grant higher access only for a specific approved change. Log and verify what happens next.

A USEFUL REVIEW LEAVES YOU WITH

01

Observed

Evidence and source

02

Recommended

Reason and priority

03

Approved

Owner and verification

Want an independent, read-only second opinion?

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Client owns account, data, billing, and access.

No guaranteed results. Advertising spend remains separate.