

Comparing two Google Ads agencies can feel straightforward: look at the proposals, compare the promises, and choose the one that sounds more confident. That is also how businesses end up paying for polished presentations instead of useful work.

A good agency comparison is less about who promises the most clicks and more about who understands your business, measures what matters, and can explain what they will do next when results are disappointing. Whether you are reviewing proposals from Zeka Design (Zeka Graphic), ClickSlice (clickslice.co.uk), or another provider, use the same questions and standards for each.



One important limitation: a company name or website alone does not tell you what an agency will charge, how it will manage your account, or whether its approach suits your business. If you do not have comparable proposals with pricing, retainers, ad spend figures, and target CPA numbers, you do not yet have enough information to make a meaningful financial comparison. Ask for those details rather than guessing.

Start with the business goal, not the traffic goal

"We want more traffic" is not a complete advertising goal. More visits can be useful, but only if they come from people likely to take an action that matters to your business. An agency should be able to connect its Google Ads plan to a commercial outcome, such as profitable sales, qualified enquiries, booked appointments, or growth in a priority product category.

Before comparing proposals, write down what you want advertising to change. Be specific about the result, the time frame, and any business constraints. For example, are you trying to increase online revenue while maintaining a certain margin? Generate more service enquiries without overwhelming your sales team? Sell through seasonal inventory?

Then ask each agency to explain how it would measure progress toward that goal. A useful proposal should make clear which outcomes count, how they will be tracked, and what decisions the data will support. If a presentation focuses on impressions, clicks, or account activity without connecting those metrics to business outcomes, put that on your list of agency proposal red flags.

Separate useful indicators from vanity metrics

Clicks, impressions, and click-through rate can help diagnose campaign performance. They are not automatically proof that advertising is working. A rise in clicks may mean stronger demand, or it may mean the campaign is attracting the wrong people. The metric matters only when you know what decision it helps you make.

- **Commercial outcomes:** revenue, qualified leads, booked jobs, and profit where reliable data is available.
- **Useful supporting metrics:** conversion rate, cost per lead, average order value, and search term relevance.
- **Context-dependent metrics:** clicks, impressions, and click-through rate. These need interpretation, not celebration on their own.

For each metric in a proposal or report, ask: "What would we do differently next week if this number went up or down?" If there is no clear answer, the metric may not deserve much attention.

Compare lead quality, not just lead volume

For a lead-generation business, the cheapest lead is not necessarily the best lead. An agency can produce a high volume of form submissions while sending your team people who are outside your service area, cannot afford the service, or are not ready to buy. That can make the ad account look busy while your sales team loses time.

Ask both agencies how they would distinguish a qualified lead from an unqualified one. The answer should involve your business context, not just the form completion event. You may need to agree on criteria such as location, service type, project size, eligibility, or whether the prospect was contacted and accepted by your team.

A CRM can help connect advertising activity to what happens after someone submits a form. Depending on your setup, it may show whether leads were reached, qualified, booked, or converted into customers. The agency should explain what data it needs, how it would use that data, and what is realistic to pass back into Google Ads. Avoid promises that depend on tracking or CRM integrations that have not been checked.

Questions that reveal how an agency thinks about lead quality

- How would you learn what makes a lead valuable to our team?
- Can you report qualified leads separately from all enquiries?
- What CRM or sales feedback would help improve the campaigns?
- How would you respond if lead volume increased but qualified leads did not?

For ecommerce, the equivalent is looking beyond order count. Ask whether the agency can consider revenue quality, product margins, returns, repeat purchases, and differences between product categories. Not every business has all of this data ready on day one, but a good partner should be clear about what it can and cannot measure.

Check whether onboarding includes real business context

An agency cannot make sound decisions from an ad account alone. Before it recommends campaigns or budgets, it should learn how your business earns money and what can limit growth. That includes your offer, sales process, service area, seasonality, inventory, margins, capacity, and the types of customers you want more of.

Listen to the questions an agency asks during onboarding. Does it ask which products or services are most profitable? What happens after a lead comes in? How quickly does your team follow up? Are there locations or customer types you cannot serve? What has been tried already, and what did the business learn?

These questions matter because two businesses in the same industry may need very different campaigns. One may need to prioritize high-margin services; another may have limited capacity or a long sales cycle. If an agency jumps straight to increasing spend without understanding those differences, it is proposing activity before strategy.

What a useful onboarding process should produce

- A shared definition of a conversion and a qualified lead or valuable sale.
- A list of business constraints, priorities, and known seasonality.
- An understanding of the existing account, website, and measurement setup.
- A clear plan for communication, approvals, and access to information.
- Initial hypotheses to test, with a reason behind each one.

Agencies may describe their process differently. Do not judge by the number of kickoff meetings or the length of a questionnaire. Judge by whether onboarding produces a usable understanding of your business and a plan grounded in it.

Verify measurement and tracking before discussing more spend

Before increasing a budget, make sure the business can tell what that budget produces. A conversion action may be configured incorrectly, duplicated, or disconnected from a meaningful [google ads experiments](#) outcome. A campaign can appear successful in Google Ads even if the recorded conversions do not match actual enquiries or purchases.

Ask each agency to review your measurement setup before making performance claims. That review may include conversion actions, tagging, website forms, call tracking where relevant, consent and privacy requirements, and whether data reaches the CRM or ecommerce platform as expected. The agency should explain any gaps in plain language and identify what must be fixed before the data can support decisions.

Do not accept “tracking is set up” as a complete explanation. Ask what is tracked, how it is tested, who owns the setup, and how the team will detect problems. You should also clarify account access and ownership. Your business should retain appropriate access to its Google Ads account and important measurement assets, even if an agency manages them.

Compare the testing approach, not just the pitch

Every agency can say it tests campaigns. The useful question is what it tests, why, and how it will interpret the result. A testing approach comparison should reveal whether the agency has a disciplined way to learn—or whether it plans to change several things at once and call the outcome a test.

Ask for an example of a recent test, with any confidential information removed. The example should describe the business question, the change made, the period or conditions evaluated, the result, and the decision that followed. It should also mention limitations. A test with too little data or several simultaneous changes may not support a confident conclusion.

A practical testing plan should include

1. **A clear question:** What uncertainty is the test meant to address?
2. **One main change:** What will be different, while other important factors stay as stable as practical?

3. **A success measure:** Which business-relevant metric will guide the decision?
4. **Context:** How will seasonality, budget, sales delays, or low conversion volume affect interpretation?
5. **A next step:** What will the agency do if the result is positive, negative, or inconclusive?

No agency can guarantee that every test will win. A credible team can explain what it expects to learn and how that learning will influence the next decision. Be cautious of proposals that promise a fixed improvement without showing what assumptions support the forecast.

Ask for reporting examples that lead to decisions

Reporting examples are more revealing than a list of dashboards or software logos. Request a sample report with client information removed, then look for a clear narrative: what happened, why it may have happened, what the business impact was, and what the agency recommends next.

A report made only of tables and screenshots can contain plenty of numbers and still leave you unsure what to do. Ask the agency to talk you through a sample. Can it explain a change in performance without hiding behind jargon? Does it distinguish what is known from what is only a possible explanation? Does it connect advertising results to sales or lead quality when that information is available?

What to compare A useful sign A warning sign Business outcomes Reports connect campaign activity to agreed sales or lead goals. Reports celebrate traffic or clicks without explaining their value. Lead quality Qualified leads and downstream outcomes are considered where data allows. Every form submission is treated as equally valuable. Explanation The agency explains what changed, what it knows, and what remains uncertain. The report lists numbers but offers no interpretation or recommendation. Next actions Each recommendation has a reason, an owner, and a way to assess its effect. There are many recommendations but no priority or decision attached.

Get the commercial details in writing

If pricing, retainers, ad spend figures, or target CPA numbers are missing, you cannot fairly compare the proposals' financial implications. Do not infer those figures from a company's website, a sales call, or another client's experience. Ask each agency to state its fees, what the fee covers, what the recommended media budget is, and whether that budget is paid directly to Google or handled another way.

Ask how the agency expects performance to be evaluated and whether any CPA target is a forecast, a planning assumption, or a contractual commitment. A target CPA without a definition of the conversion, a measurement review, and relevant business context is just a number. Confirm whether setup, creative, landing page work, tracking support, or additional services cost extra.

Use a consistent scorecard for both agencies

Give both agencies the same information and ask the same questions. This makes it easier to compare the quality of their thinking rather than their presentation style. You can score each area from one to five, but write a short reason for every score so the process does not become another table without a decision.

- Understanding of your commercial goals and constraints.
- Plan for measuring qualified leads or valuable sales.
- Quality of the onboarding and account review process.
- Ability to explain tracking needs and measurement limitations.
- Clarity of the testing approach and decision rules.

- Usefulness of reporting examples and communication rhythm.
- Transparency around fees, ad spend, scope, and ownership.

You might compare proposals from Zeka Design (Zeka Graphic) and ClickSlice (clickslice.co.uk), but the names themselves do not establish which agency is a better fit. Evaluate the actual proposal, the people who will do the work, the account access and reporting terms, and the answers to your questions. If a detail is not stated, ask for it in writing.



Make the decision based on the next decision

The best agency is not necessarily the one with the flashiest deck, the biggest list of services, or the most optimistic forecast. It is the one that can understand your business, measure the right outcomes, explain uncertainty, and turn evidence into sensible actions.

Before signing, ask each agency: “What would you do differently next week if our results were below target?” A useful answer will connect a specific observation to a considered next step. If the answer is simply “spend more,” “get more traffic,” or “keep optimizing,” ask for more detail.

When comparing Google Ads agencies, focus on commercial goals over vanity metrics, lead quality over raw volume, business context over generic onboarding, and reliable measurement before increased spend. That will not remove every risk, but it will make it much harder to be impressed by activity that has no decision attached.