

Questions to Ask Before Hiring a Dental Google Ads Agency

A practical scorecard for dental practice owners comparing Google Ads agencies, PPC specialists or dental lead generation partners.

Created by Wise Agency. Use this before a sales call, proposal review or contract renewal. Score based on proof, not confidence.

How to score agencies

Give each area a score from 0 to 5 based on evidence. Ask for proof such as dental campaign examples, landing pages, sample reports, tracking setups, CRM workflows, search term reviews and lead quality feedback.

Score	Meaning
0	No answer, no proof, or the agency avoids the question.
1	Very weak. The answer is generic and could apply to any sector.
2	Basic. They understand Google Ads, but cannot show much dental-specific evidence.
3	Acceptable. They can explain the approach and show some relevant examples.
4	Strong. They have a clear process, relevant dental examples and sensible tracking.
5	Excellent. They can show dental-specific work and connect it to enquiries, lead quality, booked consultations and revenue opportunity.

Agency scorecard

Criterion	Score 0-1	Score 2-3	Score 4-5	Your score
Dental Google Ads experience	No dental examples or only vague PPC claims.	Some dental work, but limited proof or treatment detail.	Clear experience with dental campaigns, treatment journeys and practice growth goals.	/5
Search intent understanding	Treats all keywords as equal.	Basic keyword planning, but limited patient journey thinking.	Understands intent differences between implants, Invisalign, emergency and general dentistry.	/5
Campaign structure	One broad campaign or unclear structure.	Some segmentation, but limited treatment-specific control.	Separates campaigns by treatment, location, intent and commercial priority.	/5
Landing page strategy	Sends paid traffic to the homepage.	Uses some landing pages, but they are generic.	Builds fast, treatment-specific landing pages matched to advert and keyword intent.	/5
Conversion tracking	Only tracks clicks or basic form fills.	Tracks enquiries, but with gaps across calls or WhatsApp.	Tracks calls, forms, WhatsApp, source, campaign and conversion actions properly.	/5
Lead quality tracking	Counts every enquiry as equal.	Reviews some feedback, but not consistently.	Tracks treatment interest, source, contactability, booking outcome and wasted spend.	/5
CRM and follow-up integration	Leads go into an inbox with little visibility.	Basic form capture or manual follow-up.	Connects enquiries to a dental CRM, workflow or follow-up process.	/5
Reporting quality	Reports clicks, impressions and traffic only.	Reports leads, but without enough commercial context.	Reports spend, enquiries, cost per lead, lead quality, booked consultations and next actions.	/5

Criterion	Score 0-1	Score 2-3	Score 4-5	Your score
Budget control	No clear wasted spend process.	Basic optimisation, but limited explanation.	Uses search term reviews, negative keywords, bid control, location checks and quality feedback.	/5
Commercial strategy	Talks about traffic, not revenue.	Understands leads, but not treatment value or capacity.	Connects campaign decisions to treatment value, chair capacity, consultation rates and growth goals.	/5

Score interpretation

Total score	What it suggests
0-20	High risk. The agency may be too generic, under-equipped or disconnected from dental commercial outcomes.
21-35	Basic PPC supplier. They may manage ads, but you should check proof, tracking and strategy carefully.
36-45	Strong contender. The agency has a good foundation and should be compared seriously.
46-50	Excellent strategic partner. The agency can clearly connect dental Google Ads activity to measurable practice growth.

Quick questions to ask first

#	Question	Notes
1	How many dental practices have you managed Google Ads for?	
2	Which treatments have you advertised before?	
3	Can you show examples of dental campaigns, landing pages or reports?	
4	Do you specialise in dental, or do you work across many sectors?	
5	What usually causes dental Google Ads campaigns to fail?	
6	How would you structure campaigns for implants, Invisalign, emergency and general dentistry?	
7	How do you separate high-intent searches from research-stage searches?	
8	How do you decide which keywords are worth bidding on?	
9	How often do you review search terms and add negative keywords?	
10	How do you control wasted spend from irrelevant searches?	

Full questions to ask before signing

#	Question	Notes
1	How many dental practices have you managed Google Ads for?	
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7	How do you separate high-intent searches from research-stage searches?	
8	How do you decide which keywords are worth bidding on?	
9	How often do you review search terms and add negative keywords?	
10	How do you control wasted spend from irrelevant searches?	
11	Will campaign traffic go to our homepage or dedicated landing pages?	
12	What should an implant landing page include that an Invisalign page should not?	
13	How do you improve dental landing page conversion rate?	
14	Do you test page speed, mobile layout and call-to-action clarity?	
15	How do you track calls, forms and WhatsApp clicks separately?	

Full questions to ask before signing - continued

#	Question	Notes
16	What conversion actions will be set up before campaigns go live?	
17	Do you use call tracking?	
18	Can enquiries be pushed into our CRM or follow-up system?	
19	How will you measure lead quality?	
20	How will we know which leads became booked consultations?	
21	What will the monthly report include?	
22	Will you report cost per lead by treatment?	
23	Will you show wasted spend and what has been done to reduce it?	
24	How do you connect campaign results to treatment plan value?	
25	What changes do you make if lead volume is high but lead quality is poor?	
26	What monthly ad spend would you recommend and why?	
27	What management fee do you charge and what is included?	
28	Who owns the Google Ads account?	
29	What are the contract terms?	
30	What would make our practice a bad fit for Google Ads right now?	

Red flags

#	Red flag	Seen?
1	Cannot show dental-specific Google Ads experience.	
2	Talks mainly about clicks, impressions or traffic.	
3	Sends most treatment campaign traffic to your homepage.	
4	Does not use call tracking or source tracking.	
5	Cannot explain how they measure lead quality.	
6	Does not ask about treatment value, follow-up or practice capacity.	
7	Uses the same campaign structure for every treatment.	
8	Promises guaranteed patients or guaranteed results without context.	
9	Cannot show a sample report.	
10	Does not review search terms and negative keywords regularly.	
11	Ignores mobile speed and landing page conversion.	
12	Does not connect campaigns to booked consultations or revenue opportunity.	
13	Does not explain who owns the Google Ads account.	
14	Avoids questions about wasted spend.	

Final decision notes

Question	Notes
What did the agency explain well?	
What felt unclear?	
What proof did they provide?	
What risks remain?	
Would we trust them with high-value treatment campaigns?	
Overall score	/50

Need help reviewing a Google Ads proposal?

Wise can review your current Google Ads setup, landing pages or PPC proposal against this checklist. WhatsApp Wise: https://api.whatsapp.com/send/?phone=447508555106&type;=phone_number&app;_absent=0