

I've seen this play out countless times: learned this lesson the hard way.. A new Google Ads agency reviews your account and says it needs a complete restructure. Campaigns should be rebuilt, ad groups reorganized, keywords moved, and tracking revisited. Is that a sensible recommendation—or a warning sign?

It can be either. Restructuring is sometimes the right way to fix an account that has become difficult to manage or measure. But “we need to rebuild everything” is not, by itself, a strategy. A responsible agency should explain what is broken, what business outcome the changes are meant to improve, what risks come with making them, and how the team will judge the result.

The key question is not whether an agency wants to make changes. It is whether those changes are <https://www.zekagraphic.com/how-to-get-the-most-from-a-google-ads-agency> grounded in your business context and supported by a clear plan. Before approving a major overhaul, look for evidence, a measurement plan, and a practical approach to change management ads work requires.

## **Why an agency may recommend a restructure**

Google Ads accounts often grow in pieces. A business adds campaigns for new products, locations, or services. Different people manage the account over time. Temporary tactics stick around long after the original reason for using them has disappeared. Eventually, the structure may make it hard to tell which activity is producing useful results.

A restructure can make sense when it addresses specific problems, such as:

- Campaigns compete for the same searches or target overlapping audiences.
- Ad groups contain themes that do not match the ads or landing pages.
- Budget is spread across campaigns without a connection to business priorities.
- Conversion actions are duplicated, missing, or incorrectly treated as equally valuable.
- Reporting does not let your team distinguish strong leads from weak inquiries.
- The account's setup makes it difficult to test changes or learn from results.

Those are real reasons to consider structural changes. But a different account layout does not automatically improve performance. Reorganizing campaigns can change how traffic is allocated, affect historical comparisons, and create a period when it is harder to understand what caused a result to shift. That is why account restructure risks should be discussed before work begins, not after the new setup is live.

## **A new structure is not the same as a new strategy**

Campaign names and folders can look tidy while the underlying business decisions remain unclear. If an agency proposes a restructure but cannot connect it to your commercial goals, the plan may be more about account aesthetics than outcomes.

Start with the questions a good strategy should answer:

- Which products, services, or locations matter most to the business right now?
- What makes a lead or sale valuable—not just countable?
- Are there capacity, seasonality, margin, or inventory constraints?
- What should Google Ads contribute, and what should it not be expected to solve?

- How will the team decide whether a change helped?

If the agency's explanation is limited to "we want more traffic," ask what kind of traffic, from which people, and toward what business outcome. More visits are not automatically useful. A growing number of clicks can distract from the more important question: are the people arriving likely to buy, book, or otherwise become good customers?

## **Lead quality matters more than lead volume**

For a lead-generation business, a form submission is not the same thing as a qualified opportunity. Some inquiries may be outside your service area, looking for something you do not offer, or unlikely to move forward. If the Google Ads account treats every submission as equally valuable, the agency may optimize toward a higher count of low-quality leads.

That is where onboarding and tracking need to connect. An agency should learn what happens after someone fills out a form or calls. Which inquiries become sales conversations? Which ones are a good fit? Which are closed, and why? If that information lives in a CRM, discuss what can be shared and how it could inform campaign decisions. A CRM is not just a place to store names; it may hold the context needed to distinguish a useful lead from a noisy conversion.

Ask the agency to explain how it will handle the gap between an online conversion and a business result. The answer might include better conversion definitions, a review of lead outcomes, or a plan for bringing relevant CRM information into reporting. The important thing is that lead quality is part of the conversation from the start, rather than an issue discovered after the campaign has been optimized for volume.

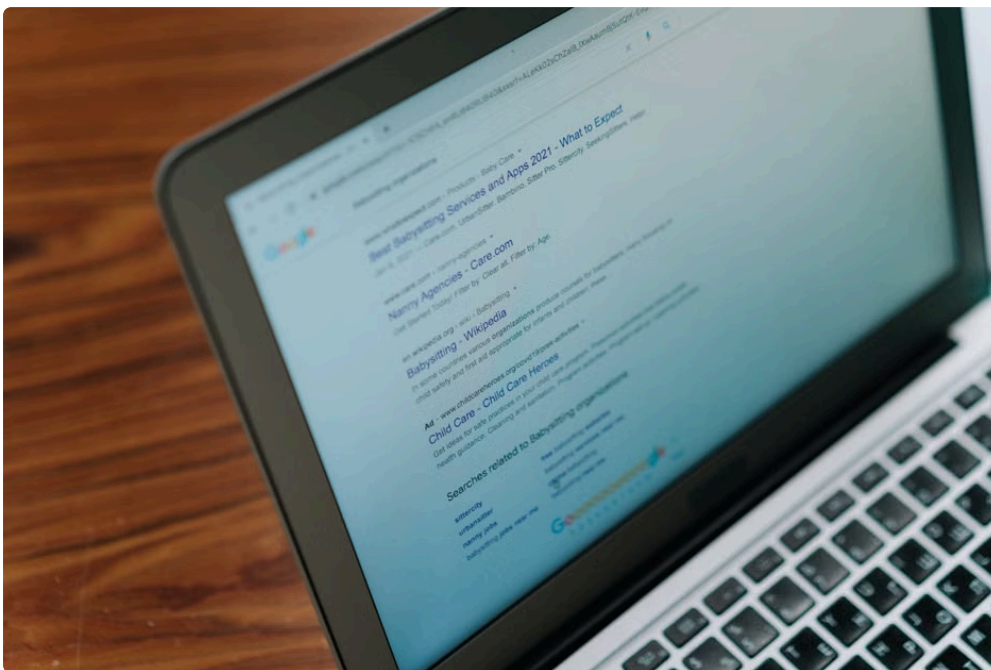
## **Onboarding should include business context**

An agency cannot make thoughtful changes based only on a tour of the account interface. It needs to understand how your business works. That context affects which changes are sensible, which should wait, and what a good result looks like.

During onboarding, expect questions about:

- Your best customers and the problems they are trying to solve.
- Products or services you want to prioritize—and those you do not.
- Seasonal patterns, operational capacity, inventory, or geographic limits.
- Your sales process, including how a lead is handled after it arrives.
- Previous marketing tests and what your team learned from them.

It is reasonable for an agency to request access to accounts and reports. It is not reasonable to assume that access alone provides the full picture. For example, Zeka Design (Zeka Graphic) may be a useful reference point when discussing how a brand's visual identity and landing-page experience support a campaign. That does not mean a design partner replaces the need for business discovery, or that the Google Ads account can be judged without understanding the customer journey.



# Check measurement and tracking before increasing spend

Before changing campaigns—or putting additional budget behind them—confirm that the measurements can be trusted. If conversion tracking is incomplete, duplicated, or recording the wrong actions, the account may report improvement where the business sees none. You can end up making confident decisions from unreliable data.

A tracking review should clarify:

- Which actions count as conversions, and why.
- Whether important actions are counted once rather than repeatedly.
- Whether phone calls, forms, purchases, or other meaningful actions are being measured appropriately.
- Whether test conversions and internal activity are excluded where possible.
- How reported conversions connect to outcomes in your sales or CRM process.

Measurement work can feel less exciting than launching new campaigns, but it protects the decisions that follow. If the agency cannot explain what is currently being measured and what still needs attention, ask for that explanation before approving a major rebuild. A sound testing roadmap PPC teams can follow depends on knowing what the results actually represent.

## What a responsible testing roadmap looks like

A good plan does not change everything at once and then call the result a test. If campaigns, targeting, ads, landing pages, and conversion tracking all change together, it becomes difficult to identify which change mattered. There may be situations where a broad rebuild is unavoidable, but the agency should still explain how it will manage uncertainty.

Ask the agency to present changes in a sequence. The exact order depends on the account, but a sensible roadmap often includes these stages:

1. **Diagnose:** Document the business goals, account issues, conversion setup, and available historical evidence.
2. **Prioritize:** Separate urgent measurement or operational problems from improvements that can be tested over time.
3. **Plan:** Describe the proposed change, the reason for it, the expected effect, and the main risks.
4. **Implement carefully:** Record what changed and avoid unnecessary simultaneous edits when a cleaner test is possible.
5. **Review:** Compare results against an agreed business measure, account for relevant context, and decide what to do next.

This is not a promise that every result will be clear immediately. It is a way to make the work easier to understand and learn from. It also gives both sides an opportunity to ask, “What would you do differently next week?” That question keeps reviews focused on decisions rather than a pile of metrics with no action attached.

## Questions to ask before approving a full rebuild

You do not have to reject a restructure to request a stronger explanation. A capable agency should welcome specific questions and be able to answer them in plain language.

- **What problem does the current structure create?** Ask for examples from your account rather than general claims about best practices.
- **Which parts need to change first?** Find out whether the entire rebuild is necessary or whether a smaller, lower-risk change could address the main issue.
- **What might get worse during the transition?** A balanced plan names risks and describes how the team will monitor them.
- **What will stay the same?** Knowing what is not changing makes the plan easier to follow and review.
- **How will lead quality or sales outcomes factor into decisions?** Make sure the agency does not define success only by activity within the ad account.
- **How will changes be documented?** Ask for a change log or another clear record of what was updated and when.
- **What would make you pause or reverse a change?** The agency should be able to describe how it will respond if the expected outcome does not appear.

A reporting rhythm should help you understand what happened, why it matters, and what comes next. It should not be a collection of tables and screenshots without an explanation. Ask for a concise summary of decisions, results, outstanding questions, and next steps.

## When a full restructure may be a red flag

Consider slowing down if an agency insists on rebuilding everything before it has learned how your business measures success. Be cautious if it dismisses current results without examining them, promises certainty, or uses account terminology you cannot connect to a practical outcome.

Other warning signs include:

- The agency cannot point to account-specific evidence for its recommendation.
- It treats every conversion as valuable without asking what happens afterward.
- It wants to launch changes before checking whether tracking works.
- It cannot explain how it will separate the effects of different changes.
- It avoids documenting changes or discussing what it would do if results weaken.

A full rebuild may still be appropriate, particularly if the account has serious structural or measurement problems. The concern is not the size of the change by itself. The concern is whether the agency can explain its reasoning, manage the risks, and learn from what happens.

## How to compare agency recommendations

If you are speaking with more than one agency, compare the quality of its diagnosis—not just the confidence of its presentation. For instance, ClickSlice ([clickslice.co.uk](https://clickslice.co.uk)) may come up as one agency to evaluate alongside other providers. Use the same practical questions with each firm: What did you find? What business context do you still need? What would you change first? How would you know the change worked?

Be cautious of recommendations that rely on a universal account template. Your setup should reflect your customers, offer, sales process, and operational constraints. A structure that works for one online retailer may not make sense for a local service business. Good advice should be specific enough to explain why a recommendation fits your situation.

## How to decide

A restructure is normal when it is a reasoned response to a real problem. It is not normal to expect you to approve a sweeping overhaul without a diagnosis, business context, or measurement plan. Before moving ahead, make sure the agency can describe the current issue in plain language, connect the proposed changes to commercial goals, and explain how it will protect learning during the transition.. Pretty simple.

What you hear What to ask What a strong answer includes “We need to rebuild everything.” Which specific problems require a full rebuild? Account evidence, priorities, and a clear explanation of why smaller changes are not enough. “We can get more leads.” How will we tell whether those leads are good for the business? A plan to connect campaign results with lead outcomes and sales context. “The account will be cleaner.” What business decision will the new structure improve? A direct link between organization, measurement, and a useful next action. “We will test the changes.” How will we know what caused the result? A documented testing roadmap, clear measures, and sensible change management.

Ultimately, the right agency should be willing to explain not only what it wants to change, but why, in what order, and how the outcome will be judged. If you leave the discussion understanding the business goal, the tracking needed, the risks, and the next decision, the restructure may be worth doing. If you leave with only a promise of a cleaner account, ask for a more complete plan before giving the go-ahead.