

# WHAT TO ASK BEFORE HIRING A PPC AGENCY.

We wanted to provide a few thought-starters to consider before hiring your next web partner. Whether that's ICS or not, here are twenty things to keep in mind.

1. **How much does it cost** to do PPC?
2. How does PPC work?
3. **How many leads** can I expect to get each month?
4. What are the **contract terms** to do PPC?
5. What **networks** do you advertise on?
6. What **software** do you use to manage my account?
7. What kind of **reporting** will I receive from you?
8. How often will you change my ads?
9. How do you determine if the ads are working or not?
10. Are you able to show me how **many people contacted** me through the ads?
11. How much **traffic** can I expect to get each month?
12. Are you able to make people see my ads **after they visit my site** once?
13. How do you find the **keywords** people are searching for?
14. How much does it **cost per click**?
15. What type of ads do you do? Search? Display?
16. Can you make animated ads?
17. Are you certified?
18. What do you do **each month** to manage the account?
19. What are the payment terms?
20. Can you tell me **what my competitors are doing** with Adwords?