



15 Questions to Ask Your Marketing Agency

#	QUESTION	GREEN FLAG	RED FLAG
1	<input type="checkbox"/> Do we own the website code, database, and/or design files, is the CMS proprietary?	WordPress or Webflow	"You own content but we license the platform"
2	<input type="checkbox"/> Who is the registered owner of our domain in name WHOIS?	Your firm registers it, gives agency DNS access	Agency registers it "for convenience"
3	<input type="checkbox"/> Do we get direct ownership of GA, Tag and Manager, GBP accounts?	Everything set up under your email	"We provide data through our dashboard"
4	<input type="checkbox"/> What CMS do you build on and is it open source?	WordPress, Drupal, or Webflow	"Our custom platform built for law firms"
5	<input type="checkbox"/> Will we have admin access to Google Ads? Is our card on file, not yours?	Yes to both	"Can't give admin access due to special scripts"
6	<input type="checkbox"/> Is your management fee separate from ad or a spend blended budget?	\$1,500 mgmt + \$5,000 ad budget (you pay Google)	"\$6,500/mo for full marketing package"
7	<input type="checkbox"/> Can we see the original invoices from Google?	Invoices go straight to your finance team	Only agency-generated reports
8	<input type="checkbox"/> How do you define a conversion - signed or case, qualified lead, click?	Track to signed retainers, integrate with Clio	Reports full of impressions/clicks, no case data

If they get annoyed by these questions, that's your answer.



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9	<input type="checkbox"/> Can you show specific links you've built for clients in last 90 days?	Actual examples from real sites	"Proprietary network" or "trade secrets"
10	<input type="checkbox"/> Is content written by a human who talks to your attorneys, or AI/templates?	Real writer, attorney interviews, legal review	"Library of high quality legal articles ready"
11	<input type="checkbox"/> How often do we meet? Does the actual person SEO/PPC join, not just AM?	Monthly with technical team present	Only talk to salespeople
12	<input type="checkbox"/> Do you represent other firms in our practice area and market?	Market exclusivity for your practice area	"Capacity to handle multiple clients"
13	<input type="checkbox"/> Does contract say 'Work Made for Hire' or it does license us the website?	Work Made for Hire - you own everything	Any language about "licensing"
14	<input type="checkbox"/> What happens if we cancel - buyout, notice period, migration help?	30-day notice, no penalty, full file handover	Exit penalties, 60-90 day notice, auto-renewal
15	<input type="checkbox"/> Can we speak with a 2+ year client AND one who recently left?	Confidence, willingness to let you vet them	Only testimonials from new clients

NOTES:

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