

PPC Quality Score Myths

EXPOSED



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Here at Trada, we take Quality Score very seriously. Quality Score can make or break your success as a PPC advertiser. But it's a complicated idea, and myths abound. In this guide, we'll share the lowdown: what elements affect your campaign, which don't and what to do to get the best possible Quality Score.

Why should you care?

If you don't structure your campaign with Quality Score in mind, you could pay too much for clicks, your competitors will rank above you, your click-through-rate (CTR) will suffer, and it will be hard to fix!

Quality Score:

A set of factors in a paid search campaign that determine, along with bid price, the eventual ad position and click cost when an ad is clicked.

Quality Score is calculated at the keyword level, and the collection of factors is given a score between 1-10.



We met with Google to go over what, exactly, comprises Quality Score. It all comes back to relevance: Google wants to provide a consistent and relevant experience to the searcher.

For example, if a user searches on the term **buy running shoes**, Google wants ads to show that will be helpful to that user. So they reward an advertiser who targets the term **buy running shoes** with ads and landing pages that allow a user to buy running shoes by offering a lower click price and higher ad position.

How can you make your Quality Score better?

Building a campaign that is structured for relevance is the key.

1. Structure ad groups so that each keyword triggers a relevant ad.
2. Include as many variations of a keyword as possible in your account: having a user's exact search term will boost Quality Score.
3. Have a high click-through rate (CTR). This can be accomplished by writing compelling ad copy and bidding high when you launch.
4. Drive traffic to a landing page that does not provide a negative user experience. Negative user experience can mean pop-ups and slow load times.
5. Quality Score begets Quality Score - the more high Quality Score keywords in your account, the higher your Quality Scores.

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How can you make your Quality Score worse?

(Not that we suggest this, guys.)

1. Building a lazy campaign with gigantic ad groups filled with keywords that aren't closely related.
2. Running ads with a consistently low CTR (rewrite these, raise your bid prices or remove the ads altogether, please!)
3. Driving traffic to a poor landing page that doesn't include the keyword, has a slow page time, or has tons of pop-ups.
4. Keeping low Quality Score keywords in your account. Remove them or restructure your account to help them raise their Quality Scores.

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