

3 Steps to Obtain a High Quality Score with Adwords Campaigns

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Step #1: Know what quality score means: It's all relative

To fully understand how your quality score is calculated, you first have to understand the context in which it is calculated.

- **Quality score is only calculated on exact match keywords:** When you set up an AdWords campaign, you'll have to create ad groups, and then pick keywords to target within those.
- If you actually run a campaign, you'll see that there is a column in your keywords report for your quality scores.
- Google also look at the performance of other advertiser's ads.
- Google also weighs in the performance of your past ads and other currents ads as well.

Step #2: One factor that may tell Google that your ad is best

One key metric that goes into your quality score, is the click through rate (CTR) of your ad.

The basic logic is this: If lots of people are clicking on your ad, they must find it relevant and interesting.

A good CTR, with all other factors remaining the same, will raise your quality score.

CTR Factor #1 – Your headline:

Always include the keyword in the headline. Use the principles in these posts I've written about headlines in the past:

- [The Step-by-Step Guide to Writing Powerful Headlines](#)
- [Headline Writing 101](#)
- [The Formula for a Perfect Headline](#)
- [5 Ways to Become a Better Headline Writer](#)

CTR Factor #2 – Your description:

To make a description that attracts a high CTR, there's a few different approaches that you could try:

- List features
- List benefits
- Single out your customer (e.g. "Perfect for small businesses")
- Add a call to action (e.g. "call us today for a consultation")

CTR Factor #3 – Your URL:

If you include keywords in the landing page URL, they will get bolded in the search results which will help you attract extra attention, and more clicks.

You can manually set the display URL in your ads to show whatever you'd like, as long as the root domain is correct.

CTR Factor #4 – Your keyword targeting:

You won't be able to compare CTRs of different keywords. If you have a high quality score, but a low CTR, don't worry about it. This means that your CTR is still likely better than all competing advertisers for that keyword.

Step #3: Your landing page is the key to satisfaction

CTR is only one of the main components of your quality scores, because it only tells half of the story. The CTR tells Google about the searcher's experience on the Google search results, but it doesn't tell them what happens after they click.

How to tell if your landing page is performing well:

- It's hard to configure an algorithm to look at a landing page like a searcher would and truly understand if it satisfies their intent.
- So what AdWords does instead is looks at the basic factors, and gives your page an *overall status*. This is AdWords' best estimate of the experience your landing page gives the searcher.
- To check this, sign into AdWords and go to your keywords tab. You'll see a column labeled "status".
- When you click on the little speech bubble, you will see your quality score breakdown. In particular, look at the "landing page experience" status.

Landing page performance depends on following 4 factors:

- Relevance of the landing page with ad.
- High converting content
- Page loading speed
- Mobile friendliness