

The 7 Myths of Quality Score Revealed!

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Why should you care about Quality Score?

- If you've ever felt that...
 - You're paying too much on PPC
 - Your competitors seem to be beating you in PPC
 - You're Dissatisfied with Your ROI on PPC
 - You're Overwhelmed by Quality Score
 - All of the Above!!

Improving your AdWords Quality Score can help improve all of the above!

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- The Purpose of Quality Score
- How Quality Score is Calculated
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The Purpose of Quality Score (QS)

- QS is a measure of Relevancy
 - Insures **customers** find what they're looking for
 - Gives **advertisers** a reward for creating relevant ads
 - Provides **search engines** with a sustainable business model
- Quality Score is a collection of algorithms that enable this 3-way synergy.



How Quality Score is Calculated (in Detail) for Google Search

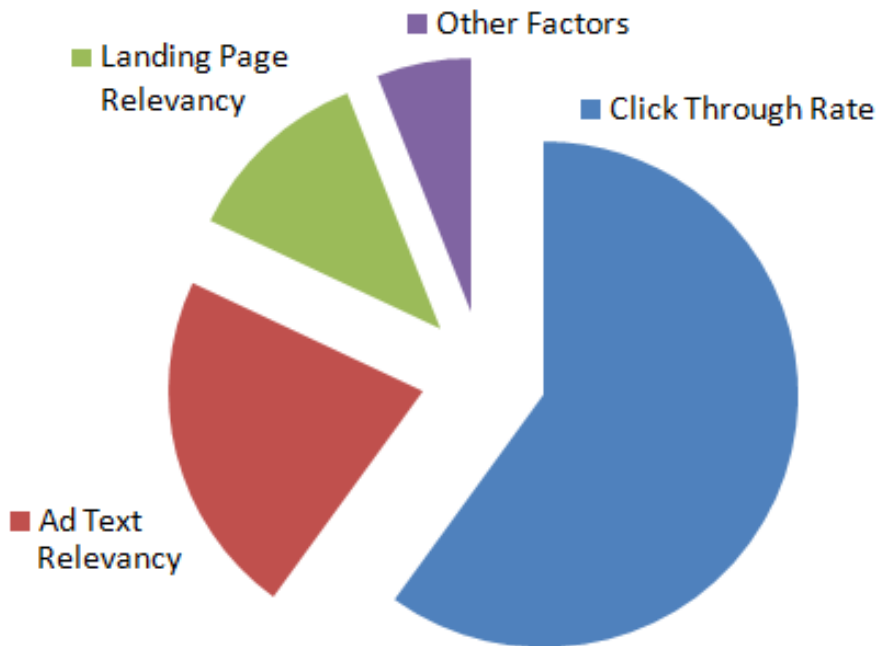
- The factors that Determine Quality Score (according to Google) are:

- Click Through Rate
- Ad Text Relevancy
- Landing Page Relevancy
- “Other Factors”

In a nutshell, a high-quality ad is one that:

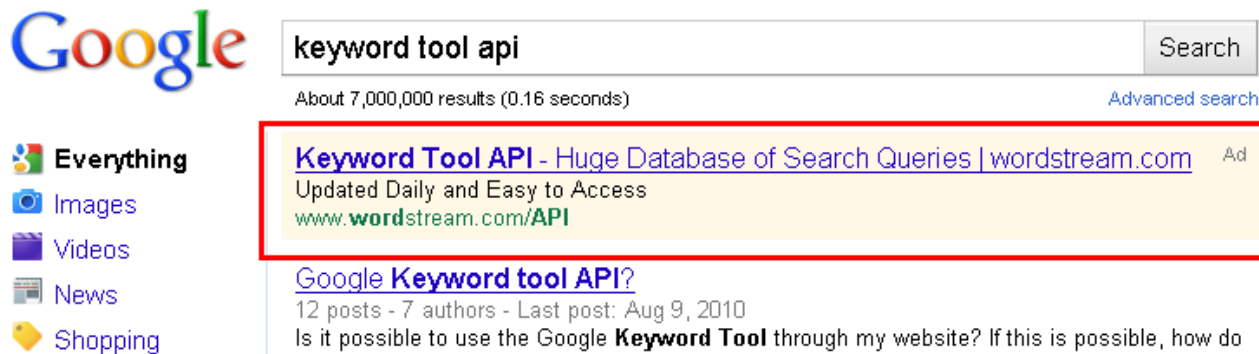
- Is relevant to the search query
- Accurately describes the product
- Is relevant to it’s landing page

- Google gives you a score from 1-10 for each keyword
- Lets take a look at these components in detail.



How Quality Score Affects Impressions

- Google would rather display no ads at all than display poor quality score ads.
- Quality Score plays a role in determining if a keyword is relevant enough to enter an ad auction
- Higher Quality Score = More Impressions & Exposure
- Minimum First Page Bid is the also inversely proportional to your Quality Score, which means even more Impressions.
- A high Quality Score makes your ads eligible for being displayed above the search results!



The image shows a Google search interface. The search bar contains the text "keyword tool api" and a "Search" button. Below the search bar, it says "About 7,000,000 results (0.16 seconds)" and "Advanced search". On the left side, there are navigation links for "Everything", "Images", "Videos", "News", and "Shopping". The search results are displayed in a list. The first result is an advertisement for "Keyword Tool API - Huge Database of Search Queries | wordstream.com" with the text "Updated Daily and Easy to Access" and the URL "www.wordstream.com/API". The advertisement is highlighted with a red border. Below the advertisement, there is a search result for "Google Keyword tool API?" with the text "12 posts - 7 authors - Last post: Aug 9, 2010" and the text "Is it possible to use the Google **Keyword Tool** through my website? If this is possible, how do

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First Page CPC: Ads for 1 keywords in the ad group **ppc tools management** currently ... [See new idea >](#)

💡 Ideas: All online campaigns

There are currently no ideas for your account. However, these automated ideas are refreshed every few weeks, so please check again soon.

Show ideas to meet this goal:

Best practices

Here are some key tips for successful campaigns:



Organize your campaign by theme

In each campaign, create separate ad groups for each of your products, brands, or types of services you offer. Each ad group can then have a highly related set of keywords and ads that match the specific theme. By doing this, your ads can highlight exactly what a customer is searching for.



Choose your keywords carefully

Use specific keywords that directly relate to the theme of your ad group and landing page. Keywords that are too broad can lower your performance by generating many ad impressions but few clicks. One-word keywords are likely to be too generic, so try using two- or three-word phrases. [Use the Keyword Tool](#) to generate keyword ideas.



Include keywords in your ad text

Include your keywords in your ad text (especially the title) to show users that your ad relates to their search. If your ad shows when a user searches on a keyword in your ad group, the keyword will appear in bold in your ad text.



Use the right destination URL

Make sure that the destination URL (landing page) you use for each ad is the most relevant page within your website -- ideally, a page dedicated to the specific product or service that's highlighted in your ad.

WordStream Improves your Quality Scores

- WordStream is the PPC Platform designed to maximize relevancy, click-through rate and Quality Score
- We do this through innovative technologies that enable Google Best Practices including...
 - PPC campaign builders
 - Keyword Expansion Tools
 - Negative Keyword Tools
 - Ad Group Segmentation Tools
 - Keyword Organization Tools
 - QueryStream Management Platform
 - Ad Text Tools

The 7 Myths about Quality Score

- Quality Score Truths Revealed!



- Tips on how to overcome these common Quality Score issues!

1) Myth: Quality Score is Lost During An Optimization

- History of keywords, ad texts and landing pages is preserved when the account is restructured
 - Visible history is reset
 - History to calculate Quality Score is preserved
- Best Practice:
 - Continuously experiment with improved account structure
 - You can always go back if it wasn't a success!

“A few bad days of test performance will not ruin your Quality Scores. In order to optimize your client's accounts, we encourage you to run targeted tests on your keywords, ad texts and bids” – Google AdWords Agency Blog

2) Myth: Google Hates Long Tail Keywords

- QS is based on all the data Google has, so when the keyword is very specific and doesn't get searched for very often, we have less data to determine the initial minimum bid. In some cases, we may set a pretty high minimum bid but if your ad proves its relevance, its QS can rise quickly and your minimum bid will drop.
- Tip:
 - Use WordStream Keyword Tools to find search queries of between 2-5 words
 - Use Broad Match (carefully) to capture search queries you haven't thought of.

3) I have a CTR of 10% but a QS of 2/10 – Why?!

- It's not just CTR of one individual keyword that determines Quality Score
- Tips:
 - Consider the statistical significance of keyword's performance metric
 - Consider the overall CTR of the ad group, campaign and account
 - Consider the match type of the keyword
 - Consider the “commercial intent” of the keyword
 - Think of QS in terms of averages. It's possible to have high CTR keywords with low QS
 - Try not to get too worked up about this because it will drive you crazy.

4) Myth: Pausing Ads Hurts Quality Score

- Quality Score is partially based on the performance of that keyword and ad text within your account and pausing an ad does not impact this aspect of the Quality Score because no performance data is accrued
- Tips:
 - Use ad scheduling to only show your ads when they perform at their best
 - Pause keywords and ad text that are out of season and resume them next time they come in season

5) Myth: Broad Match Hurts Quality Score

- Changing a keyword from broad to **exact match** will never improve an advertiser's quality score.
 - Quality Score is based only on the performance of the **exact match subset** of a broad match keyword.

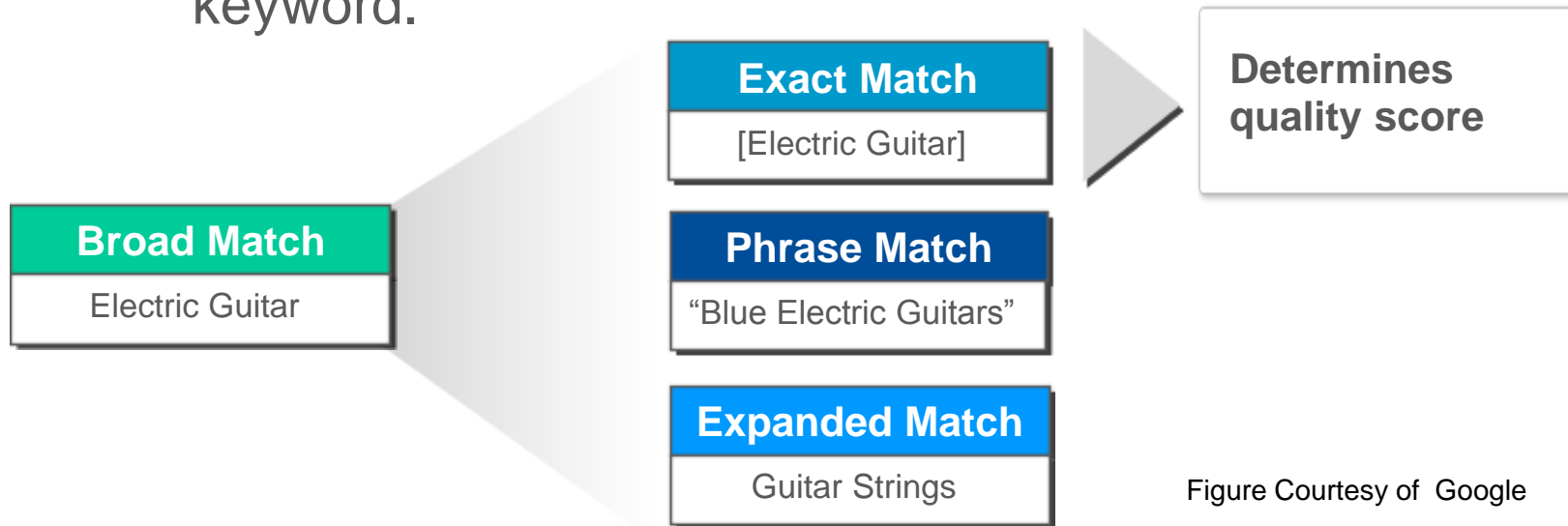


Figure Courtesy of Google

6) Myth: Raising Bids Raises Quality Score

- Quality Score is normalized to compensate for differences in performance for ads in different positions
 - An ad in a higher position is predisposed to get a better CTR
 - An ad above the search results is predisposed to get a better CTR
- A low quality ad can't buy its way into a top position!

The image shows a screenshot of search results for the keyword "Flowers". The results are divided into two columns. The left column contains organic search results, and the right column contains sponsored links. A red box with the text "e.g. expect 20% CTR" has an arrow pointing to the top organic result. Another red box with the text "e.g. expect 2% CTR" has an arrow pointing to the top sponsored link.

Web definition]. (0.21 seconds)

Flowers Sponsored Links

www.FTD.com Florist delivered **flowers** \$17.99. Same Day Delivery Available.

[Send **Flowers** from \\$19.99](#)

www.proflowers.com Send Roses, Lilies & other **Flowers**. "Best Value" - Wall Street Journal

[Save \\$10 on **Flowers**](#)

www.Teleflora.com Same Day Delivery by Local Florists Surprise Someone with Fresh **Flowers**

[Flowers, Plants, Food Gifts & Sweets, Gift Baskets, Teddy Bears ...](#)

Flowers, unique gifts, gourmet foods, gift baskets, teddy bears, sweets and plants presented by 1-800-FLOWERS.COM, a leading online provider of fresh-cut ...

www.1800flowers.com/ - 72k - Nov 12, 2006 - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Flowers at 1-800-FLOWERS](#)

Order from Your Florist of Choice®. Starting at Just \$29.99. Shop Now. 1800flowers.com

FTD Fast Flower Delivery

Express 4 Hour Delivery Same Day "Hand Flower" Delivery

www.NationwideFlorist.com

[Flowers Delivered Today](#)

Order Online and Get \$10 off Same Day Hand Delivery Guaranteed JustFlowers.com/Flowers_Special

7) Myth: Bid management is more important than Quality Score in AdWords

- They're both very important!
- But Quality Score is more important. Why?
 - Because if you don't have the right keywords, ads and landing pages, your bid management will not be as effective
 - Quality scores have a huge impact on actual CPC and minimum first page bid

Impact on CPC of 1-Pt QS Change

If QS is:	QS +1 Saves	QS -1 Costs
10	-	11.1%
9	10.0%	12.5%
8	11.1%	14.3%
7	12.5%	16.7%
6	14.3%	20.0%
5	16.7%	25.0%
4	20.0%	33.3%
3	25.0%	50.0%
2	33.3%	100.0%
1	50.0%	-

Courtesy ClickEquations Inc.

Summary:

Understanding and Improving AdWords Quality Score

1. Quality Score is an objective measurement of the quality of an advertiser's keywords.
 - It's a score from 1-10. Higher is better.
2. Quality Score influences your first page bid and ad rank, and your cost per click, and indirectly, your conversion rates
 - These factors are critical for realizing ROI
3. Take Action – Perform Account Optimizations that Raise Click Through Rate
 - Selecting Specific Keywords
 - Matching them up with Relevant Ads & Landing Pages!
 - Use WordStream to automate these and other PPC management tasks.

Additional Resources

WordStream Blog:

<http://blog.wordstream.com>

Free Trial of WordStream for PPC

<https://www.wordstream.com/ppc-free-trial>

Get a free Adwords Assessment:

<http://marketing.wordstream.com/adwords-assessment>

Contact us:

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