

## 6 Hacks to Improve Your AdWords Quality Score

By: Ilana Wechsler

- ❖ What is quality score
  - It is essentially a number which Google assign between 1 and 10 to rate the quality and relevance of your PPC ads. One being the worst and ten being the best.
- ❖ Components of quality score
  - Click through rate
    - Basically the number of people who have clicked on your ad divided by the number of the people who have seen your ad.
  - Ad relevance
    - A keyword status to show how relevant your keyword and your ad.
  - Landing page experience
    - A status that describes whether your landing page will provide a good experience for those people who have clicked your ad and landed on your website.
- ❖ 6 Hacks to improve your quality score
  - Create a good account structure
    - Employ proper and very granular structure in your AdWords account by using the single keywords in an ad group.

- Add negative keywords
  - Prevent your ad from showing up for unrelated search terms so that your ad is not going to be showing for irrelevant terms.
  - Make sure to show your ads to people for good terms which people are more likely to click on.
- Don't use broad match type keywords
  - Using broad match type keywords will trigger your ad to show whenever someone searches for any relevant variations of the keyword you're currently using.
  - Having broad match type in your account means more negative keywords to add.
- Create an ad relevant copy
  - Rewrite your ad with some kind of call to action and some kind of enticing ad copy will improve the ad relevance, will improve your click through rate and will ultimately improve your quality score.
- Put a keyword in the headline
  - Putting a keyword in the headline entices people to click on your ad provided it's a keyword you want.
- Improve the landing page experience
  - Try and create some engaging content. Use visual imagery and good imagery not just some really bad stock imagery. Improve your website speed. Load speed because people are quite impatient and if your load speed is not high enough they're not really going to have the patience to hang around.