

CLICK RETURN

DIGITAL MARKETING AGENCY



WHAT IS A PPC QUALITY SCORE?



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WHAT IS A PPC QUALITY SCORE?

When you advertise on Google using Pay Per Click ads, Google will rate your ads on the quality and relevance of both your keywords and adverts. This ranking helps determine how much you will pay per click (known as cost per click - CPC) and is then multiplied by your maximum bid to influence your ad rank in the ad auction process. Quality score is calculated based on your landing page experience, Ad relevance and expected click through rate.

Your ad quality score is important as a higher quality score generally lowers your cost per conversion - and the lower the cost the higher your return on investment (ROI).

WHAT IS A GOOD QUALITY SCORE?

A good quality score for Google Ads is around 8-10. The higher your score, the more relevant your ad and landing page are deemed compared to other advertisers. If your keyword quality score is too low, there is a chance your ad may not even get the opportunity to compete in an auction, so no chance that your ad will be shown to potential customers. A low quality score will result in a low ad rank, and therefore less traffic to your site.



HOW CAN I IMPROVE MY QUALITY SCORE?

Improving your quality score can be a straightforward process and can simply be a case of grouping the keywords that relate to your landing pages and re-writing your ads so they relate more closely to your landing pages and keywords. It is also beneficial to ensure your landing pages are helpful to your potential customers. You can also use ad extensions and consider using more relevant landing pages.

WHAT FACTORS AFFECT MY QUALITY SCORE?

- Content of your ads - they must be relevant to both your landing pages and keywords
- Click-through-rate (CTR) v the site's expected CTR
- User Experience - how useful is your ads landing page
- Budget consistency



CLICK THROUGH RATE