



YOUR GUIDE TO GOOGLE ADS KEYWORD QUALITY SCORE

IN THIS GUIDE, WE'LL GO OVER THE BASICS OF BUILDING A BRAND, AND THEN DIVE INTO SPECIFICS FOR CREATING YOUR OWN.





WHAT IS KEYWORD QUALITY SCORE?

Keyword quality score is a ranking between 0-10 assigned by Google based on three factors:

1. Ad relevance
2. Expected click-through rate
3. Landing page experience

Quality score basically signals how much you cater to the user with your ads and your website.

Improving your quality score can help the performance of your ads and have a positive impact on important signals that can influence where your ads show on search and what you pay for a click.





01

AD RELEVANCE

It's in the name, but ad relevance is all about how relevant an ad is to a keyword.

There are a number of things you can do to improve this and it all starts with the structure of your campaigns and adgroups.

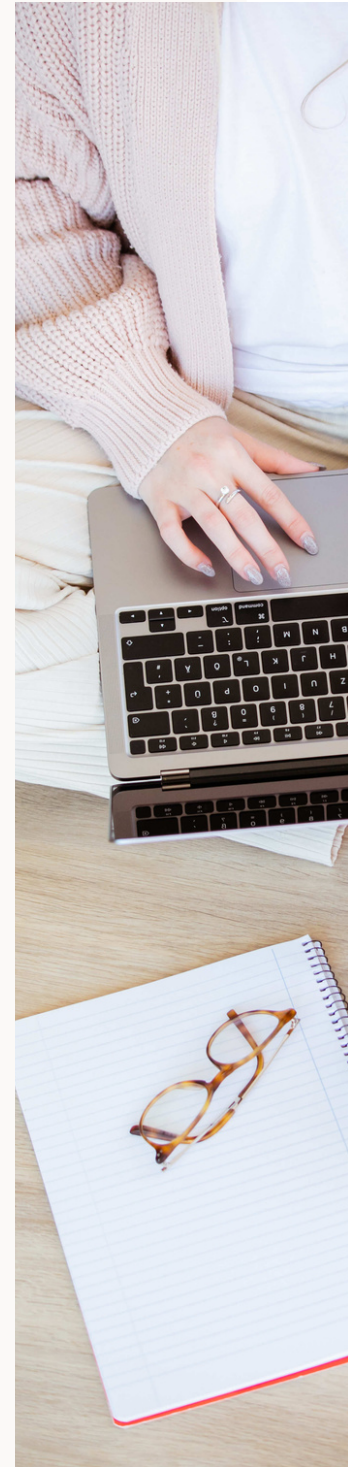
- 1. Adgroup Structure:** Ensure you are grouping all keywords of the same topic into one adgroup. This is called a STAGs structure (single topic adgroups). Single topic adgroups allow you to cater your ads around your keywords with more ease.
- 2. Ad Messaging:** Ensure either your entire keyword or elements of your keyword is featured in your ad.
- 3. Landing Page:** Take users to a page on your site that is highly relevant to the keyword(s) you're targeting.

02

EXPECTED CLICK-THROUGH RATE

Expected click-through rate measures how likely a user is to click on your ad upon seeing it. Improving your ad relevance is one way you can do this, but also improving on the quality of your ad is another way to do this.

1. Incorporate a variety of headlines and descriptions within your ads. This will allow Google to rotate between them and find the combination of what appeals to users.
2. An eye catching CTA. CTA stands for “call to action,” this is a great way to guide the user on what they need to do next.
3. Write compelling adcopy, incorporating unique selling points that set you apart from your competitors.
4. Make full use of ad extensions. These are a great way to provide users with more information about your business. Whether that be services, prices or positive attributes that you want your target audience to know.





03

LANDING PAGE EXPERIENCE

Landing page experience all falls down to the quality of the page that you are taking users to once they click on your ad. Alongside improving the relevance of your page to your targeting, there are a few other changes you can make.

- 1. Mobile Friendly Pages:** The vast majority of searches are being carried out through mobile. With this in mind you really want to be catering to these users as much as possible, right? Google thinks so too and actually prioritizes websites that are optimised for mobile.
- 2. Site Speed:** Site speed is key, this not only makes Google happy, it will also make your visitors happy. No one wants to wait a long time for a page to load, a fast page load speed can help lower your bounce rate, making clicks far more beneficial.
- 3. Page Relevance:** Ensure content is relevant to your targeting and that you are catering to the user.
- 4. Quality Content:** Ensure you're building pages with high quality and engaging content.
- 5. Conversion Rate Optimization:** [Download our CRO guide!](#)