



# Understanding Your Quality Score And Why It's Important

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# If it matters to Google, then it matters to you

Quality score is an estimate of the quality of your ads, keywords and landing pages.

Why should you care? Well, the blunt answer is simple: **higher quality ads can lead to lower prices and better ad positions.**

This is because Google live and die on whether people get what they expect to see when they search. If Google start getting this wrong, their

users will leave in droves and flock to any of the other search engines waiting in the wings.

But Quality Score isn't just about Google. **It's about you.**

Studies have repeatedly shown that the higher your Quality Score, the lower your cost-per-conversion. This means that, on average, the higher your Quality Score the less money you're spending per new customer.

However, the rewards of good Quality Scores are more on the nose than that. Higher Quality Score means:

- **Higher ad rankings** (your ad may appear above rival ads vying for the same spots)
- **Lower costs** (Google will generally charge you less per click than ads with poor Quality Score)

Google does this because they want to honour ads, and businesses, that give searchers what they are looking for.

# Simple ways to throw your money away



**Quality Score is best understood through examples of bad practice.**

Imagine you're looking for someone local to fix your cracked phone screen for a good price. You search "local phone fixer" in Google, you click an ad that looks like they might be able to solve your problem.

But, ah, they don't fix your model. Or they're only open three days of the week. Or perhaps the page takes longer to load than you're prepared to wait.

These are examples of ads that lead to Google's users having a bad experience.

**Ultimately, these ads will have a poor Quality Score** because they don't help the people searching Google find what they need.

# How is Quality Score calculated?



Right, the rubbish but honest answer first: nobody outside of Google knows.

Now let's give you something more useful.

Let's say a company called FixyPhone are bidding on the keyword "local phone fixer". For this keyword, and any other keywords they're bidding on, Fixyphone will be given a Quality Score. It's calculated using a combination of factors, including:

- Your click-through rate (CTR)

This is how many people are seeing your ad and clicking through onto your site. If they don't click, your CTR rate does down.

- Keyword relevance

This is a measure of how relevant your keywords are. For example, Fixyphone shouldn't bid on "fix cracked windscreens" as people would searching this would looking for a firm that will fix their damaged car windscreen. They have zero interest in anything to do with phones.

It's not what they want to see and it's not relevant. End of.

- Landing page quality and relevance

This is a big topic but it boils down to having a relevant page linked to your advert. The aim is to provide a good experience for a user as they convert into a customer.

- The relevance of your ad text

This one is pretty straight forward. If you've searched for "fix cracked screens", then

you probably don't want to hear about new batteries. Makes sense right?

- Your historical Google Ads account

Google has a long memory.

If you have a long history of irrelevant ads that performed poorly, Google will remember this and the Quality Score of new ads will be affected.

Where you can, get it right from the start and hit the ground running.



# Key Takeaways



Here's the end goal: **advertise your business successfully for the least amount of money possible.**

Using Google Ads is one of the most effective ways you can achieve this. Done right, you are unlikely to find a more cost-effective way to generate leads and conversions for your business.

However, if you're already using Google Ads - or you're about to start - you won't get the most out of it if you haven't mastered Quality Score. Using the above to understand it will have you up and running in no time at all.



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