



AdWords Quality Score

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Search Engine Strategies – San Jose - 2007

What Quality Score Affects

- Quality Score Determines
 - Ad Rank for the search network
 - Ad Rank for the content network
 - Keyword minimum bids



Why Quality Score is Important

Pay less than competitors for higher ad rank

Your Information

Max CPC - \$0.75 Quality Score - 2.5 Ad Rank - 1.875

Competitors Info

Max CPC - \$2.00 Quality Score - 0.75 Ad Rank - 1.5

Ad Rank = [Keyword] Quality Score x Max CPC



What Can Affect Quality Score

- Click through rate on Google.com
 - Overall history
 - Most recent history
- Ad copy
- Landing pages
- Other relevancy factors

"There are over 100 factors that can affect quality score. However, not all will be triggered depending on the conditions involved." – Google Engineer.



Keyword Quality Score for Search

- Keyword Quality Score for Search:
 - ⇒ Determines quality score for the search network
 - ⇒Ad Rank = (Quality Score) X (Max CPC)

- Keyword Quality Score for Search is Determined by:
 - Click through rate on Google.com
 - Overall history
 - Most recent history
 - ⇒ Ad copy
 - Other relevancy factors
 - Does not Include Landing Page



Ad Group Quality Score for Content

- Ad Group Quality Score for Content:
 - ⇒ Determines quality score for the content network
 - ⇒All keyword quality scores in the Ad Group are weighted & averaged to determine the Ad Group's Quality Score

- Quality Score for Content is Determined by:
 - Click through rate on Google.com
 - Overall history
 - Most recent history
 - ⇒ Ad copy
 - ⇒ Landing Page
 - Other relevancy factors



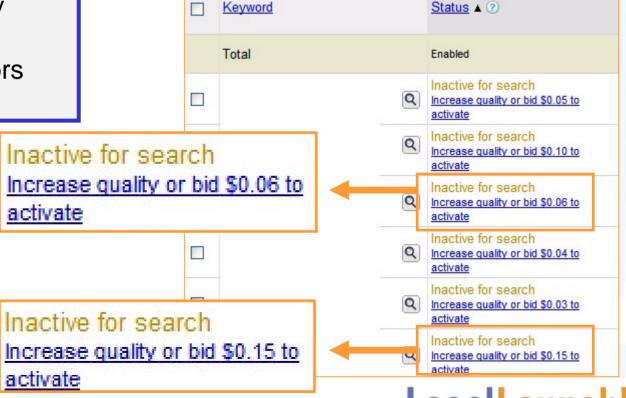
Minimum Bids (Only Applies to Search)

Minimum Bid Quality Score

Google.com CTR
overall history
recent history
Ad Copy

Other relevancy factors

Landing Page



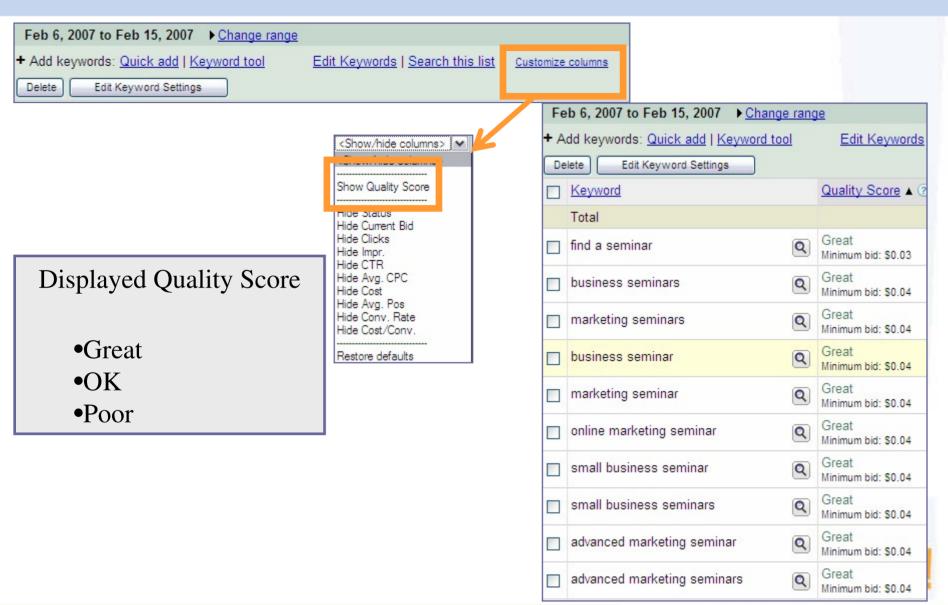
Account Quality Score

- Account Quality Score:
 - ⇒Helps determine minimum bids for new keywords (especially if Google doesn't have historical data for that keyword).

- Account Quality Score is Determined by:
 - Combination of all keyword quality scores in the account
- If you have many underperforming keywords within an account, it can be useful to remove them.



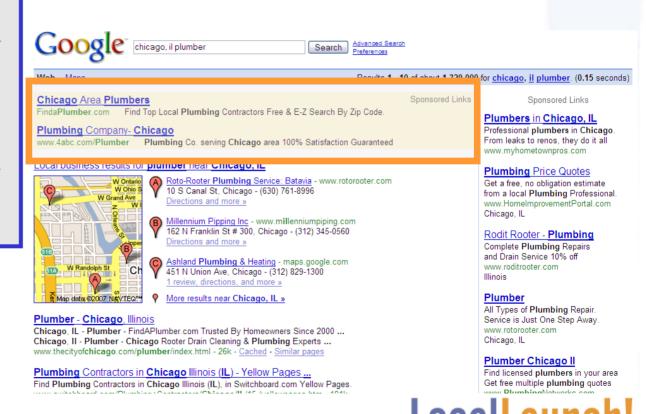
Viewing Your Quality Score



Premium Position

Eligibility for the top spot depends on:

- Quality score
 - •Meeting a minimum of all factors
- Max CPC
- •For 'preferred bids' Max CPC is calculated behind the scenes.



Quality Score – Ad Group Organization

Does your ad copy reflect the ad group's keywords or theme?

Ad Copy	Keywords
John's Plumbing Service Servicing the Denver area Call for an appointment today!	Denver plumbing plumbing services broken pipes emergency plumbing 24 hour plumbing service fix shower overflowing toilet Saturday plumbing weekend plumbing flooded basement



Quality Score | Ad Copy

How Tightly Themed Are Your Ad Groups?

Ad Copy

Keywords (Ad Groups highlighted)

John's Plumbing Service Servicing the Chicago area Call for an appointment today!

Emergency Plumber Service
Call 24/7 for immediate assistance.
We work weekends!

Weekend Plumbing Services
Don't pay high weekend rates!
We work all day, every day.

Chicago plumbing plumbing services

broken pipes

emergency plumbing

24 hour plumbing service

fix shower

overflowing toilet

Saturday plumbing

weekend plumbing

flooded basement

Quality Score | Landing Page

- Does the landing page contain the keyword?
 - ⇒ Related keywords & themes
- Can Google spider the page?
 - Google sitemaps
 - ⇒ Robots.txt
 - ⇒ All flash and images
- Does the landing page contain:
 - ⇒ Relevant content?
 - ⇒ Unique content?

Additional information: Google webmaster guidelines:

http://www.google.com/support/webmasters/bin/answer.py?answer=35769



Next Steps...

- Run a 'keyword report' for all keywords including minimum bid
 - Useful to also add 'ad group' to the report
- Sort by high to low minimum bid
 - Look for trends by ad group
- Steps to Fix...
 - 1) Reorganize ad groups
 - 2) Test ad copy
 - 3) Test landing pages
 - 4) Change landing page content
- In general...
 - If the minimum bid is over \$1 it's the landing page







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Presentation archived at: http://eWhisper.net