



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
- ⇒ $\text{Ad Rank} = (\text{Quality Score}) \times (\text{Max CPC})$

⇒ 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

<input type="checkbox"/>	Keyword	Status ▲ ?
Total		Enabled
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.05 to activate
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.10 to activate
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.06 to activate
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.04 to activate
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.03 to activate
<input type="checkbox"/>		Inactive for search Increase quality or bid \$0.15 to activate

Inactive for search
[Increase quality or bid \\$0.06 to activate](#)

Inactive for search
[Increase quality or bid \\$0.15 to activate](#)

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

Feb 6, 2007 to Feb 15, 2007 [Change range](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit Keywords](#) | [Search this list](#) [Customize columns](#)

<Show/hide columns>

- Show Quality Score
- Hide Status
- Hide Current Bid
- Hide Clicks
- Hide Impr.
- Hide CTR
- Hide Avg. CPC
- Hide Cost
- Hide Avg. Pos
- Hide Conv. Rate
- Hide Cost/Conv.
- Restore defaults

Displayed Quality Score

- Great
- OK
- Poor

Feb 6, 2007 to Feb 15, 2007 [Change range](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit Keywords](#)

<input type="checkbox"/>	Keyword	Quality Score ▲ ?
Total		
<input type="checkbox"/>	find a seminar	Great Minimum bid: \$0.03
<input type="checkbox"/>	business seminars	Great Minimum bid: \$0.04
<input type="checkbox"/>	marketing seminars	Great Minimum bid: \$0.04
<input type="checkbox"/>	business seminar	Great Minimum bid: \$0.04
<input type="checkbox"/>	marketing seminar	Great Minimum bid: \$0.04
<input type="checkbox"/>	online marketing seminar	Great Minimum bid: \$0.04
<input type="checkbox"/>	small business seminar	Great Minimum bid: \$0.04
<input type="checkbox"/>	small business seminars	Great Minimum bid: \$0.04
<input type="checkbox"/>	advanced marketing seminar	Great Minimum bid: \$0.04
<input type="checkbox"/>	advanced marketing seminars	Great Minimum bid: \$0.04

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.

The screenshot shows a Google search for "chicago, il plumber". The search bar contains the text "chicago, il plumber" and a "Search" button. Below the search bar, there are "Advanced Search" and "Preferences" links. The search results are displayed on a white background. The first result is a sponsored link for "Chicago Area Plumbers" from FindaPlumber.com, with a description "Find Top Local Plumbing Contractors Free & E-Z Search By Zip Code." The second result is another sponsored link for "Plumbing Company- Chicago" from www.4abc.com/Plumber, with a description "Plumbing Co. serving Chicago area 100% Satisfaction Guaranteed". Below the sponsored links, there is a "Local business results for plumber near Chicago, IL" section. This section includes a map of Chicago with three red location pins labeled A, B, and C. Pin A is at Roto-Rooter Plumbing Service, Batavia, 10 S Canal St, Chicago, (630) 761-8996. Pin B is at Millennium Pipping Inc, 162 N Franklin St # 300, Chicago, (312) 345-0560. Pin C is at Ashland Plumbing & Heating, 451 N Union Ave, Chicago, (312) 829-1300. Below the map, there are links for "More results near Chicago, IL". At the bottom of the search results, there are several organic search results, including "Plumber - Chicago, Illinois" from FindAPlumber.com, "Chicago, IL - Plumber - Chicago Rooter Drain Cleaning & Plumbing Experts", "Plumbing Contractors in Chicago Illinois (IL) - Yellow Pages...", and "Plumber Chicago IL" from PlumbingNetworks.com.

LocalLaunch!
an RHDDonnelley Company

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)
<p>John's Plumbing Service Servicing the Chicago area Call for an appointment today!</p>	<p>Chicago plumbing plumbing services</p> <p>broken pipes</p>
<p>Emergency Plumber Service Call 24/7 for immediate assistance. We work weekends!</p>	<p>emergency plumbing 24 hour plumbing service</p> <p>fix shower overflowing toilet</p>
<p>Weekend Plumbing Services Don't pay high weekend rates! We work all day, every day.</p>	<p>Saturday plumbing weekend plumbing</p> <p>flooded basement</p>

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>