

Ph.Creative presents

Pay Per Click (PPC) Marketing

> Google AdWords Quality Score (GQS) - What is it?

Google's mission is to provide the most relevant and useful information to the user based on what they have searched for. They ensure this through having systems that measure relevancy and more importantly for you... reward the smart advertisers for being relevant.

Quality Score helps ensure that only the most relevant ads appear to users on Google. The AdWords system works best for everybody—advertisers, users, publishers and Google too—when the ads that they display match users' needs as closely as possible. Relevant ads tend to earn more clicks, appear in a higher position and bring you the most success.

By using best practice techniques in your Google AdWords campaign i.e. methodical keyword analysis, best practice set up, along with other 'optimisation' techniques you can achieve a strong quality score.

This benefits you through improved Google AdWords rankings (ahead of your competition), whilst helping your Pay Per Click advertising budget go further.

➤ Google Quality Score (GQS) – Where is it?

When you set up your Adwords account Google does not automatically set your account to show what you GQS is. Therefore when you are inside your adwords interface, go into your ad group and click 'customise column'.

This will then allow you to choose 'show quality score'.



	Quality Score	Current Bid	Clicks	Imp.	Cost	Max. Cost	Cost Per Click	Max. Bid
		Default £0.28 Edit	427	2,321	£1,045	£1.11	£0.45	£1.11
			427	2,321	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	258	1,320	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	100	440	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	51	276	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	5	46	£1,045	£1.11	£0.45	£1.11
	OK	£0.28	0	71	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	7	46	£1,045	£1.11	£0.45	£1.11
	Great	£0.28	5	46	£1,045	£1.11	£0.45	£1.11

➤ How is Google Quality Score (GQS) calculated?

Quality score takes into account many elements within a Google AdWords campaign. Google provide this information.

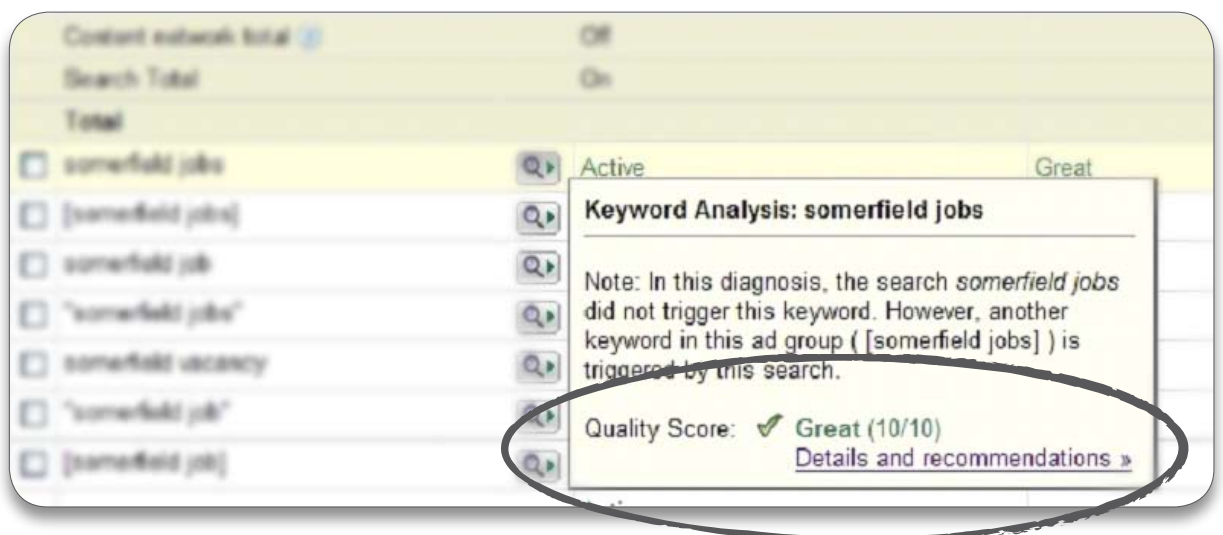
While we continue to refine our Quality Score formulas for Google and the search network, the core components remain more or less the same:

- The historical click-through rate (CTR) of the keyword and the matched ad on Google; note that CTR on the Google Network only ever affects Quality Score on the Google Network—not on Google
- Your account history, which is measured by the CTR of all the ads and keywords in your account
- The historical CTR of the display URLs in the ad group
- The quality of your landing page and load time.
- The relevance of the keyword to the ads in its ad group
- The relevance of the keyword and the matched ad to the users search query
- Your account's performance in the geographical region where the ad will be shown
- Other relevance factors.

➤ Information you can see to help measure and optimise your Google Quality Score:

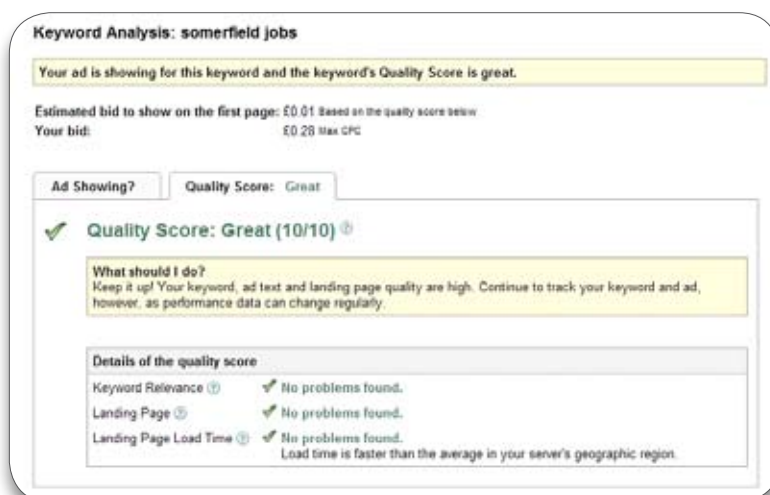
By 'hovering' your mouse over the 'magnifying glass' a window will pop up.

In this example we have a quality score of great (10/10).



By then clicking 'details and recommendations', Google will then show the window below.

This provides more details, and will offer some recommendations on how to improve your keywords quality score.



Want to know more?

Getting to the top of Google is both a science and an art. It's not the tools you use, but how you use them that makes the difference in finding creative solutions that work.

If you'd like to know more and discuss how we can help you be found by the people already looking for you... simply get in touch.

Don't be invisible. Be visible.