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10 Ways To Improve Your Adwords Quality Score



A high quality score in Adwords means you will be able to run your pay-per-click campaign cheaper and more effectively than your competitors. Most people aren't aware that Google Adwords will give preference to cheaper ads provided they demonstrate high relevance, an excellent click through rate, and better overall performance.

10 Ways To Improve Your Adwords Quality Score:

1. Use The Adwords Traffic Estimator, Compete Traffic Estimator, Or Any Other Online Keyword Estimator Tool

Google Traffic Estimator is a great tool which helps to generate keywords based off your current keyword list or by crawling your website and giving you a keyword breakdown. You can see keyword performance in terms of cost per click and average positioning. It enables you to filter your initial choices and eliminate keywords which are either too generic, don't generate enough clicks, or are not related to your website (sometimes Google throws some words in there that don't make sense so be sure to review the list before uploading into your account).

2. Try "Opportunities to Improve" Option

Typically computer-generated tools offered by Adwords need to be review and can't be fully trusted, however in most cases when using the "Opportunities to Improve" button it worked. It instantly increases the Quality Score for some of your ads. Similar results are not guaranteed for everyone but since this tool is free, you have little to lose only something to gain.

3. Stay Away From Generic Keywords

The more targeted your keywords are, the greater your conversion rate is. Using broad categories for keywords may trigger a lot of clicks and traffic, but you have to ask yourself whether these are the clicks you need. For example: People, who type in "website analytics", may be looking for definitions and information. Are they interested in using the actual services? Probably not. As a result, you spend more money for irrelevant clicks. With highly targeted keywords you don't get as many clicks in some cases but you do get more value out of them.



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4. Create Keyword/Product Specific Ad Groups

A commonly made mistake is to group all relevant keywords into one adgroup. Instead, what you should do is split keywords into smaller more targeted groups while maintaining the relevance of the keywords to the actual ad copy and destination url.

5. Separate “Good” Keywords from “Bad” Keywords

Keeping the keywords of different value mixed together can negatively impact the quality score. After you run your campaign for a while, you will be able to evaluate the performance of each keyword. Eventually, the keywords which don't generate enough clicks will be removed. Those tend to be the keywords that have poor click through rates which are bringing your overall account click through rate down. This process should be done on a regular basis.

6. Test Different Matching Options With All Your Campaigns

If most of your keywords are broad match, try to add exact match and phrase match keywords to each ad group. Run the ad for 7–10 days and then leave the option with better quality score and lower your minimum cost per click. Broad match is considered the most popular of the three match types but the exact match tends to be much cheaper and a little more specific.

7. Update Meta Tags and Meta Descriptions

Adwords is a great test marketing tool. You can use keyword performance analysis to optimize your website. Ex.: Consider adding your best performing keywords to the meta tags or using the exact text from the best performing ad in the meta description. You can update this on a monthly basis as to stay fresh with the new data you are reviving.

8. Optimize Your Home Page, Landing Pages, And All Product Pages

Landing Page Optimization is a topic in itself. Google analyzes landing page relevance to determine your site's ranking in both organic and sponsored search results. In relation to Quality Score, you need to make sure that ads are pointing to a landing page which is relevant to ad copy and the selected keywords. An effective landing page needs to have a compelling copy, good internal navigation, and a powerful call to action.

9. Historical Performance Of Adwords Account

Google also factors in the historical performance of your adwords account in its Quality Score calculations. Sometimes you might be better off with a new account if the earlier one is already messed up or in some cases it pays to keep the old account because of a good quality score history.

10. Content Is King

The more content rich your website is the more Google will crawl your site. If you can publish new content that is directed specifically to your industry on a weekly or monthly basis it will improve your Quality Score. You can also create an about us page, a policy page, links to related content pages, if e-commerce provide details on refunds and returns and link all these additional pages to the homepage you will see a bump in your Quality Score.