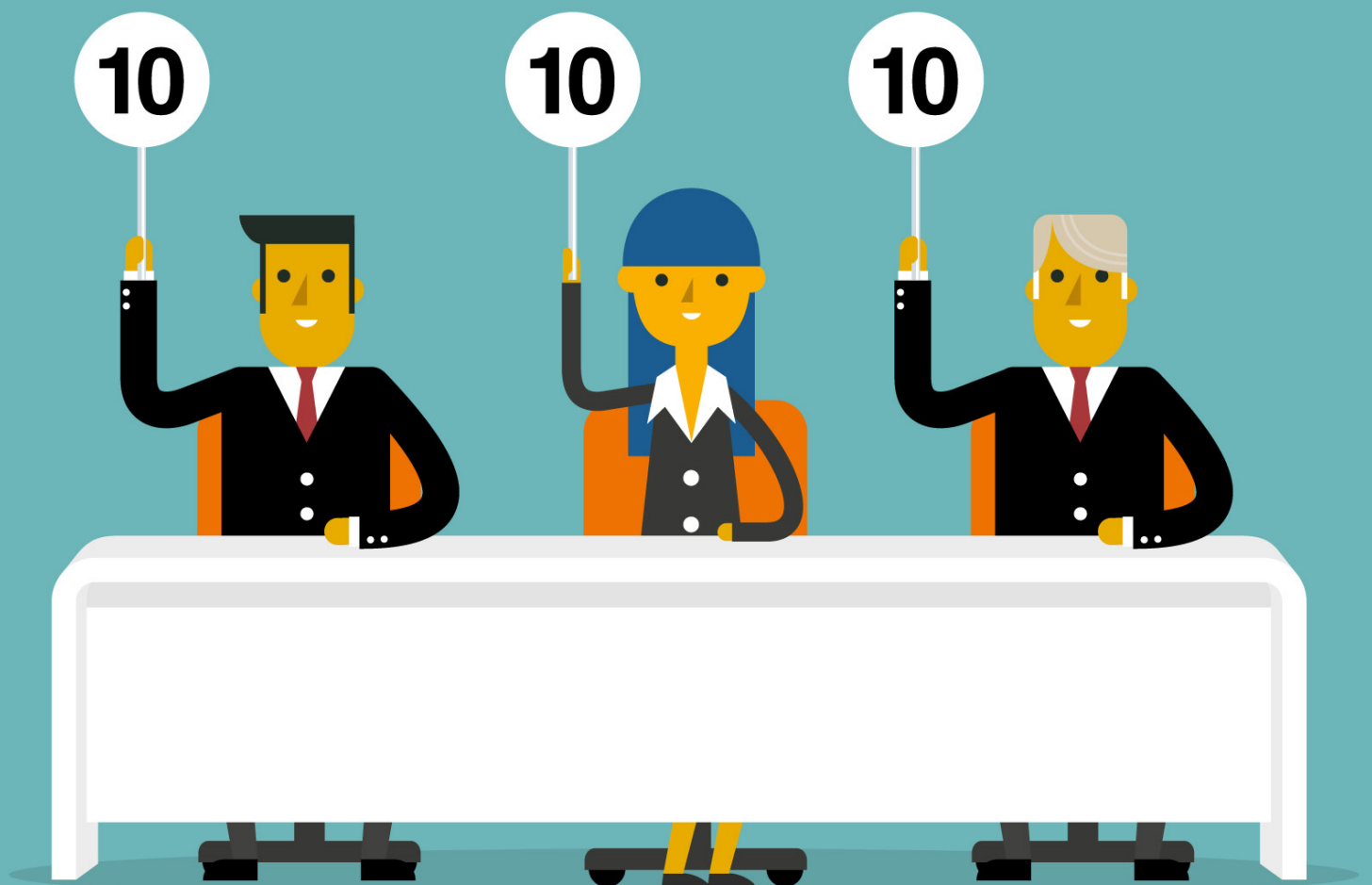




CLICK.CO.UK[®]

BEGINNER'S GUIDE TO IMPROVING QUALITY SCORE

THE AD RANK REDEMPTION



CONTENTS

4 INTRODUCTION

4 What is Quality Score (QS)?

4 Why does it matter?

5 MAKING THE MOST OF QUALITY SCORE

5 Keyword relevancy

6 Choosing the right keywords

6 Match types

7 BUILDING YOUR AD

8 WRITING HEADLINES AND DESCRIPTIONS

9 Headlines

10 Description

10 Calls to action

11 LANDING PAGE RELEVANCE

13 EXTENSIONS

14 The kind of extensions available:

14 Manual vs. automated extensions

14 Manual extensions

15 EXPECTED CLICK THROUGH RATE

15 Create strongly themed keyword groups

15 Make full use of extensions

15 Ensure your bid is competitive

16 Make the most of your space

CONTENTS

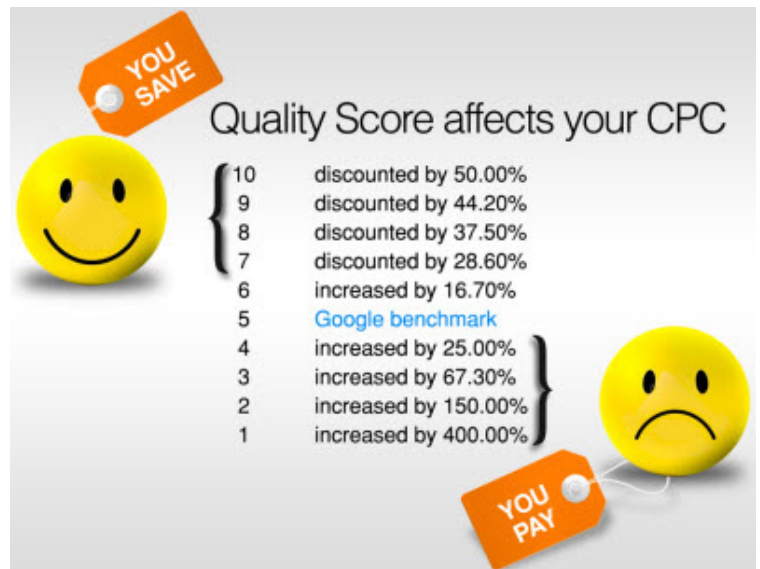
- 16 Include your keyword in your display URL
- 16 Include a call to action
- 17 **A/B TESTING**
- 17 Planning your tests
- 17 Planning tips:
- 17 How to set KPIs:
- 17 Be patient:
- 18 Build on your victories:
- 18 Build a knowledge bank
- 19 **HOW TO CHECK YOUR QUALITY SCORE**
- 20 **CONCLUSION**

INTRODUCTION

What is Quality Score (QS)?

Quality Score is one of many factors which influence the rank and cost of a paid search (PPC) advertisement. Calculated using a number of criteria (which must be satisfied to earn a numerical score 1-10), Quality Score is unique in that it is a non-financial variable in the calculation of ad visibility.

Implemented to improve user experience (UX) – by factoring in such things as keyword relevance, landing page experience and more – the use of Quality Score in the calculation of ad position serves platforms, consumers and advertisers alike by improving the experience of digital advertising for all parties involved (fewer low quality ads, better click through rates (CTRs), more revenue etc).



Why does it matter?

In short, Quality Score matters because it improves the experience of the consumers to whom you are advertising your products by ensuring that they see relevant, high quality ads. A slightly more cynical answer is that it is a method of improving your ad's position (for a more comprehensive look at Ad Rank, see our [beginner's guide](#)) while saving on cost per click (CPC) and more for less is always good.

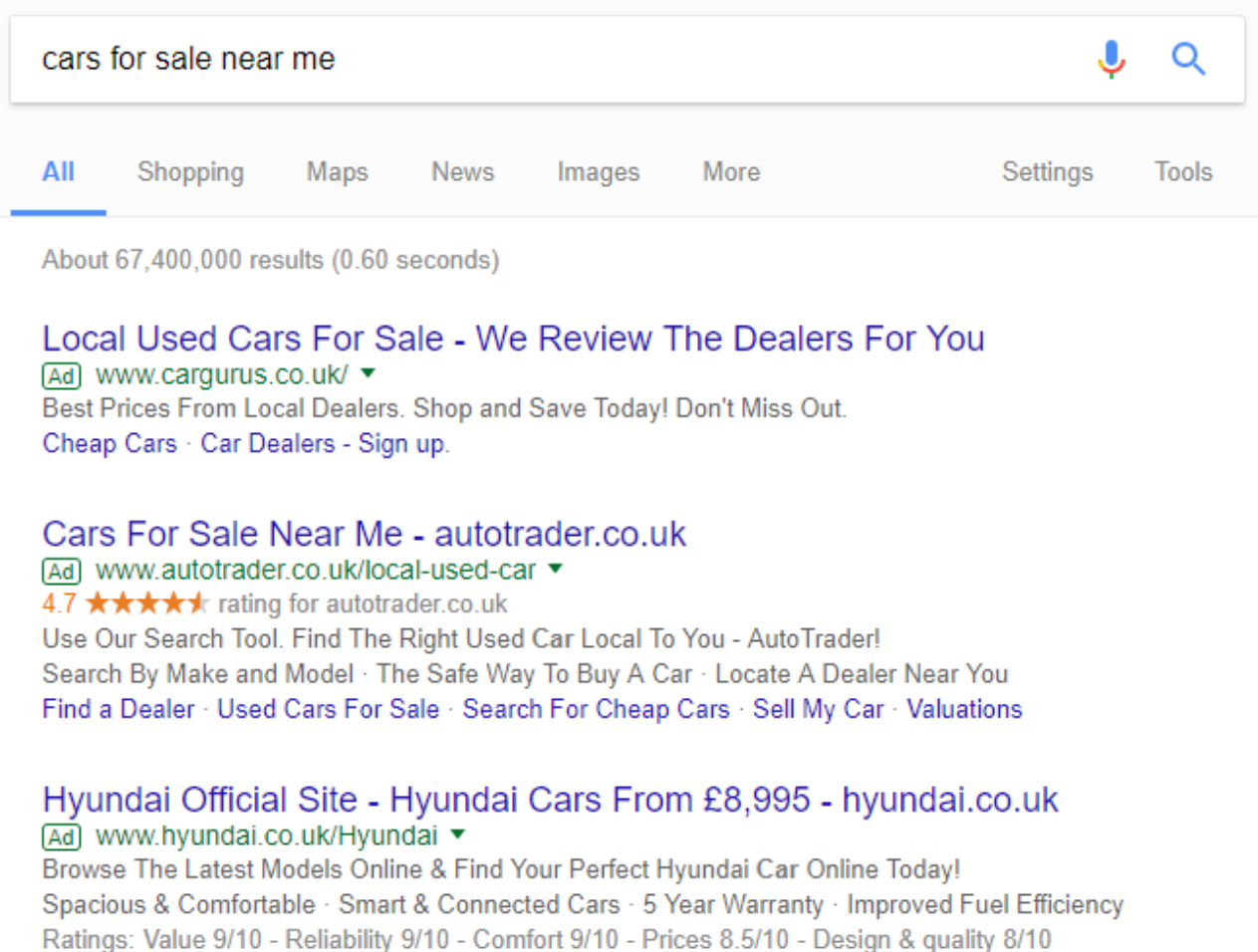
This is part of the benefit of Quality Score – it has benefits to both sides, it can improve ROI for advertisers by reducing CPC and it improves the overall user experience (UX) of the consumer.

MAKING THE MOST OF QUALITY SCORE

Keyword relevancy

Keyword relevance is probably the most important aspect as it feeds into a number of the Quality Score components. For this reason, do not leave your keyword selection to chance. Use keyword planner, study your personas, invest in technology if it's within budget and take advantage of [free tools](#) where possible if not.

Look at bidding for intention led keywords – products and services with location, brand or cost modifiers:

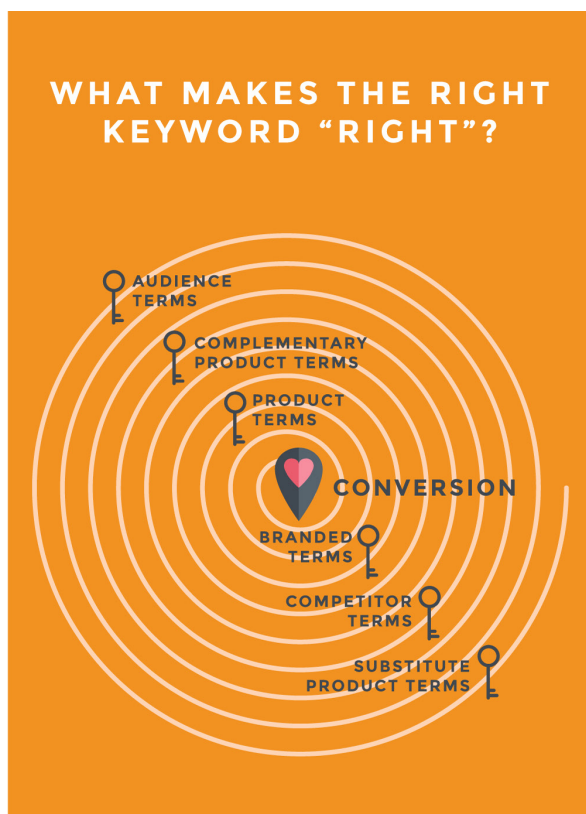


The screenshot shows a Google search interface with the query "cars for sale near me". The search bar includes a microphone icon and a search icon. Below the search bar are navigation tabs: "All", "Shopping", "Maps", "News", "Images", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 67,400,000 results (0.60 seconds)". The search results are as follows:

- Local Used Cars For Sale - We Review The Dealers For You**
[Ad](#) www.cargurus.co.uk/ ▼
Best Prices From Local Dealers. Shop and Save Today! Don't Miss Out.
[Cheap Cars](#) · [Car Dealers](#) - [Sign up](#).
- Cars For Sale Near Me - autotrader.co.uk**
[Ad](#) www.autotrader.co.uk/local-used-car ▼
4.7 ★★★★★ rating for autotrader.co.uk
Use Our Search Tool. Find The Right Used Car Local To You - AutoTrader!
[Search By Make and Model](#) · [The Safe Way To Buy A Car](#) · [Locate A Dealer Near You](#)
[Find a Dealer](#) · [Used Cars For Sale](#) · [Search For Cheap Cars](#) · [Sell My Car](#) · [Valuations](#)
- Hyundai Official Site - Hyundai Cars From £8,995 - hyundai.co.uk**
[Ad](#) www.hyundai.co.uk/Hyundai ▼
Browse The Latest Models Online & Find Your Perfect Hyundai Car Online Today!
[Spacious & Comfortable](#) · [Smart & Connected Cars](#) · [5 Year Warranty](#) · [Improved Fuel Efficiency](#)
Ratings: [Value 9/10](#) - [Reliability 9/10](#) - [Comfort 9/10](#) - [Prices 8.5/10](#) - [Design & quality 8/10](#)

High purchase intention search via Google

Choosing the right keywords



Keywords for PPC are part of a journey toward conversion - that's why we've used the spiral over the conventional target metaphor. With a target, anything less than a bulls eye (conversion) is a miss, yet each keyword target fulfills a separate need, caters to a different level of intent. To ensure you are practicing the right keyword strategy, ideally you should be covering as many of these as possible to guide the consumer toward your goal. Some journeys start closer to the centre, some do not follow the expected route - but by being present at each step, you can avoid missing an opportunity.

Brand Terms: These are those closest to conversion - representing the highest level of intent. The consumer knows your brand, have done their research and are well on their way.

Product Terms: These are about what your product is or does - and represent probably the last stage of research before the consumer is ready for purchase level searches.

Competitor Terms: Consumers at this level are far enough along to be looking for types of specific goods or services. Competing at this point is less effective than it was, but could still sway potential consumers of rival brands.

Substitute Product Terms: At this level, consumers are looking for items or services in the same area as those you provide and with the right ad, may be convinced yours are right for them.

Complementary Product Terms: Consumers here are looking for items that accompany the services or items you sell - accessories etc. With well crafted ads, they could see the need for your products too.

Audience Terms: These are terms remaining (that do not fit with other groupings), but that might represent activities or searches typical to your buyer persona, at this stage ads would be considered as predominately to raise awareness.

For a more thorough discussion of how to build a keyword list (and why you need to), you can download our eBook 'Developing a Paid Search Keyword Strategy' [here](#).

Match types

Keyword 'match types' allow you much greater control of which searches will trigger your ad. They come in four types:

- **Broad match** – will allow your ads to be triggered by more generally related terms and synonyms. If you are selling only dress shoes, for example, then broad match could lead to your ads showing for irrelevant searches for running shoes.
- **Modified broad matched** – modified broad match would be preferable to the imaginary single shoe salesperson, allowing them to add the plus symbol (+) to acceptable alternatives; 'shoes for a wedding' or 'shoes for evening wear' for example.
- **Phrase match** – requires the search term to match a full phrase in the right order, but does not exclude additional words before or after, allowing the shoe salesperson's ads to display for 'dress shoes for weddings' and 'where can I find dress shoes near me'
- **Exact match** – no longer exactly exact, exact match types will allow for ad triggering for shuffled keywords and the swapping of function words (to, for, from etc), but still require the closest match of all the types.

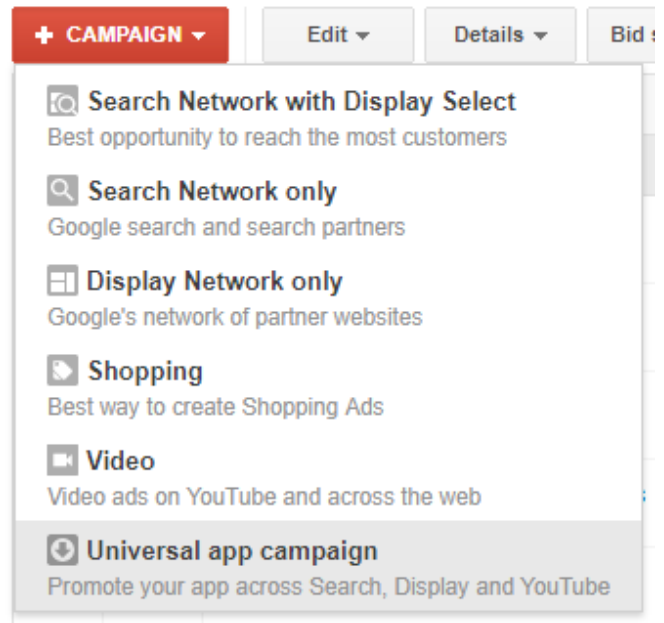
BUILDING YOUR AD

Upon opening AdWords (if you haven't yet signed up, you can find out how [here](#)) you're looking at creating a new campaign (select Campaigns from the top menu, then the 'add campaign' button).

While you can choose your own variety of ad, the rest of this eBook will detail the process for a 'Search Network only' campaign for ease of explanation.

On the new campaigns screen you'll be greeted by the chance to name your new campaign and a number of options for you to decide the type of campaign you're building.

Name your campaigns in a manner you'll find easy to distinguish between and which will be relevant to the campaign content



🔍 Type: **Search Network only - Standard**

Campaign name

Type

- Standard** - Keyword-targeted text ads showing on Google search results [?](#)
- All features** - All the features and options available for the Search Network [?](#)
- Mobile app installs** - Ads encouraging people to download your app [?](#)
- Mobile app engagement** - Ads that encourage actions within your app [?](#)
- Dynamic Search Ads** - Ads targeted based on your website content [?](#)
- Call-only** - Ads that encourage people to call your business [?](#)

[Learn more about campaign types](#)

or load settings from

Networks [?](#) To choose different networks, edit the campaign type above or create a new campaign.

- Google Search Network** [?](#)
- Include search partners

Devices [?](#) Ads will show on all eligible devices by default.

When you have finished customising your ad (the main points regarding extensions etc will be dealt with later on), click 'save and continue' which will take you through to the following:

Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Enter your landing page My landing page isn't ready

Name

Bid
£

Keywords
Your ad can show on search results for terms related to your keywords.

- google ltd adwords
- google word ads
- google ad word
- add words google
- google adwords english
- google adwords online
- adwords on google
- adwords for google
- adwords by google
- adwords in google
- what's google adwords

+ New ad group

Get ad group ideas

AdWords

- « **adwords**
good adwords
adwords cost
+ 13 keywords
- « **adwords advertising**
google adwords advertising
adword advertising
+ 7 keywords
- « **ppc adwords**
ppc adwords
adwords ppc
+ 8 keywords
- « **google ads**
google ads
ads by google
+ 8 keywords

1 - 5 of 24

We have an eBook detailing how you can improve your keyword research which you can download [here](#). If you already have your own ideas, now's your chance to add them – alternatively, to start you off, you can ask for a little help from the right hand box.

This will bring you to part three of the process – the creation of the ads themselves.

WRITING HEADLINES AND DESCRIPTIONS

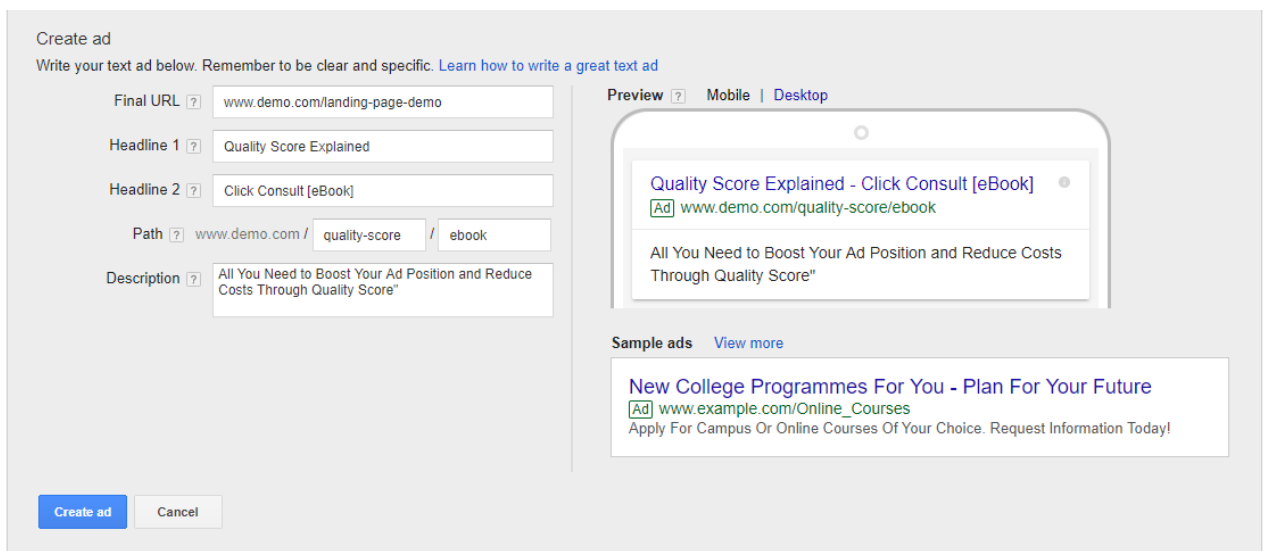
Done correctly, headlines and descriptions have direct impact on relevance and CTR, both of which will contribute to your Quality Score.

Headlines

Headlines for ads abide by many of the same rules as headlines for news stories – they need to catch the eye, convey the necessary information in as few words as possible and they need to convince the reader to find out more. In addition to that, however, and most importantly, you need to ensure relevance to the keyword or search term. All of this in two lines with 30 characters each.

Look at bidding for intention led keywords – products and services with location, brand or cost modifiers.

In order to ensure you make the most of the space, think about what you want the headline to achieve versus what the consumer wants to achieve and try to find a balance. Here are five key tips you should look to implement:



The screenshot shows the 'Create ad' interface in Google Ads. It includes the following fields and content:

- Final URL:** www.demo.com/landing-page-demo
- Headline 1:** Quality Score Explained
- Headline 2:** Click Consult [eBook]
- Path:** www.demo.com / quality-score / ebook
- Description:** All You Need to Boost Your Ad Position and Reduce Costs Through Quality Score

The preview window shows the ad as it will appear on a mobile device. The ad text is:

Quality Score Explained - Click Consult [eBook]
[Ad] www.demo.com/quality-score/ebook
All You Need to Boost Your Ad Position and Reduce Costs Through Quality Score

Below the preview, there are 'Sample ads' and 'View more' links. One sample ad is shown:

New College Programmes For You - Plan For Your Future
[Ad] www.example.com/Online_Courses
Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

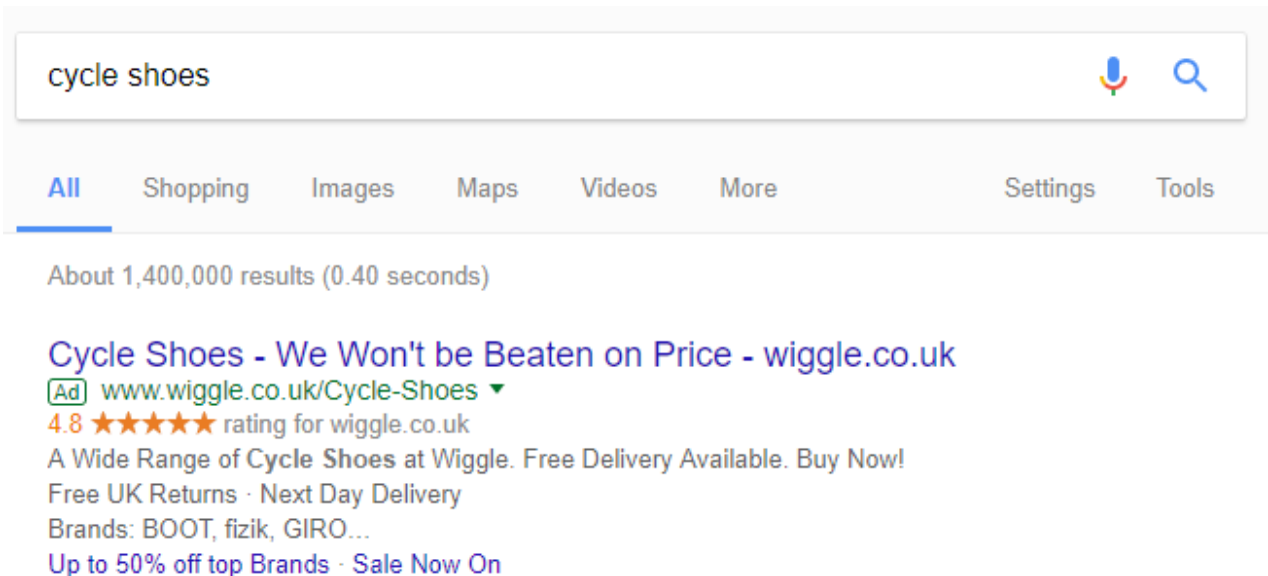
- 1. Think about intent** – which search terms are you pitching at? What does the consumer want? Try to answer their question or fill a need with your headlines. Make sure your headline contains your keyword (or where possible a dynamic keyword if the ad applies to more than one product or service type).
- 2. Be specific** – if you're offering a discount, state the specific discount or saving, specificity earns credibility and credibility earns clicks.
- 3. Be local** – your service might not be located where the searcher is, but so long as you are able to provide the service there is an argument for including locations by name (that you service or provide to).
- 4. Test** – there are likely to be numerous variations of your text, in order to find out what the best combination is, you should use split testing of various headlines (see the A/B testing section).
- 5. Repeat** – this is important, you can't rest on your laurels and regular reviews of all ad copy, testing etc should be scheduled for review on a regular basis.

Description

You have 80 characters – as a point of reference, a tweet is permitted 140 characters – to really make your conversion. While your headline is there to catch consumer attention, your description is where you earn your click and, hopefully, the conversion.

While emphasis on description has diminished since the introduction of various attention grabbing extensions and the two line headline, it would be remiss to undervalue its importance.

Use it as a complimentary to the headline, expand on key points and distinguish yourself from the competition.



The screenshot shows a Google search interface. The search bar contains the text 'cycle shoes'. Below the search bar, there are navigation tabs: 'All' (selected), 'Shopping', 'Images', 'Maps', 'Videos', 'More', 'Settings', and 'Tools'. Below the tabs, it says 'About 1,400,000 results (0.40 seconds)'. The first search result is an advertisement for 'Cycle Shoes - We Won't be Beaten on Price - wiggle.co.uk'. The ad includes a star rating of 4.8, a link to 'www.wiggle.co.uk/Cycle-Shoes', and several lines of promotional text: 'A Wide Range of Cycle Shoes at Wiggle. Free Delivery Available. Buy Now!', 'Free UK Returns · Next Day Delivery', 'Brands: BOOT, fizik, GIRO...', and 'Up to 50% off top Brands · Sale Now On'.

The above returned for the term 'cycle shoes' has a tempting promise in the headline and, while the description is overshadowed by the extensions, it emphasises the brand's unique offering (next day delivery, free UK returns and delivery) and includes the key term in the description as well as the headline.

Calls to action

Ideally this should be the final line of your ad and should provide a next step for your consumer. As the term implies, 'call to action' is an imperative statement from brand to consumer the main question to ask to determine the best call to action is: 'what now?' When the consumer has read your headline and first line of description, what do you want them to do?

Your call to action should be:

- **Commanding**
- **Exciting**
- **Should inspire a FOMO (fear of missing out)**

Remember that you are not just trying to capture your consumer's attention but actively competing with other brands in your field.

Five tips:

1. **Distinguish yourself** – you're up, potentially, against three competitors and shopping results, so you need to let the consumer know what sets you apart.
2. **Appeal to the key term** – ensure that your description answers the search query and caters to intent.
3. **Include offers** – as with headlines, be specific, it's important to state exact offers, sale terms (in brief, obviously) and reel the consumer in.
4. **Include a call to action (CTA)** – give the consumer something to respond to. Tell them what you want – buy now! Shop Now! Order today for delivery tomorrow!
5. **Test** – as with everything, if the opportunity to test is there, use it and get the most out of every campaign.

LANDING PAGE RELEVANCE

While it is technically measured as 'Landing page experience' in AdWords, Larry Kim – a doyen of the PPC world and former head of Wordstream – tweeted that landing page relevancy is measured using a Boolean logic (true/false) so it is safe to assume there are limited measurements being made to determine landing page experience and the easiest to control of these will be page relevance.



Larry Kim @larrykim

Follow

WOAH! AdWords Quality Score Smoking Gun Found: Landing Page & Keyword Relevancy are Pass/Fail impression.co.uk/blog/1556/insi

...

"qualityInfo={\"isKeywordAdRelevanceAcceptable=true, isLandingPageQualityAcceptable=true, isLandingPageLatencyAcceptable=true, creativeQualityScore=AVERAGE, postClickQualityScore=ABOVE_AVERAGE, searchPredictedCtr=AVERAGE, qualityScore=7\"}				
th - mercat f	Eligible	£3.45	7	290
th - mercat f	Eligible	£3.38	0	63
th - mercat f	Eligible	£5.00	12	327
th - mercat f	Below	£2.80	0	3

1:38 PM - 8 Apr 2015

8 Retweets 17 Likes

Laura Hampton and Impression

8 17

The reason it is the easiest metric to concentrate on is that it is the least ambiguous; while a page can be varying degrees of relevant, it can be so in an addressable number of ways. For the key term 'buy cycle helmet' would be served reasonably well by a page of cycle helmet reviews – it has the key term, it shows some level of intent to purchase. It would also be slightly better served by a page selling a specific helmet for sale, again it contains the keyword, and again it deals with a level (the right level this time) of purchase intent.

The first place ad for this term (at the time of writing an ad from sportpursuit.com) would have done quite well but for an impossible to remove sign up interstitial (which could cost it position or increase the necessary CPC as a negative UX feature), the following Amazon ad, therefore, gets the nod:

Buy Helmet Bicycle Men at Amazon - All the Helmet bicycle men

www.amazon.co.uk/Sporting_Goods/Biking

4.8 ★★★★★ rating for amazon.co.uk

Great Selection of Bikes & Accessories. Free UK Delivery on Eligible Orders!

Ratings: Website 9.5/10 - Quality 9.5/10 - Returns 9.5/10 - Delivery 9.5/10 - Customer service 9.5/10

While the headline here completely baffles me, it contains the key term (broad match modified?), a number of extensions and, importantly, it leads to a page which fits the required search term perfectly:

The screenshot shows the Amazon.co.uk search results for "helmet bicycle men". The page features a navigation bar at the top with various service options like "Today's Deals", "Warehouse Deals", and "Amazon Prime". Below the search bar, it indicates "1-16 of 14,189 results for 'helmet bicycle men'" and a "Sort by Relevance" dropdown. On the left, there are filters for "Sports & Outdoors", "Toys & Games", and "Novelty & Special Use", along with a "Refine by" section for "Delivery Option" and "Feature Keywords". The main content area displays three sponsored product listings:

- Lixada Mountain Bike Helmet:** A black and green helmet. Price: £21.56 (was £35.98). 3 reviews. Prime eligible.
- IREALIST Eco-Friendly Super Light Integrally Bike Helmet:** A blue and white helmet. Price: £18.99. 228 reviews. Prime eligible.
- Happyjoy Light Weight Cycle Helmet:** A red and black helmet. Price: £12.99. 3 reviews. Prime eligible.

On the right side, there are three more sponsored product listings:

- GT85 Spray Lube with PTFE - 400 ml:** Price: £5.99. 374 reviews. Prime eligible.
- Lumos Kickstart Helmet Electric...:** Price: £159.00. 2 reviews. Prime eligible.
- Terrano-X Helmet-mounted Heads...:** Price: £166.00. 4 reviews. Prime eligible.

Though the headline refers to men's helmets, the landing page features unisex and men's helmets and helmets for a variety of cycle related hobbies, has prices and reviews, features the key term numerous times and consequently fits the bill (it also as a pro-tip has easily navigable menus and the ability to refine the page through check boxes – good practice for UX).

While we cannot know for sure what the list of pass/fail terms are for landing page relevance, we can make educated guesses in order to improve overall score.

Five tips:

- 1. Keywords** – ensure you’re selecting keywords for your ad that are referenced (both exactly and with synonyms – think [latent semantic indexing and natural language search](#)) in your landing page.
- 2. Intention** – keep your ads pointing to pages that cater to the buying intent of the consumer’s search. Information pages will lose points if served by ads targeting a ‘buy it now’ intention level.
- 3. Be as specific (or unspecific) as the search term** – there is no point serving a hyper specific landing page to a consumer that has entered a general search term and clicked on a general ad.
- 4. Offer relevant information** – as obvious as it sounds, there are plenty of brands that don’t. If you’re looking to make a sale, include pricing, reviews and any other information that will help the consumer make the sale. If you’re looking to increase newsletter signups or lead generation form submission, give the consumer what they need to make an informed choice.
- 5. Don’t use interstitials** – a tip coming mostly from the annoyance of today’s searching, an immovable interstitial is poor practice at the best of times, but is certainly a bad idea for an ad landing page (for more information on interstitials, see [our blog](#)).

EXTENSIONS

Like keywords, extensions are not a direct part of the Quality Score, but they do have a determinable effect on areas which are (CTR as an example). Extensions are visually imposing enhancements to ads which provide consumers with additional information or possible actions – ad extensions, according to AdWords, improve click through rate by up to 15%.

Ad extensions

Get up to 15% higher click-through rate by extending your ads with call buttons, maps, links and more. [Take a tour](#)

- Location** Extend my ads with location information
- Sitelinks** Extend my ads with links to sections on my site
- Call** Extend my ads with a phone number
- Callouts** Extend my ads with additional descriptive text
- Structured snippets** Extend my ads with structured snippets

Save and continue

Cancel new campaign

The kind of extensions available

Manual Extensions			Automated Extensions		
Extension	Campaign Type	Devices	Extension	Campaign Type	Devices
Apps	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 		Consumer Ratings	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 	
Calls	<ul style="list-style-type: none"> Search Network with display select Search Network only Display Network only 		Previous Visits	<ul style="list-style-type: none"> Search Network with display select Search Network only 	
Locations	<ul style="list-style-type: none"> Search Network with display select Search Network only Display Network only 		Seller Ratings	<ul style="list-style-type: none"> Search Network with display select Search Network only Display Network only 	
Reviews	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 		Dynamic Sitelink Extensions	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 	
Sitelinks	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 		Dynamic Structured Snippets	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 	
Callouts	<ul style="list-style-type: none"> Search Network with display select - all features Search Network only - all features 				

Manual vs. automated extensions

Manual extensions require the advertiser to set them up and, while there are no associated costs, manual extensions are more likely to be shown to consumers and therefore necessary to drive clicks (or your metric of choice) with your ad. Automated ads, alternatively, are automatically shown to consumers when AdWords predicts they will make the most impact – though obviously useful, they should not be relied upon as a substitute for the correct implementation of manual extensions.

Manual extensions

- **App extensions** - For brands with an app available for download, the app extension places a download link (either beginning the download or redirecting to the app store).
- **Call extensions** - Facilitating the consumer in contacting you, call extensions allow you to place a shortcut button initiating a call with your brand.
- **Location extension** - This extension provides potential consumers with directions to your physical premises – making it even easier for walk-in traffic to find you.
- **Review extensions** - Review extensions must provide, according to Google, ‘an accurate, current, credible, non-duplicative third-party review of the advertiser’s business’ and are a method of allowing your consumers to see what impartial third parties think of your products/ services.

- **Sitelink extensions** - These offer the consumer something extra – with alternatives to the main link providing similar pages or pages with additional information.
- **Structured snippet** – These allow brands to describe features of a specific product or range of products or the services their business offers.

While the advice would always be to only use them when appropriate, extensions are incredibly useful to consumers and have a resultant increase in CTR, a key element of Quality Score which impacts directly on your ad's position. So, while we cannot say extensions are causative of improved Ad Rank, they are definitely highly correlative.

EXPECTED CLICK-THROUGH RATE

Slightly different to usual CTR. as part of quality score 'expected click through rate' estimates the likelihood of your ad being clicked when it is shown for selected keywords. It will most likely differ from the actual CTR the ad earns (plus or minus, as it's merely an 'expected' CTR), it is the expected rate that is used for the Quality Score calculation rather than its actual CTR counterpart.

There are no specific CTR 'tricks' to employ, but facets of all the above (and the following) section will all enhance the expected click through rate for an ad. There are, however, a few 'must have' practices to ensure you're getting the best possible results:

Create strongly themed keyword groups

Multiple keywords per group is still encouraged as best practice (and by AdWords itself), however, it is vital that you don't allow your groups to become too diffuse. Between five and 25 keywords per group remains best practice, but remember that you shouldn't simply have 25 because you can, less is more if it means your keywords are closely thematically related.

Make full use of extensions

As mentioned in the previous section, extensions are known to improve click through rate by up to 15%. Although not every extension is useful for every brand, there will be at least one that can be implemented to good effect – and this can be discovered through testing, which we will deal with in the next section.

Ensure your bid is competitive

While Quality Score is a facet of Ad Rank and CTR is a facet of Quality Score, there is no doubt that your Ad Rank has an effect on your click through rate and that means it's sometimes necessary to increase your bid. Equally, monitor this over time as your competitors will no doubt be doing so.

Make the most of your space

You don't get a lot of space for your ad. If you don't use it to the full you're letting yourself down. This means use both headlines, the full character limit for your description. You wouldn't take out a full page ad in a newspaper and submit a half page ad, don't make the same mistake online.

Mens Prestige Dress Shoes - Order Yours For Just £47.50

 www.samuel-windsor.co.uk/Dress-Shoes ▼

4.5 ★★★★★ rating for samuel-windsor.co.uk

Menswear's Best Kept Secret - Samuel Windsor Quality - 30 Day Returns Guarantee

Wide Range Of Menswear - 100,000+ Customer Reviews - Classic Country Styles

Classic Penny Loafer - from £37.50 - Handcrafted - More ▼

[Trousers From £12.50](#)

[Browse High Quality Coats](#)

[Unbeatable Prices](#)

[High Quality Classic Suit](#)

Include your keyword in your display URL

You are permitted a display URL for your ads, so ensure you use it to the best effect by including your keyword. Were the shoe salesperson I have been using as an example to do so, they would no doubt find that the URL www.example.com/dress-shoe-sale would fare better than www.example.com/sale.

Include a call to action

Tell the consumer what you want them to do. Compel them to buy now, or save now or make the purchase of a century. Your ad may well be your first interaction with a consumer – ensure it's not the last by making it compelling (see [Compelling PPC](#) for more info).

A/B TESTING

A/B testing (sometimes called split testing) is comparing two versions of a web page to see which one performs better. You do this by showing each to exactly 50% of your visitors at the same time, and the conversion data will then show you which works best.

Though this is not specifically a technique specific to improving Quality Score, it is an important part of ensuring quality as a whole, which cannot but contribute towards a successful campaign.

Planning your tests

Planning is imperative – not least because without preparation it is impossible to define the success of a test, it also contributes to the likelihood of carrying out the right tests. Sometimes, as humans we can look to solve problems that are easy to solve rather than problems it is necessary to solve and proper planning can overcome this drive.

Planning tips

- Keep a wish list of possible changes and enhancements for your campaigns – if you see an article with some interesting data or advice, bookmark it or make a note for future test.
- Define key performance indicators (KPIs) for each test that will determine a winner, making sure that they are in keeping with your commercial objectives.

How to set KPIs

Your KPIs will depend on the ad campaign you're testing – measuring cost per acquisition (CPA) may work for lead generation, but not for brand building and CTR may be great for your Quality Score but not if overall conversion is poor.

The most important aspect of setting KPIs is to know what you want to achieve and to set up tests fairly (using ads with the same goals and the same chance of achieving the KPIs).

Be patient

Avoid jumping to conclusions – while one ad variety may leap ahead and tempt you to declare an early winner, hold fast for the period you set for the test. While it may turn out that the early leader wins, you will at least be able to draw valid and informed conclusions from a completed test.

You should look to end your tests or remove a variation when you have:

- **A clear winner** – a variation with 95% 'chance to beat' original
- **A clear loser** – a variation with 5% 'chance to beat' original

Build on your victories

Even when you have a clear winner, the testing process cannot end there. Make the winning variation a permanent change and begin to consider how you can apply the information gathered from testing to your other campaigns.

The framework we define for this in conversion rate optimisation (CRO) is equally applicable to testing your ads:

- **Learn** – Analyse the user behaviour across your site for each variation to learn why the test was or was not successful.
- **Refine** – Use the information gathered from the tests to refine your KPIs, removing the guesswork and basing it on historical data. If you run multiple tests with similar campaigns you can then copy an old test, tweaking it to save time.
- **Repeat** – Keep testing and keep learning.

Build a knowledge bank

Keep a log of all previous tests and document your analysis to serve as a knowledge bank of proven best practice for your audience and brand. No test is a failure – even when a test proves that an original iteration performs best, it has still had a measurable result and an impact on testing in the future.

Include:

- Screen shots of all ad variations
- The results of the test (so there's no way to lose the data)
- All analysis and insights

HOW TO CHECK YOUR QUALITY SCORE

There is a method of monitoring your Quality Score as your campaigns run. In order to access it:

1. Select 'campaigns'
2. Then the keywords tab
3. Click the 'columns' drop down
4. Select 'modify'
5. Add 'Quality Score'

You can add component parts of the Quality Score in the same place by adding:

- Landing page experience
- Ad relevance
- Expected CTR

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status [?]	Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]	Conversions [?]	Cost / conv. [?]	Conv. rate [?]	Qual. score [?] ↓
		Total - all campaign [?]				20	89	22.47%	£0.44	£8.78	1.1	0.00	£0.00	0.00%	--
<input type="checkbox"/>	<input checked="" type="radio"/>	"click conference"	Click Conference	<input type="checkbox"/> Eligible	£0.86 (enhanced) [?]	0	3	0.00%	£0.00	£0.00	1.0	0.00	£0.00	0.00%	10/10
<input type="checkbox"/>	<input checked="" type="radio"/>	[click conference]	Click Conference	<input type="checkbox"/> Eligible	£1.05 (enhanced) [?]	3	5	60.00%	£0.19	£0.56	1.0	0.00	£0.00	0.00%	10/10

Great work promoting the [Benchmark Search Conference](#) from our guys in PPC for achieving 10/10

CONCLUSION

While we may never know exactly what points make up the Quality Score calculation, it is possible to make learned inferences from past performance and from various releases and updates that come directly from Google.

Through consistent testing, time and effort it is possible to achieve great things with Quality Score that have direct bearing on a brand's bottom line. So, what are you waiting for?

GET IN TOUCH WITH US TODAY

ABOUT US

At [Click Consult](#), we understand how integral your PPC strategy is to the success of your overall search marketing strategy. Why not take the first step to discovering what we could offer your brand with a free, no obligation [PPC audit?](#)

Our [website](#) features a comprehensive [resource](#) page, full of useful eBooks and actionable insights. We also write a [blog](#), where you can find an abundance of search marketing tips.

If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).



WHAT OUR CLIENTS SAY

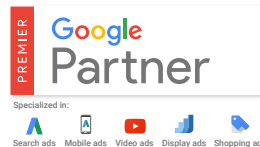
"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership."

LloydsPharmacy Online Doctor

"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"

Adjustamatic Beds

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