

Lesson no. 20: Google Adwords- PPC Advertising

IMPORTANCE OF QUALITY SCORE IN OPTIMIZATION

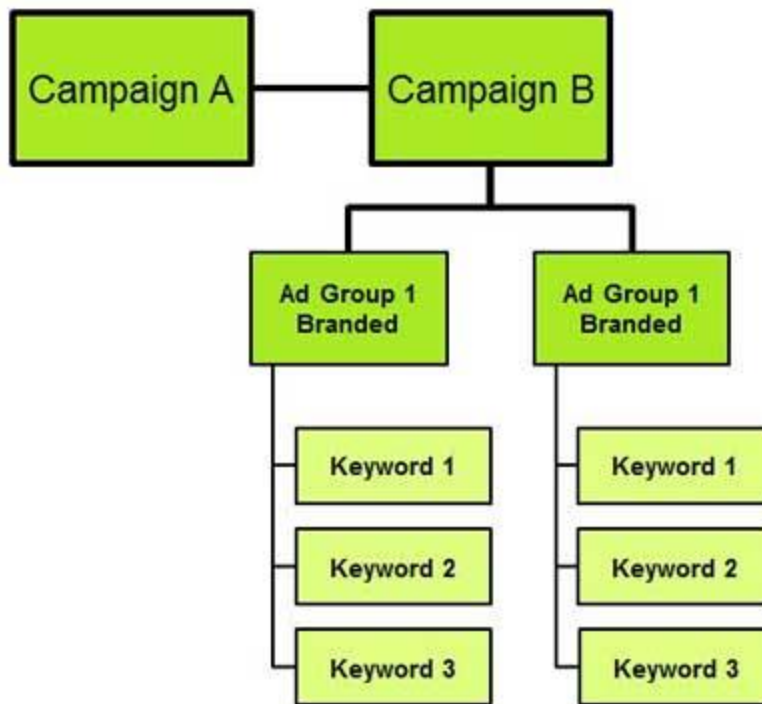
Google has thousands of Ads and lakhs of Keywords in the Data Base. When the user searching for any specific Keywords then Google always try to find out the details in respect of the relevant and usefulness of the keywords. Google show the Ads to the right viewers to have good / high, Keywords Quality Score.

Factor depending upon Quality Score:

- a) Ad auction eligibility
- b) Keywords actual CPC (Cost Per Click)
- c) Keywords 1st page bid estimate
- d) Keywords TOP of the page bid estimate
- e) Ad position
- f) Eligibility of Ad title, extensions and other Ad formats.

HOW TO INCREASE QUALITY SCORE

- i. **Structure your campaigns into smaller yet targeted ad groups-** By structuring your campaigns into targeted ad groups, you are elevating the relevancy between the search query and the ad. So set up your campaigns with many ad groups that are specific and related to the keywords it contains. This can be a challenge but well worth it in the end. Don't have just one or two ad groups with all of your keywords in them. You cannot maintain a high degree of relevancy this way. Additionally, have a smaller number of keywords per ad group. The smaller the number of keywords per ad group, the better. Good examples of types of keyword variations are plurals and singulars and other close associations.



Look at your list of keywords and group them into logical groups or themes like branded, non-branded, specific products, or services. This will help you as you set up your ad groups and keep them focused and relevant. Also, don't forget to include negative keywords lists for even better performance.

Account organization is the key to efficiently managing a good Quality Score as well as increasing your click-through rates. So take the time to methodically plan, set up, and structure your account, campaigns, and ad groups and you will find they will run much more efficiently and bring you your desired results.

- ii. **Optimize keyword ad copy-** Choose ad copy that is closely tailored to your keywords. This will increase the relevance of your keywords to each of your ads. Not only will this help you increase your Quality Score, but it will also help to increase your click-through rate. Be sure to get your keywords into your ad copy as well. You can do this manually or use dynamic keyword insertion (DKI), which can insert them automatically. Matt Van Wagner has some great tips on how to use DKI to help with placing your keywords into your ad copy.

iii. **Target your landing pages-** Your landing pages should be designed to contain content that uses your targeted keywords for each ad group. It may not be practical to design a landing page for each ad group, but it will help to increase relevancy. A highly relevant landing page will also help you with increased conversions. If your searchers read your ad, then click through and they land on a page that fulfills their expectations, then you are likely to have happy visitors that may turn into customers.

iv. **Know the Quality Score factors-** Brad Geddes of bgTheory has a nifty Quality Score Chart with all of the scoring factors you can use to view the different Quality Score types. (Chart below is reformatted from the original.) Use this or one of your own to help track your campaign and insure you have covered all of the bases.



	First Page Bid	Search Quality Score	Content Quality Score (and placement CPC)	Placement (CPM)
CTR on Google.com	Yes	Yes		
CTR on content site (specific of related sites to your ad display)			Yes	
Display URL CTR	Yes	Yes		
Account History	Yes	Yes		
Relevance of keyword to ads in ad group	Yes	Yes		
Relevance of keyword and ad to search query (for site)		Yes		
Geographic Factors	Yes	Yes		
Landing Page		Yes	Yes	Yes
Other Relevancy Factors	Yes	Yes	Yes	



v. **Decrease your landing page load times-** Landing page load time has become an important consideration in calculating Quality Score. Take the time to check the load times on each of your landing pages and see what can be done to reduce them. Some of the factors that contribute to longer load times are:

- a) Meta refreshes
- b) Slow redirects
- c) Multiple redirects
- d) Interstitial pages
- e) Slow server
- f) Large page size

