



# Tips to Improve Ad Quality Score in Google Ads

## What is Google Quality Score?

Quality Score is a rating that looks at the overall relevance of your keywords, ads, landing page, and landing page experience. It is measured on a scale of 1 to 10, with 1 being the lowest and 10 being the highest.

In practice, Quality Score acts as a general guide to determine whether an advertiser's ads are relevant and useful. The higher the quality score, the more relevant and useful it will be perceived by Google. [Digital Marketing Training Institute](#) provides the best guide to improving Ad Quality Scores in Google Ads.

## How does the Quality Score Work?

Quality Score affects your performance because it helps Google determine your ad rank. Your Ad Rank is your maximum CPC bid x Quality Score. So, if you're bidding aggressively but still see your absolute top and top impression rate or impression share loss due to ranking metrics being off, I bet your keyword's Quality Score is to blame.

## Why is the Quality Level Important?

The main reason to pay attention to your Quality Score is cost: the higher your Quality Score, the less you pay per click. And that comes directly from Google. For example, your Quality Score might reveal that your ad's relevance is above average, but your landing page is below average. From there, you have a clear direction on what to focus on to improve the quality of your ad.

If you would like to view past Quality Score statistics for a specific reporting period, you can select one of the following and click "Apply".

- Quality level (history)
- Landing page experience. (history)
- Ad relevance (history)
- Exp. CTR. (history)

### **3 Factors that Affect the Level of Quality**

This leads to the 3 factors that affect the Quality Score. The need to be relevant, as we have already mentioned, is important. Ad relevance is one of three key components that determine your Quality Score. The other two factors are the expected click-through rate and the landing page experience.

#### **1. Ad Relevance**

This Google Ads metric measures how well your keyword matches the message of your ads. An above-average score is an indication that your ads are closely related to keywords within an ad group. A lower-than-average score may be because the ad text is too general or the keyword is not relevant to your business.

#### **2. Expected Click Through Rate (CTR)**

Google uses expected CTR to estimate the rate at which people searching for your keywords will click on your ad. As with all Quality Score components, it is measured by "Above Average," "Average," or "Below Average." Expected CTR is calculated by looking at the past CTR performance of ads. '

#### **3. Landing Page Experience**

After a user clicks on an ad, the landing page experience refers to how relevant and useful your landing page is. Things to consider here are the bounce rate and site speed. If your bounce rate is high and/or your landing page takes a long time to load, your Quality Score will suffer.

### **Conclusion**

The first step to improvement is to find out what is going on and what needs to be fixed. Give all of your users the best possible user experience by making sure the steps you're taking to make their lives easier are working. There are many factors you can change to make sure you're working to increase your quality score. Some of the factors are easy to change, while

others may take a bit longer. If you think about your credit score, you can't fix it overnight. This is also true for increasing your quality score. It won't happen overnight, but it's important to work on it little by little.