

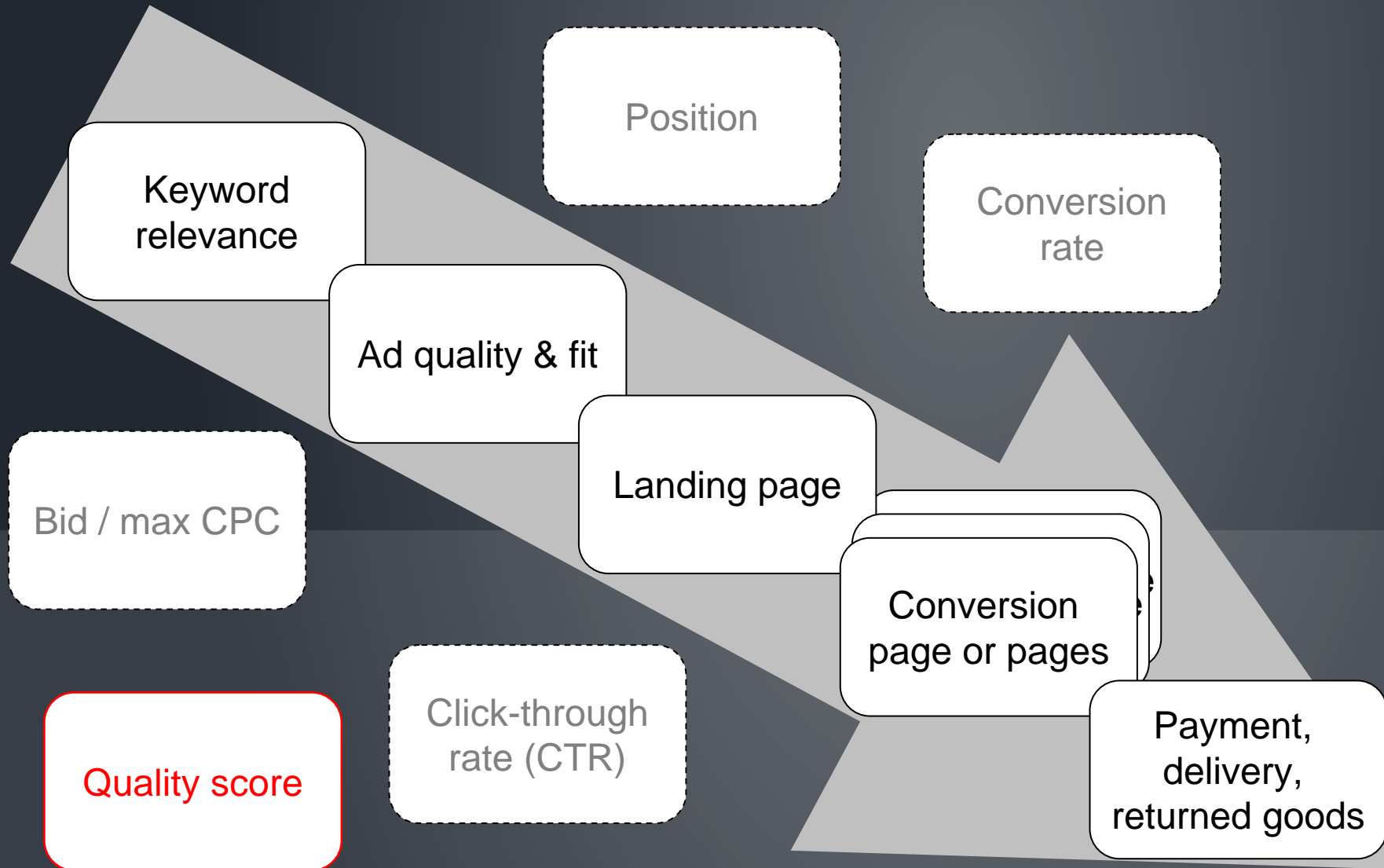
Tuning Ads For Quality Scores

- The promise of the Quality score
- The reality of Quality score
- QS best practices
- Conclusions

Anders Hjorth

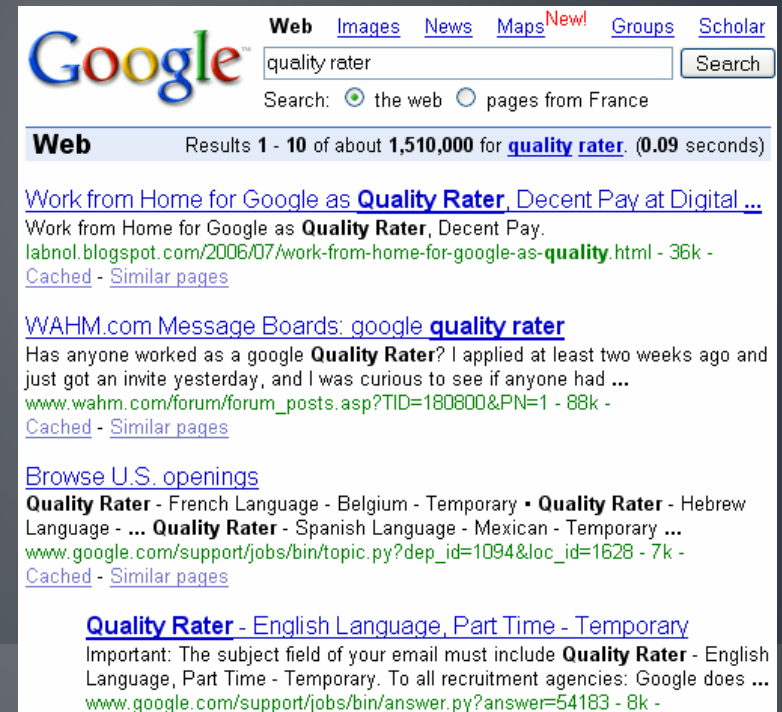


Conversion chain & metrics



Quality Score & Quality Index: the promise

- Google Quality Score:
« Over 100 criteria organised in a tree structure »
Click-through rate, bounce rate,
keyword-ad-landing page fit
Human rating: Google quality rater →
- Yahoo Quality Index:
“ ...reflects an ad's ability to meet the needs of users by taking into account various relevance factors and click-through rate...”



Better campaign integrity
Penalise garbitrage
End of bid jamming
Better quality of SERPs



Quality score – the reality

Keyword « bil » (car)

Campaign 1

Quality score OK
 CTR – 0,36% (low)
 Pos – 4,8
 Max CPC – 11 SEK
 Avg CPC – 9,15 SEK

Campaign 2

Quality score OK
 CTR – 2,06% (high)
 Pos – 2,6
 Max CPC – 10 SEK
 Avg CPC – 5,62 SEK

Campaign 3

Quality score OK
 CTR – 0,45% (low)
 Pos – 2,2
 Max CPC – 25 SEK
 Avg CPC – 19,12 SEK

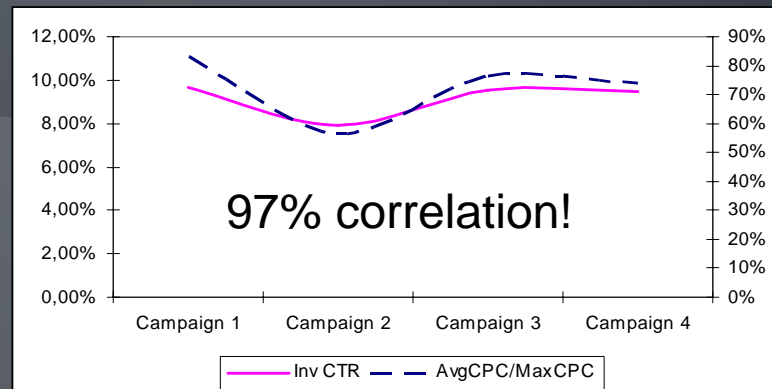
Campaign 4

Quality score POOR
 CTR – 0,56% (low)
 Pos – 4,3
 Max CPC – 12 SEK
 Avg CPC – 8,88 SEK

Let's play with figures...

- 1) Avg CPC as % of Max CPC
- 2) Inverted CTR: $0,1 - \text{CTR}$

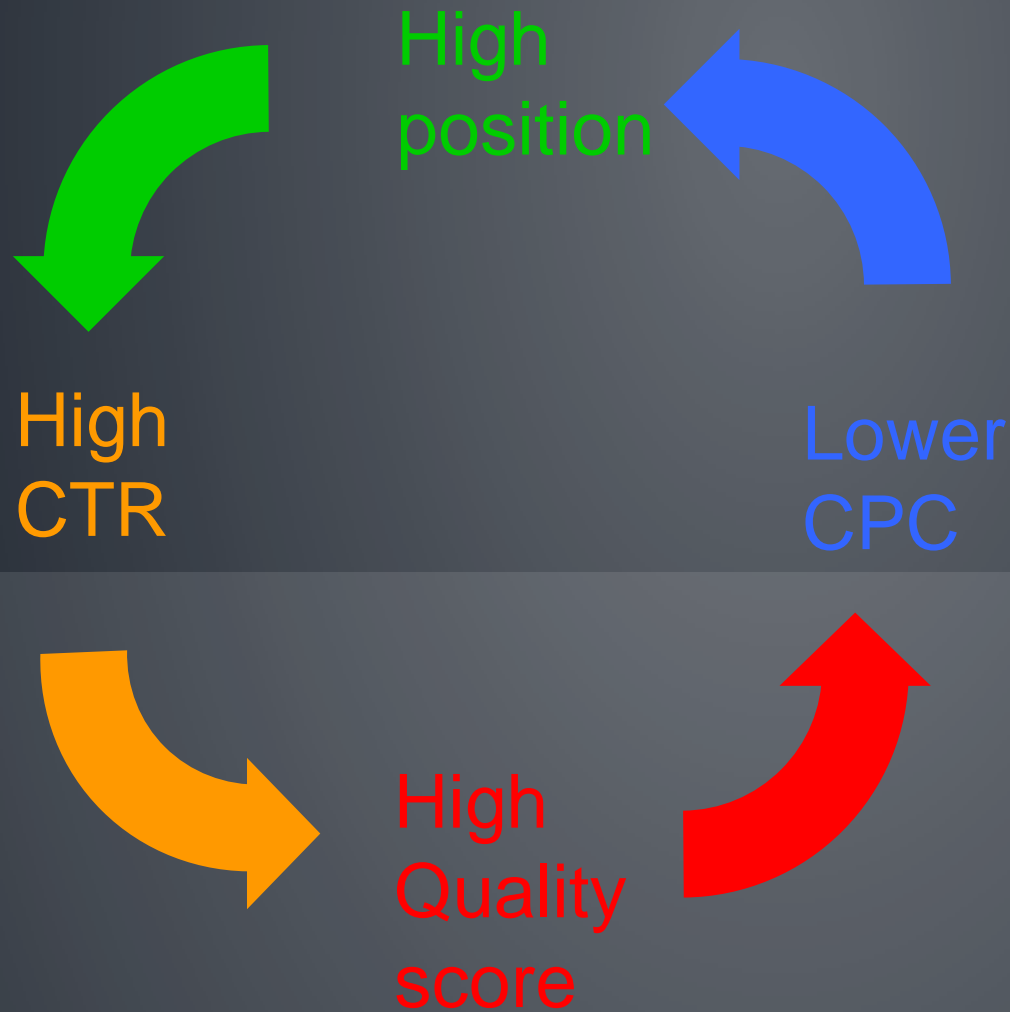
	Inv CTR	AvgCPC/MaxCPC
Campaign 1	9,64%	83%
Campaign 2	7,94%	56%
Campaign 3	9,55%	76%
Campaign 4	9,44%	74%



Google's quality score is essentially a matter of click through rate ...

<< >>

CTR and Quality score – could it be that simple?



AAAAAd Quality

This is where you should take notes!!

- **A**dequate ad for keyword
 - Campaign structure, keyword grouping
 - Dynamic keyword insertion: Now doable in YSM
 - Negative keywords: Now doable in YSM
- **A**dequate keyword to landing page
 - Best landing page per ad group / per ad
 - Landing pages specifically tailored to Search campaign
- **A**ction terms
 - « buy » « find » « go » « get »
- **A**ttract attention
 - \$, €, AM/PM, 250
- **A**uto mechanic
 - Match type: broad, phrase, exact

Some real life examples

Great quality score (Italy)

- “ADSL” is a generic high competition keyword
- CTR 5% gives a GREAT quality score and the possibility to stay in a high position at a lower price
- “Phrase” match so no broad or extended broad, extensive use of negative keywords
- The ad makes a strong promise of 3 months free service and a notion of urgency

Keyword	Status ?	Quality Score ?	Current Bid Max CPC
Search total	Enabled		Default €0.50 [Edit]
All sources total			
"adsl"	Active	Great Minimum bid: €0.04	€1.50
"internet"			€1.50
adsl tele2			€1.50
"gestori telefonici"			€1.50

Keyword Analysis: adsl

Ad showing? **✓ Yes**
For details on specific criteria for this test, click the following link.
[Details and recommendations »](#)

Quality Score: **✓ Great**
Minimum bid is €0.04
[Details and recommendations »](#)

[Send feedback](#)

[Attiva TELE2 entro 30/10](#)
E Navighi Gratis per 3 Mesi.
Ultimi Giorni, Attivati Subito!
www.tele2.it/internet

From poor to great in 2 months (Germany)

{Keyword: Günstige Handwerker}
Gute & günstige Handwerker finden
mit My-Hammer, dem Testsieger!
My-Hammer.de/Handwerker
1 of 4 - [view all](#)

- Continually work on the KW to weed out non performing KW and at the same time improve the ads to get up the CTR
- Use in combination with landing pages
- CPC went down from 46 to 27 Cent in 2 months. The CTR went up from around 0,3 % to 3 or 4 % on average

Quality Score ?	Current Bid Max CPC	Show Settings	Clicks ▲	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
	Default €0.85 [Edit]		3,794	105,709	3.58%	€0.27	€1,006.42	2.5
			3,794	105,709	3.58%	€0.27	€1,006.42	2.5
Great Minimum bid: €0.02	€0.35	▶ Settings	0	7	0.00%	-	-	2.8
Great Minimum bid: €0.02	€0.35	▶ Settings	0	6	0.00%	-	-	2.2



Structural QS optimisation (UK)

<input type="checkbox"/> Keyword	Status ?	Quality Score ?	Current Bid Max CPC	Hide Settings Sort by: Bid URL Position	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
Search total		Enabled	Default £0.35 [Edit]		6,393	128,578	4.97%	£0.65	£4,146.25	4.3
All sources total					6,393	128,578	4.97%	£0.65	£4,146.25	4.3
<input type="checkbox"/> supply chain jobs	Active	Great Minimum bid: £0.01	£2.00	Settings £2.00 Max CPC http://ppc.postclick...xldfksmxxs Position preference: 1-3 [Edit]	2,153	11,821	18.21%	£1.14	£2,459.07	1.3
<input type="checkbox"/> supply jobs	Active	Great Minimum bid: £0.02	£0.50	Settings £0.50 Max CPC http://ppc.postclick...xldfksmxxs Position preference: any [Edit]	1,481	71,369	2.07%	£0.42	£621.76	4.9

- Online job site focusing on supply chain jobs. The average CTR is roughly 5.4% across the Google account (37,000 keywords in 201 Ad groups).
- The Ad groups are split between sector and then by area with specific Ad groups per area across the country with separate ads for each area / 3 per Ad Group.
- Conversion rate of 7% for this account

Obvious trouble

- Ad not targeted to keyword
 - One unique ad for x00 keywords
 - Campaign structure
 - No negative keywords
- Page not indexable
 - Frames
 - Flash
 - Video
 - Full image
- Page not targeted to keyword
 - One unique destination page for x.000 keywords
 - (Keyword not present as text on landing page)

Yahoo Quality Index
If your campaign is offline longer than 7 days then your QI drops to 0

Obvious advantages

- Many adgroups/categories with dedicated ads
- Deeplinking
- Presence of branded keywords in campaign:

110 keywords

A [{Keyword:Computer Cables}](#)
Buy Online, Check Stock & Prices
Great Offers from StrongBrand
www.strongbrand.co.uk
5.11% CTR | £0.11 CPC

C [Computer Cables](#)
Buy Online, Check Stock & Prices
Great Offers from StrongBrand
www.strongbrand.co.uk
1.78% CTR | £0.11 CPC

103 keywords

B [Computer & Printer Cables](#)
Buy Online, In Stock, Fast Delivery
& Great Offers from WeakBrand
www.weakbrand.co.uk
0.60% CTR | £0.25 CPC

D [Computer & Printer Cables](#)
All your computer products, Special
Offers & more from WeakBrand
www.weakbrand.co.uk
0.59% CTR | £0.21 CPC

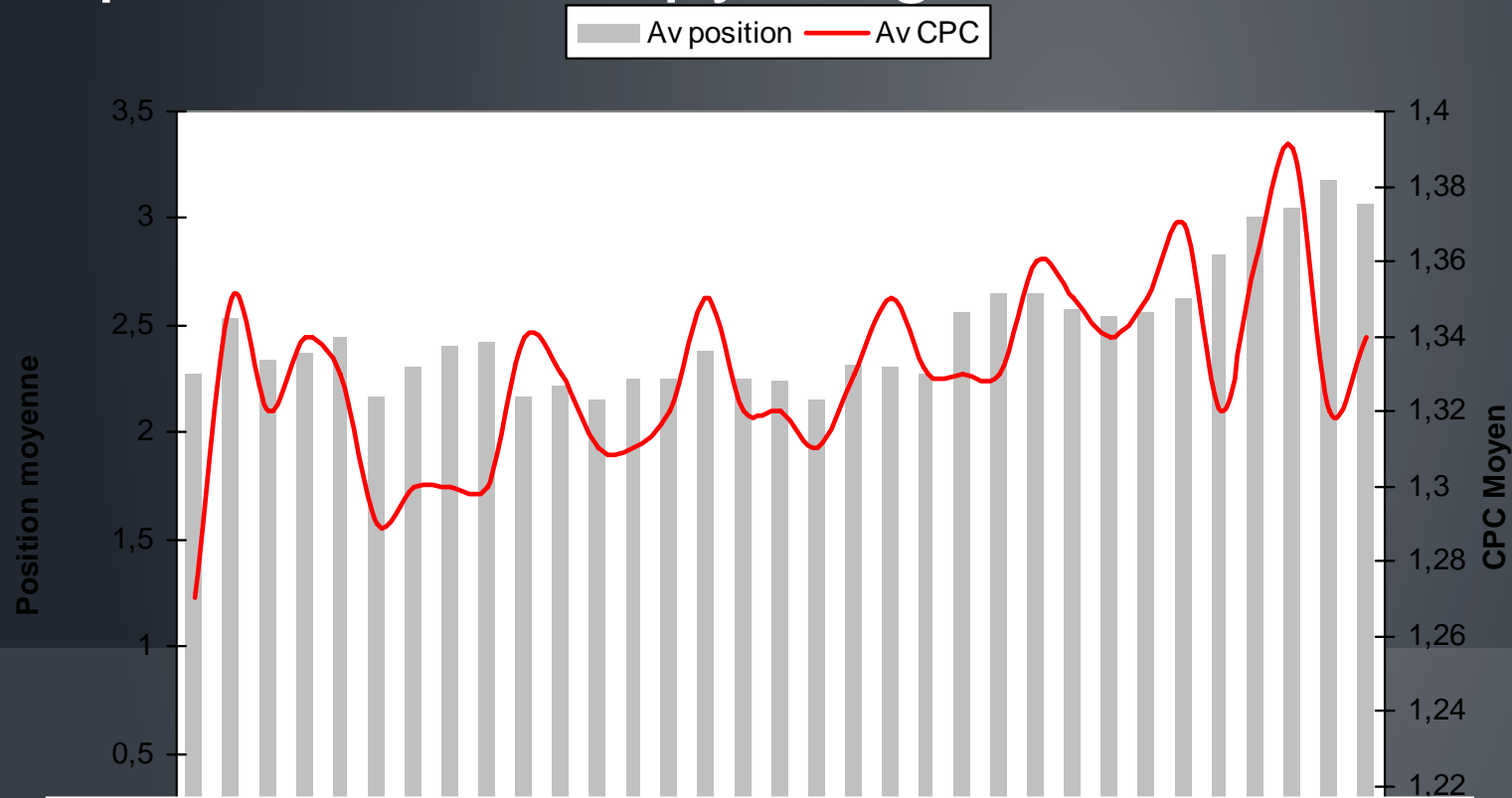
Brand carries conversion
Brand carries Quality score
through high CTR.

Spillover effect on non-
brand
keywords can be important



Competition - Ad copy fatigue

Effect of 1 month
Without changing
An ad*



The average CPC increases and the average position drop simultaneously

* don't try this at home



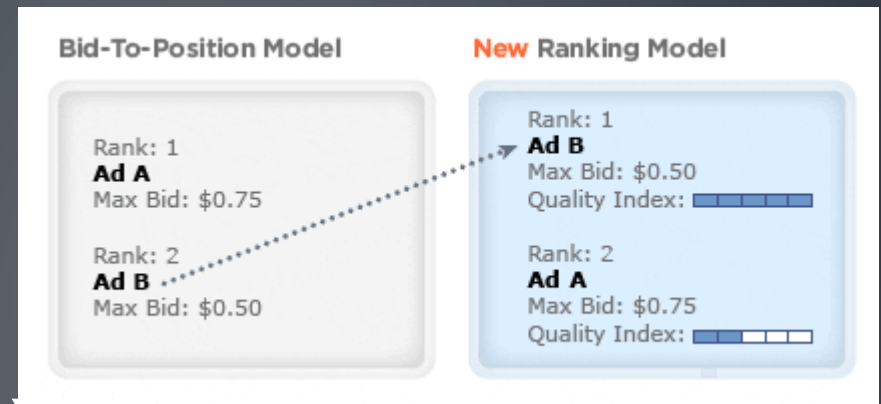
Strategies & Options - prerequisites

- Defined business objectives
- Functional and reliable tracking
- Willingness to invest and to test

If this is not
the case, worry!!

Conclusions - Today

- Today « Quality = CTR »
- To improve CTR, work & test
 - Attractiveness
 - Differentiation
 - Keyword targeting



The performance of your campaign is correlated with the time spent on it!

So what about landing pages?

- Inability to spider landing pages increases min. CPC for Google
- Yahoo have spidering intentions but they are not active today
- Google have a dedicated AdsBot
 - IP: 72.14.199.xx
 - UA: AdsBot-Google (+http://www.google.com/adsbot.html)
- Spider patterns: one:one/none

Tomorrow, your landing pages will be more important than your ads!

THANKS!

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