About Quality Score:-

Quality Score is intended to give you a general sense of the quality of your ads. The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them. Three factors determine your Quality Score:-

- Expected clickthrough rate

- Ad relevance

- Landing page experience

So, having a high Quality Score means that our systems think your ad and landing page are relevant and useful to someone looking at your ad.

Expected Click-Through Rate (CTR): How likely is someone to click your ad when Google serves it for the keyword they type in?
When looking at your keyword status, you will see one of three types of statuses for their expected CTR.
- "Average" or "Above Average" - No significant problems with the keyword's expected CTR relative to all the other keywords across AdWords
- "Below Average" - Consider changing the ad text to be more similar to your top keywords

Ad Relevance: Does the ad make sense to appear when someone searches for a particular keyword?
Ad relevance refers to how well a keyword matches the message in your ads, similar to the qualification for expected CTR. For this category, you will also see one of three possible statuses of average, above average, or below average.

Landing Page Experience: Does the information on the landing page correspond to what the ad is offering, and vice versa?
How useful is your landing page to people who click the ad? Is it well-organized ? Does the page have text that relates to a person's search terms? Is the page clear in its directions?
Note: Your website should be mobile friendly , fast website loading speed.

For this category, you will also see one of three possible statuses of average, above average, or below average.

Conclusion:-

Writing ads that relate to your landing pages and keywords, and ensuring your landing pages are helpful to your potential customers.

How to Add Quality Score , Ad relevance , Landing Page Exp , Exp Ctr columns to your keywords section to check each keywords performance ?
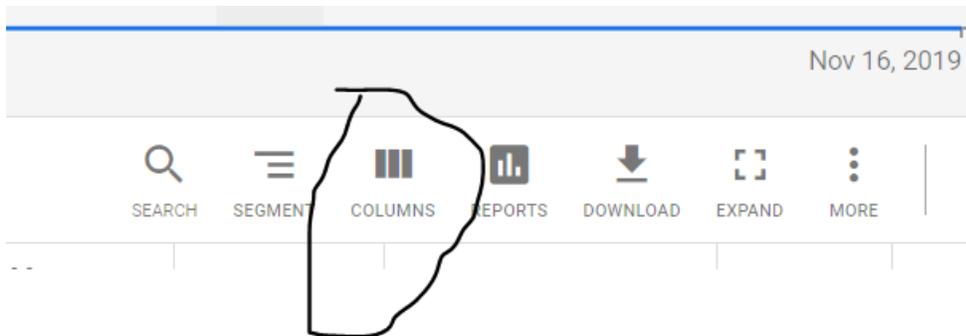Ans :-

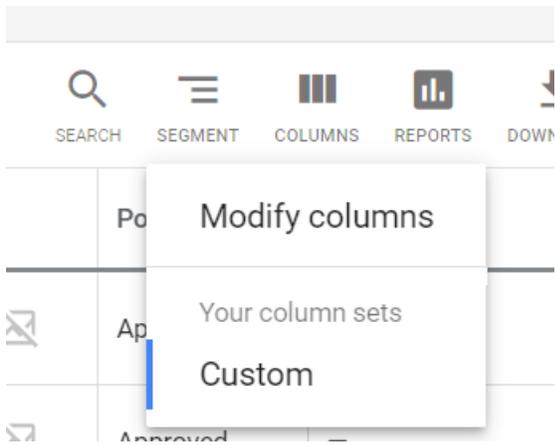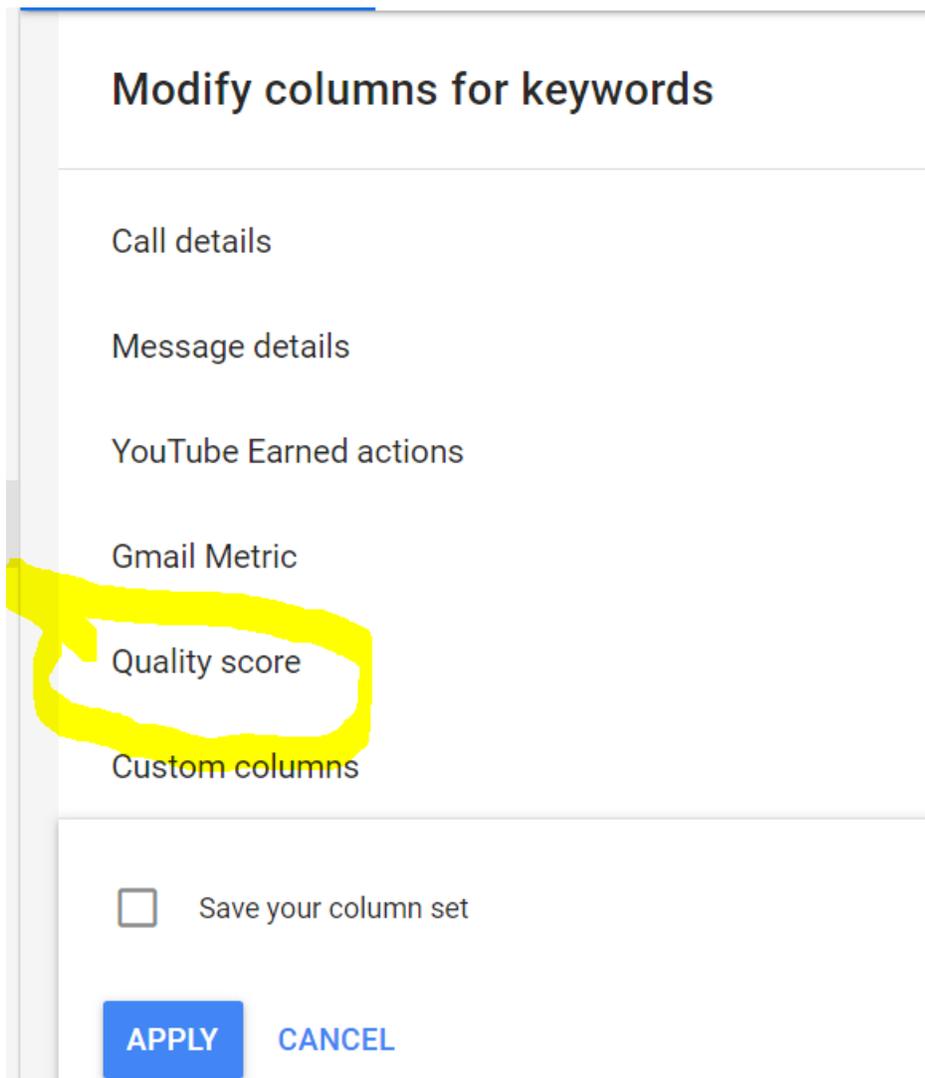Step 1:- Left hand side click on keywords .
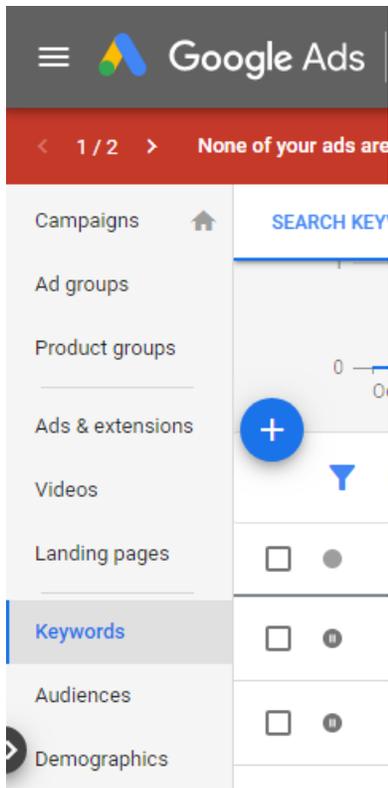
Step 2:-

After click on keywords you will see keywords list and right hand side you will see columns icon click on it.

Then click on   modify column.

Then click on Quality Score

After click on Quality score you will see tick Quality score , ad relevance, landing page exp , exp ctr

Quality score

☑ Quality Score   ☐ Quality Score (hist.)   ☑ Exp. CTR   ☐ Exp. CTR (hist.)

☑ Landing page exp.   ☐ Landing page exp. (hist.)   ☑ Ad relevance   ☐ Ad relevance (hist.)

Custom columns

☐ Save your column set

APPLY   CANCEL

After that click on Apply and then   you will these columns in your keywords sections.

See given example:-

Quality Score	Exp. CTR	Ad relevance	Landing page exp.
5/10	Below average	Above average	Average

Note here Quality score is given for a keyword   5 out of 10 and exp ctr =below average and ad relevance =above average , Landing page exp = Average.

Point 1:- How to optimize a low Quality Score?

Here are a few suggestions for dealing with low Quality Scores:

- **Improve ad copy to include the keywords.** Rewrite ads with a low CTR, and make sure to include relevant and high-volume keywords in your copy. Create two ads for example A ads and second B ads test your ads to find out which ones are the [best-performing](#) and learn how to keep improving your ad copy. Also try using ad extensions that increase CTR by increasing the visibility of your ad, like sitelink extensions.

  Note: sitelink extensions details given to **point 4.**

- **Improve your landing page.** Check whether all your [destination URLs](#) are correct and your loading times aren't too slow, as this is a major pet peeve of Google's. Have a look at Google's [guidelines](#) on landing page experience to see if there are any areas where you could improve your website.

- **Change the ad group to put it with more relevant ads.** Maintaining segmented ad groups is also key. Split ad groups according to specific keyword targeting to take advantage of top-performing keywords in the right ads. A low Quality Score keyword might simply belong in another, more relevant ad group.

  When your keywords are divided into small and concentrated ad groups, you'll be able to write more relevant ad text that corresponds to your high quality landing pages. Knowing how to improve Quality Score is as simple as choosing and grouping keywords that relate to your landing pages, writing ads that relate to your landing pages and keywords, and ensuring your landing pages are helpful to your potential customers.

Point 2:- You can improve your landing page experience by taking any or all of the following steps:-

1. **Offer relevant, useful and original content**

   - Make sure your landing page is directly relevant to your ad text and keyword.

   - Be specific when the user wants a particular thing: If someone clicks on an ad for a sports car, they shouldn't wind up on a general "all car models and makes" page

   - Be general when the user wants options: If someone's looking to compare digital cameras, they probably don't want to land on a specific model's page

   - Provide useful information on your landing page about whatever you're advertising.

   - Try to offer useful features or content that are unique to your site.

2. **Promote transparency and foster trustworthiness on your site**

   - Openly share information about your business and clearly state what your business does

   - Explain your products or services before asking visitors to fill out forms

- Make it easy for visitors to find your contact information

- If you request personal information from customers, make it clear why you're asking for it and what you'll do with it

- Distinguish sponsored links, like ads, from the rest of your website's content

3. **Make mobile and computer navigation easy**

   - Organize and design your page well, so people don't have to hunt around for information.

   - Make it quick and easy for people to order the product mentioned in your ad.

   - Don't annoy customers with pop-ups or other features that interfere with their navigation of your site.

   - Help customers quickly find what they're looking for by prioritizing the content that's visible above-the-fold

4. **Decrease your landing page loading time**

   - Make sure your landing page loads quickly once someone clicks on your ad, whether on a computer or mobile device.

5. **Make your site fast**

   - See how your site scores on mobile speed, and get quick fixes to improve it.

   Take help of this tool to check your landing page speed & improve it's speed:-

   https://developers.google.com/speed/pagespeed/insights/

6. **Make your landing page mobile friendly :-**
   to check your landing page is mobile friendly or not.
   https://search.google.com/test/mobile-friendly

Point 3:- Here are six simple tips to improving your ads' relevance:-

1) Create Tightly-Themed Ad Groups with Only Related Keywords

It's a good practice to create an individual ad group for each product or service you want to advertise. A good guideline is to have between 5-20 keywords, per ad group.

2) Make Sure your Ads are Closely Related to your Keywords

If your ad group's name is "Fishing Gear", make sure that only fishing gear-related keywords and close variants are included in it.

3) Write Text Ads that Include the Actual Keywords

One of the best practices is to include the main keyword in the ad title and in at least one of the description lines.

4) Don't Get Too Creative

When writing compelling ads, we all want to be creative, but sometimes using fancy catch phrases in the ads' titles and description lines can backfire on you. This happens when the words used in the ads are not the same as the keywords in the ad group.

5) Include a Main Keyword in the Display URL

If you have sufficient space, you could place a forward slash (/) at the end of the Website domain and then include a keyword in the display URL(i.e.: www.demo-page/Keyword-Here).

6) Choose the Right Landing Page and Exclude Missing Keywords

Always keep in mind that Google's main concern is relevancy. Therefore, in order to have good ad relevance, the ad's content must match the landing page's content.

Point 4:- Here are six simple tips to improving your   Expected CTR (click through rate):-

1. Make full use of all types of ad extension

There are many types of ad extensions that can make your advert stand out from the crowd. Using the full range of extensions increases the size of your ads and makes them appear more relevant, which you've guessed it, improves the click through rate.

There are many different types of Ad extensions and I've mentioned a few that I recommend below:

Sitelink ad extensions

A sitelink extension is an extra line of text that displays when your adverts appear in the top three positions. They look similar to organic search sitelinks that appear when you search for a company names.

Up to 4 sitelinks will display under your adverts but you can create more sitelinks than this and Google will decide which links to display.

Adding sitelink descriptions to your campaign or ad groups allows you to add two extra lines of text under each sitelink heading and is shown to improve click through rates. By using this feature your adverts stand out and push down other adverts in the paid search results.

How can you add site link extension to your campaign ?

Step 1:- left hand side click on ads & extension.
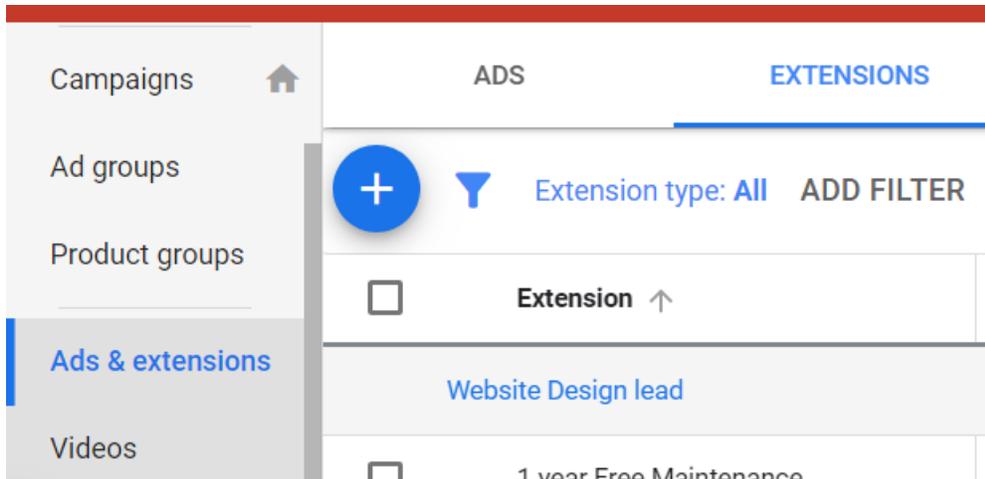
Step 2:- Then click on plus icon after that you will see options of all ad extension click on site link extension.
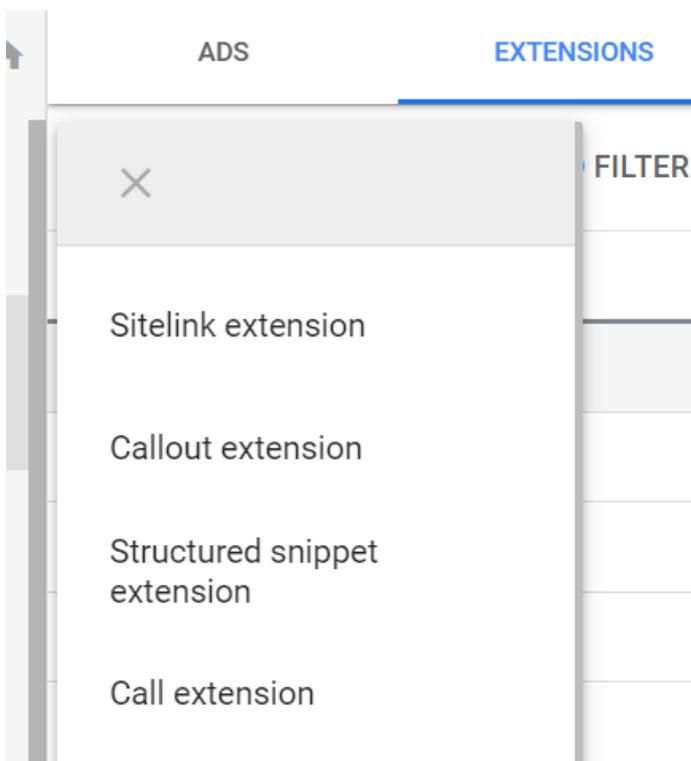
After click on site link extension.

Then enter all details as shown below:-

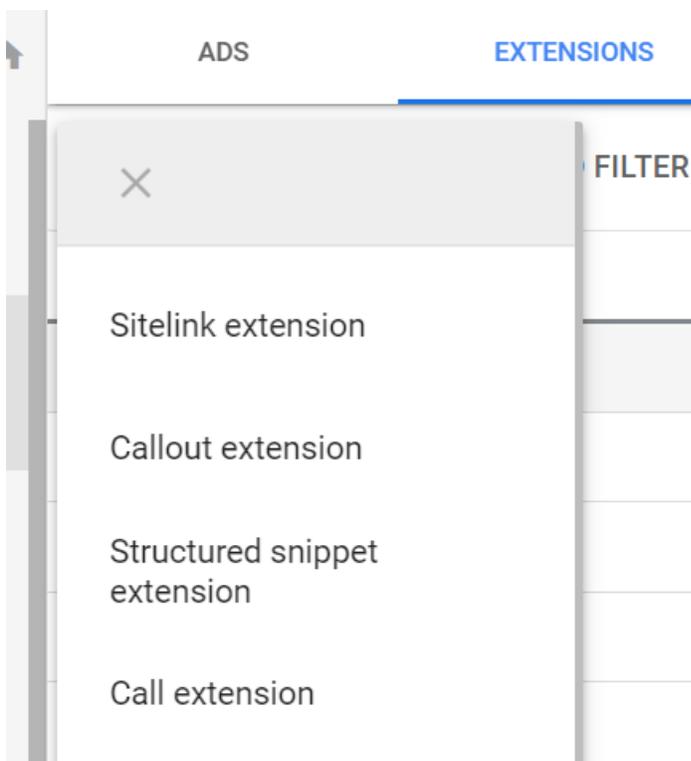Finally click on save.

Callout extensions

Callout extensions are text statements that you can add to your adverts. Four callout extensions can show per advert but you can add more callout extensions and Google will alternative the callouts depending on performance and the search query made by the user. Each callout extension must be within the 25 character limit.

How can you add site callout extension to your campaign ?

Step 1:- left hand side click on ads & extension.
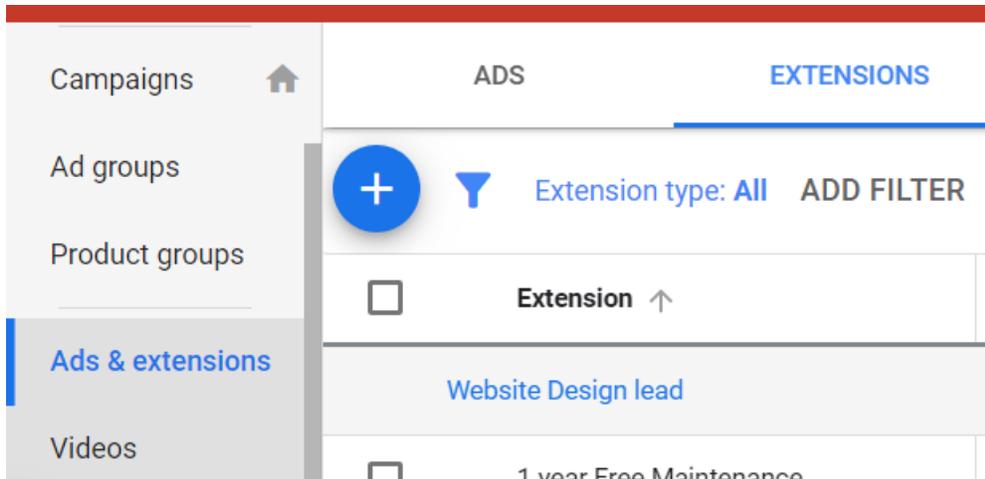
Step 2:- Then click on plus icon after that you will see options of all ad extension click on callout extension.

After click on call out extension.

Then enter all details as shown below:-

Finally click on save.

Call extensions

Similar to sitelinks, adding call extensions to your adverts makes it easier for people to get in touch. This is ideal for businesses where customer calls are common in the sales

process. The major advantage of call extensions is that people can click to call using either their mobile device or by using software such as Skype on a desktop.

If you setup a Google Phone number when creating your call extension you can record calls as a conversion in AdWords if they last longer than the call duration that you specify. Call extensions also make you adverts stand out and encourage those fingers to click.

Structured snippet extensions

Structured snippet extensions can be created to show product data below your advert description lines.

Snippets can be created for Amenities, Brands, Courses, Degree Programs, Featured Hotels, Insurance Coverage, Models, Neighbourhoods, Service Catalog, Shows and Types. Up to 10 values can be add per snippet type.