

Show your ads to more potential customers by understanding and improving your keywords' Quality Scores.

Top 3 Questions About Quality Score

1 What is Quality Score?

In AdWords, Quality Score is a measure of how relevant your advertising is to people who search for your business, products or services. How well do your keywords relate to what the person was searching for? Does your ad attract more people who search for a particular term relative to other ads? Or, will your landing page provide them with helpful content and offerings?

Quality Score is calculated using a variety of factors. A key determining factor is the clickthrough rate (CTR) of each of your keywords. Other factors that are taken into account are whether your ad text is closely related to your keywords and whether your landing page offers helpful content.

Based on the above factors, your Quality Score may adjust up or down over time.

2 Why is Quality Score Important?

AdWords uses your keywords' Quality Score, the amount you're willing to pay-per-click (your bid), your ads' performance, and other factors to determine where your ads are displayed on search result pages and how much you'll pay per click (your CPC). Generally, the higher your Quality Scores, the better your ad position and the lower your cost-per-click.

3 Where Can I Find My Quality Scores?

To find your keywords' Quality Scores select any campaign or ad group and select the **Keywords** tab. Hover over the speech bubble icon next to the status of any keyword to view detailed information, including the Quality Score, for the keyword.

To view the Quality Score for all keywords, you can also enable a column in your account statistics. Here's how:

Step 1 - Sign in to your AdWords account at adwords.google.com

Step 2 - Select the campaign or ad group you want to view

Step 3 - Click the **Keywords** tab

Step 4 - Go to the toolbar and click **Columns**, then click "Customize columns"

Step 5 - Select the **Qual. Score** checkbox and hit **Save**

4 Three Tips for Improving Your Quality Score

A strong clickthrough rate (CTR) is important if you're hoping to improve your Quality Score. Here are three suggestions on how you can improve your CTR:

1. **Account structure:** Create tightly themed ad groups. This might mean creating a separate ad group for each product or service you offer (e.g. 'flower bouquets' and 'gift baskets').
2. **Keywords:** Use keywords that are 2-3 words long. More specific keywords (e.g. 'flower bouquet delivery' or 'spring flower bouquet') often better match what people are searching for and therefore achieve higher Quality Scores, compared to one-word keywords (e.g. 'flowers').
3. **Ads:** Make sure your most important keywords are included in your ad text.

For more tips on how to structure your account, choose the right keywords and write compelling ads, take a look at our other resources.