

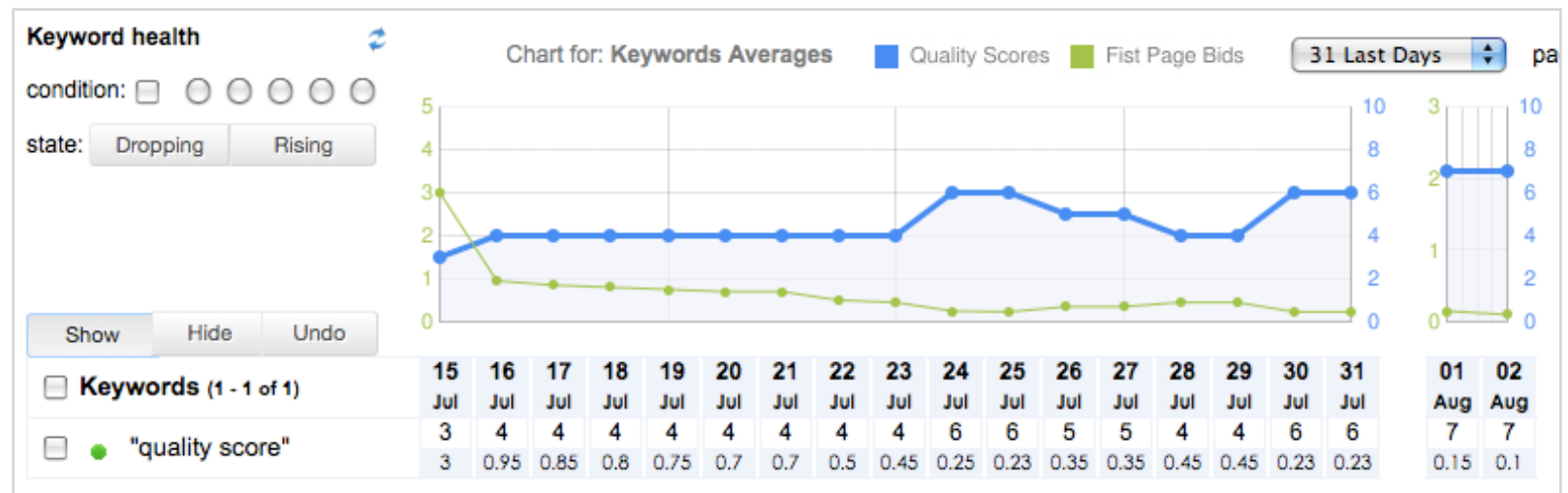
How I'm Using Tenscores

Website: Tenscores.com

Keyword: "quality score"

Starting QS: 3/10

End QS: 7/10



What worked?

1. Switching from a commercial perceptive to an informational one.

I asked myself the following question: are they looking for information or are they ready to buy? The natural search results only shows articles and blogs, no products... which told me that people typing “quality score” are looking for information about quality score. The next step was to find out what information they were looking for.

2. Figuring out what information they are looking for.

My natural tendency was to assume they wanted to learn how to increase quality score. I created ads in that direction and failed. After spending an awful amount of time reading blog comments and forum posts I came to the realization that people typing “quality score” didn’t know anything about it at all. That’s when we doubled our CTR with the “What Is Quality Score?” ad and increased QS to 7. The call to action plays an important role too as most “free” offers come with strings attached. People know that.

What's next?

This kind of discovery is not just good for QS. Knowing that people behind this keyword want to learn about it from scratch teaches us how to create landing pages accordingly and increase conversions. Look out for next report card with our landing page testing results.

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