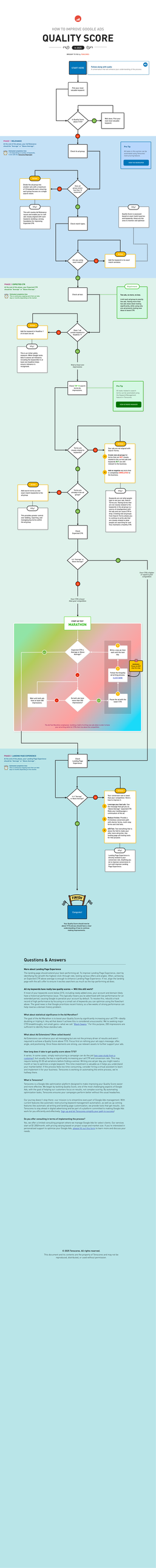
HOW TO IMPROVE GOOGLE ADS

QUALITY SCORE



Questions & Answers

More about Landing Page Experience

The landing page should exceed your best performing ad. To improve Landing Page Experience, start by optimizing the ad copy to match the landing page. Ad copy should be relevant to the landing page. Aim for an Expected CTR above average is enough to enhance Landing Page Experience. If not, align the landing page with the ad's offer to ensure it excites searchers as much as the top-performing ad does.

All my keywords have really low quality scores — Will this still work?

Yes, it will work. Quality Score is a relative metric that compares your account and domain likely-hood against competitive performance issue. This typically means you're advertised with low performance for an extended period, causing Google to penalize your account by default. To resolve this, rebuild a track record of high performance. Start with a few high-quality keywords and expand once you've established above. The good news is that Google prioritizes recent history so a few weeks of strong performance can help reverse a domain history problem.

What about statistical significance in the Ad Marathon?

The Ad Marathon is a rapid testing framework that succeeds by significantly increasing your ad CTR—ideally doubling or tripling it. Any ad that doesn't achieve this is considered unsuccessful. We're seeking major CTR breakthroughs, not small gains—what we call "Black Swans." For this purpose, 200 impressions are sufficient to identify these standout ads.

What about Ad Extensions? (Now called Assets)

Ad Extensions can enhance your ad messaging but are not the primary driver of results and aren't required to achieve a Quality Score above 7/10. Focus first on refining your ad copy's message, offer, angle, and positioning. Once these elements are strong, use relevant assets to further support your ads.

How long does it take to get quality score above 7/10?

It varies. In some cases, simply restructuring a campaign can do the job (see case study from a customer), but usually the key is significantly increasing your ad CTR and conversion rate. This may involve testing dozens of ad variations, landing pages, and offers. The goal is to find what works most efficiently and begin scaling it. This time investment is valuable as it helps you understand your market better. If the process feels too time-consuming, consider hiring a virtual assistant to learn and implement it for your business. Tonnesen is working on automating the entire process, we're halfway there.

What is Tonnesen?

Tonnesen is a Google Ads optimization platform designed to make improving your Quality Score easier and faster. We've built a suite of tools that simplify the process of optimizing campaigns in Google Ads, with the goal of helping our customers focus on results, not complex scoring. By automating optimization tasks, Tonnesen ensures your campaigns perform better without the usual headaches.

Our journey doesn't stop there—our mission is to streamline every part of Google Ads management. With upcoming features like automated keyword expansion, intelligent bid management, and other powerful features like automatic ad writing and landing page customization, we provide tools that get results. Join Tonnesen to stay ahead in digital advertising and be part of a platform committed to making Google Ads work for you efficiently and effectively. Sign up and let Tonnesen simplify and uplift its success!

Do you offer consulting in terms of implementing the process?

Yes, we offer a limited consulting program where we manage Google Ads for select clients. Our services start at $1,500/month, with pricing varying based on project scope and market size. If you're interested in additional support to optimize your Google Ads, please fill out this form to learn more and discuss your needs.

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