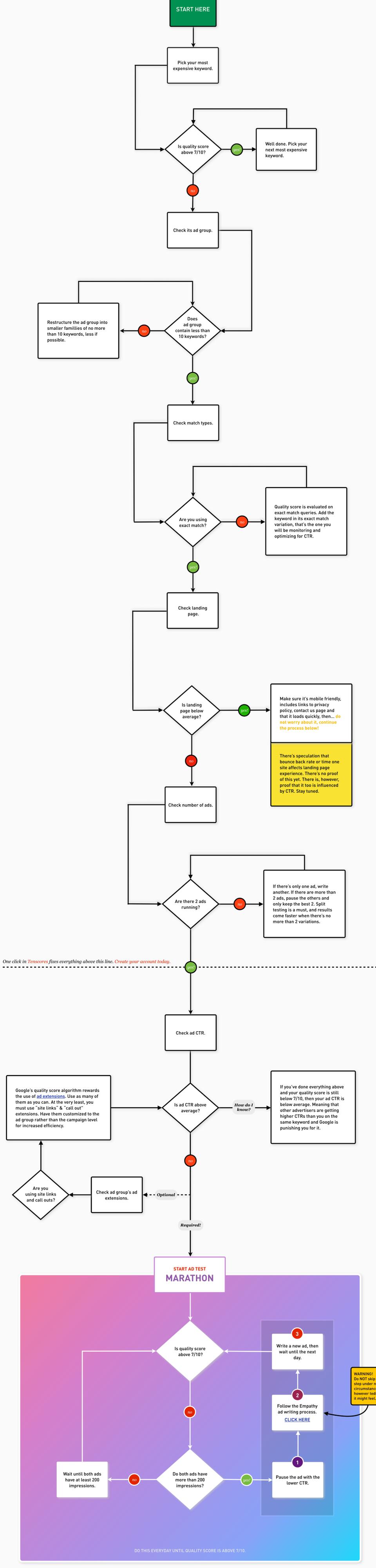




HOW TO IMPROVE *your* GOOGLE ADS QUALITY SCORES *in* 2020

BROUGHT TO YOU by TENSORES



Questions & Answers

What about landing page quality?

Landing page problems are rare and often non-existent despite what Google may say. We've seen Google's diagnostics bubbles show landing page experience improvements after optimizing CTR alone. Focusing on structure and CTR is the foundation to improving quality score, anything else but that is a waste of time 99% of the time. When in doubt about your landing page, [contact Google](#).

All my keywords have really low quality scores, will this still work?

If the majority of your keywords have scores below 3/10, and newly added keywords also have low scores, then your account and domain name are most likely suffering from a historical problem. Meaning that you've been advertising on Google with poor performance for such a long time that Google doesn't trust what you're doing, and so penalizes you by default. The way to solve this problem is to rebuild a history of high performance. You do that by focusing on a handful of keywords that you can optimize using the flowchart above. It is often advisable to simply work with 1 keyword at a time, then working your way slowly to rebuilding a healthy account and domain history. Start with low hanging fruits like brand terms and highly specific keywords.

What about statistical significance in the ad marathon?

The goal of the ad marathon is to increase your ad quality score. That is accomplished by doubling or tripling your ad CTR. Any ad that does not accomplish that goal has failed. We're looking for ads that result in big jumps in CTR, not minor improvements. We're looking for [Black Swans](#). For that reason, 200 impressions are more than enough.

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

It depends. Sometimes, restructuring a campaign ([read case study](#)) is all that is required, but most of the time dramatically improving your ad CTR is what yields results. You might have to test 20-50 ad variations in the beginning before finding the winner, and since you're writing one ad per day, you're looking at a month or two to optimize just one keyword. It would be time well spent. In our own tests, the average is about 10 ad tests before finding the one ad that results in a significant bump in quality score. If this process is too time consuming for you, hire a virtual assistant to learn it and apply it in your business.

What is Tenscores?

Tenscores is an Adwords optimization platform. We started with quality score as our first challenge to tackle and help our customers never have to worry about it again. As we grow, we intend to automate all aspects of Adwords management. [Signup to be part of the journey](#).