

CTR and Quality Score in optimization

LOs-

- To understand the Importance of CTR.
- To identify the importance of quality score in Search Optimization

CTR- Click through rate

- CTR is an important metric because **it helps you understand your customers**—it tells you what works (and what doesn't work) when trying to reach your target audience.
- A low CTR could indicate that you're targeting the wrong audience or that you're not speaking their language persuasively enough to convince them to click.

How to Improve CTR?

- **Focus on Quality Score**
- **Optimize Headlines and Copy**
- **Use Extension, depending upon your business**

A few types of extensions you can use for improving your CTR:

- Sitelink Extension
- Call Extension
- Price Extension

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- **Target Relevant Keywords**
- **Write a Compelling Ad Copy**
- **Test with Different Ads**
- **Use Remarketing**

Quality Score

- *Quality Score is an estimate of the quality of your ads, keywords, and landing pages.*
- *Higher quality ads can lead to lower prices and better ad positions.*
- Breaking down Quality Score and understanding how it fits into the Adwords Auction System

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Quality Score is really just an aggregated estimate of your overall performance in ad auctions displayed on a scale of 1-10 in your account determined by three things:

- Expected Click Through Rate
- Landing Page Experience
- Ad Relevance

Ad Rank

- It is a real-time, auction-specific calculation that the Google Auction System makes to determine if and at what position your ad is shown. The exact formula is a well-guarded Google secret but three things really determine Ad Rank:
 - Quality Score
 - Bid
 - Ad Extensions

Tactics to improve Quality Score and increase your ROI

- **Expected Click Through Rate**
- **Landing Page Experience**
- **Ad Relevance**

Quality Score vs. Click Through Rate (CTR)

- Stranded, directionless, *and hoping help comes quickly.*
- And if that's the case, you can bet that many companies' ads and keyword campaigns are reflective of the state of their landing page, too!
- When it comes to your overall marketing efforts, the name of the game is quality.
- Specifically, your quality score! We've gone over the importance of your quality score in regards to your AdWords choices and advertising efforts, but have you ever considered the importance of your quality score related to your click through rating (CTR)

CTR help in improving Quality Score (Importance)

- Although a quality score can drastically change over the course of a day, it's important to know that **having an optimized CTR can help to not only mitigate fluctuations but improve your overall score.**
- When the CTR increases for a specific keyword, it's likely that the quality score will increase respectively

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- CTR's importance comes from its ability to give businesses and advertisers valuable insights into the customer's searching patterns.
- It helps in determining which ads or links are working and which aren't. This further helps the marketing teams in determining the effectiveness of their marketing approach and refining it based on the CTR.

Improve CTR, Improve Quality Score

2 ways to improve your expected CTR, in the hopes of boosting your quality score

- Choose low-competition keyword phrases—as you could have guessed, high competition keyword phrases mean that you’re paying more for what’s in high demand, and what the market is saturated with already in terms of keywords.
- Optimize your ad copy with keyword phrases—often times we consider the impact of keywords within headlines or sub-headers, but consider loading ad copy with keywords (low-competition ones, ideally) in order to improve CTR and the likelihood of viewers searching your page.

5 ways to use Quality Score to improve your performance

- Review your Quality Score components.
- Make ads more relevant to keywords.
- Try to improve your click-through rate (CTR)
- Consider updating your landing page
- Use Quality Score with other metrics

Review your Quality Score components

- For specific insights on where to make improvements, dive deeper into the 3 components of [Quality Score](#):
- **Expected clickthrough rate:** The likelihood that your ad will be clicked when shown.
- **Ad relevance:** How closely your ad matches the intent behind a user's search.
- **Landing page experience:** How relevant and useful your landing page is to people who click your ad.

Make ads more relevant to keywords

- Ad relevance shows you how relevant your ads are to the keywords they're targeting.
- If your Ad relevance has a status of "Below average" or "Average," try these best practices:
- Match the language of your ad text more directly to user search terms.
- Look for ad groups with many different keywords that can't be easily addressed by the same ad. Split these ad groups into multiple ad groups that better match to the user's searches.
- Try grouping your keywords into themes to increase relevance. These themes can be based on your products, services, or other categories

Try to improve your click-through rate (CTR)

- Expected click-through rate indicates how likely people are to click your ad.
- If your Exp. CTR has a status of “Below average” or “Average,” try these best practices:
- Edit your ad text to make your offer more compelling to your target audience.
- Ensure the details in your ad match the intent of your keywords.
- Highlight a unique benefit of your product or service, such as free shipping.
- Experiment with different calls to action that connect closely with your landing page.
- Create compelling calls to action with words like “Buy, Sell, Order, Browse, Find, Sign up, Try, Get a Quote.”
- Be more specific in your ad text.

Consider updating your landing page

- Bringing people to your site is only one part of online marketing. It's important to provide visitors with an excellent experience on your website.
- If your Landing page exp. has a status of "Below average" or "Average," try these best practices:
- Give people what they're looking for. If someone searches for "flannel shirts" and clicks your ad for "flannel shirts," the landing page they go to should feature your flannel inventory.
- Keep messaging consistent from ad to landing page. Make sure the page follows through on the ad's offer or call to action. Even if you have no control over your site, you can still experiment to find the most useful existing pages.
- Try using conversion rate as a proxy for good landing page experience. It doesn't impact your landing page status, but it can be a good way for you to measure and optimize.
- Make your website mobile friendly. Ease of navigation is something users value even more on mobile websites. You can use the [Mobile-Friendly Test](#) to see how well your landing page works on mobile devices.
- Improve loading speed. The speed at which your page loads can be the difference between someone bouncing or buying.

Use Quality Score with other metrics

You can use Quality Score as a filter to tell you where to focus your efforts:

- Look through your high-performing keywords and use Quality Score to identify which ones may do even better with changes to your ads and landing pages.
- Use low Quality Scores and component status to find weaker trends for ad relevance, clickthrough rate, and landing page experience that might exist across your account, and set long-term plans for improvement.

Evaluating Campaign

- Evaluation leads to the required action to be taken to optimize the performance of the campaign.

Ways to optimize your Performance Max campaigns

- Commit to your campaigns
- Add as many assets as you can
- Know the watchouts & workarounds-
- Bidding
- Location settings Audience signals
- URL expansion

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- **Use the customer acquisition feature**
- **Optimize your asset groups**
- **Use campaign exclusions**
- **Choose the right bidding strategy**
- **Use ad extensions**
- **Optimize your audience signals**

Learning Outcomes-

- Students understand the Importance of Click Through Rate & also learn about how it is to be implemented.
- Understands the importance of quality score in Search Optimization & how it works to enhance the score/rating.

Thanks