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Introduction



Quality Score is determined through many factors but one of the important factor is click through rate. Google always lays emphasis on click through rate for quality score. We should first know the fundamentals related to click through rate and quality score before getting into details.

Click through rate tells about the number of audience an advertisement has been able to attract. In other words, it can be said that the ratio of users who click on a link to the number of users who are viewing the page. Click through rate is completely dependent upon users.

As more people start clicking on a particular advertisement, the relevance of that keyword gets higher and Google rewards them with a high quality score. The impact of click through rate depends upon the position of an advertisement.



Quality score is important for various reasons. It Determines whether an advertisement will show up or not when a user puts up the query on Google.

Click through rate represents the major part of quality score. It takes into account the match type of key phrase and [geo targeting](#). This means if click through rate goes up then the quality score gets better for sure.



We've written a bit about Complete Guide to Google Ads [Geo Targeting](#), if that might interest's you. :)



Causes of Low CTR



- **Irrelevant ads:** Ad group should contain the exact keyword with a bit of variation. Using anything else will make the advertisement irrelevant.

- **Poor landing pages:** The relevance of landing page is always checked by Google. If deemed irrelevant then quality score will be lower.

- **Ads not being tested:** Testing ads regularly helps in boosting the click through rate. CTR becomes lower if testing is not done.



Improving CTR

Click through rate can be improved in various ways:

- **Site links addition:** Site links are extensions where you can put additional extensions and show other benefits. It also helps in navigating the site straight from the ad copies.
- **Negative keywords addition:** Negative keywords helps in excluding ad copy to reappear on the search result with inappropriate search terms.

- **Usage of ad extension:** Ad extension helps in showing the ad in a unique way. It enhances the chances of getting more clicks on it.
- **Using snippets:** Snippets are words that are descriptions just below the SERP titles. A well written snippet helps in gathering more audience on a particular page.

Outsourcesem.com has qualified and professional seasonal experts who will help you improve your CTR at fractional cost.



- **Reviewing competitor's ad:** Reviewing the competitors helps in knowing about the keyword they have been using and how the campaign has been working for them.
- **Usage of call extensions:** To increase the credibility, the addition of phone number makes it easier for people to trust the website.

- **Creating multiple campaigns:** By creating multiple campaigns, there is better control over keyword. This also helps in higher click through rates for campaigns which are individual.
- **Usage of location extensions:** The mention of location helps in increasing the credibility when it comes to local ad campaigns.

To know more on How to Increase Google Ads CTR [click here](#).



Determining Quality Score

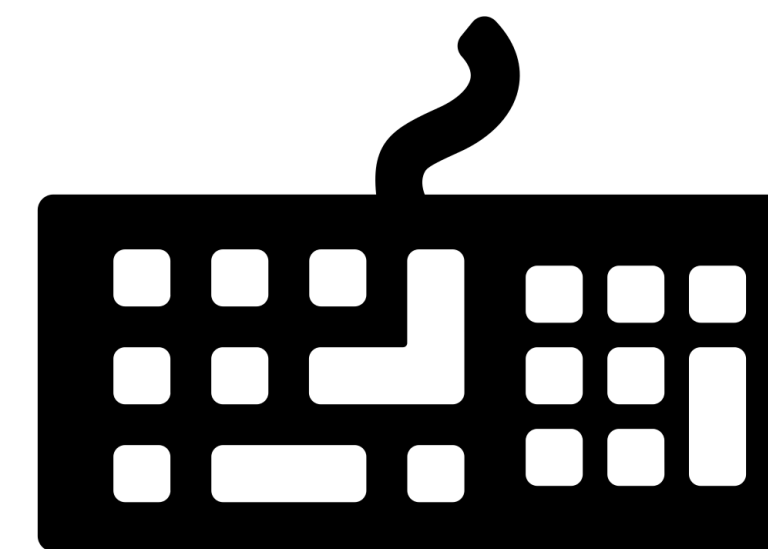
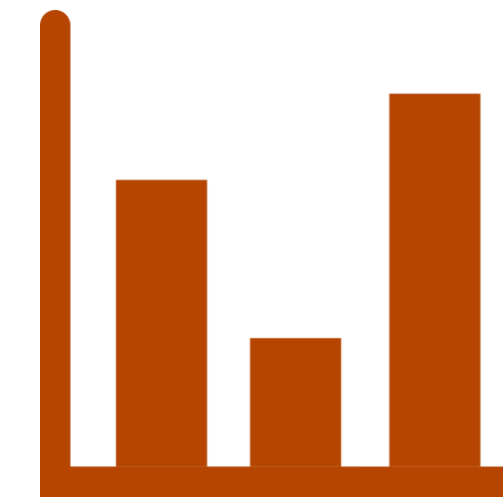
Quality score can be determined in following ways:

Through custom columns:

- Click on the campaign tab and select keywords.
- Click columns from the drop down menu.
- Select Modify Columns and then select quality score

Using the keyword diagnostic tool:

- Click on the campaign tab.
- Select Keywords.
- Click white speech bubbles next to the keyword to get details about quality score.





Improving Quality Score

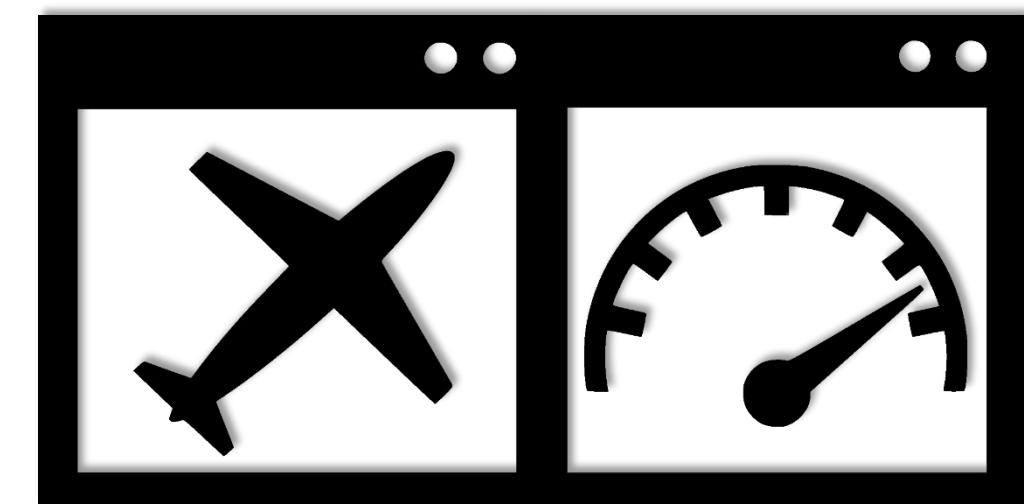
Research on keywords

Doing proper [keyword research](#) and using proper keywords helps in increasing the quality score



Landing page optimization

[Landing page](#) helps to connect directly to ad groups and gives a better experience to the visitors.

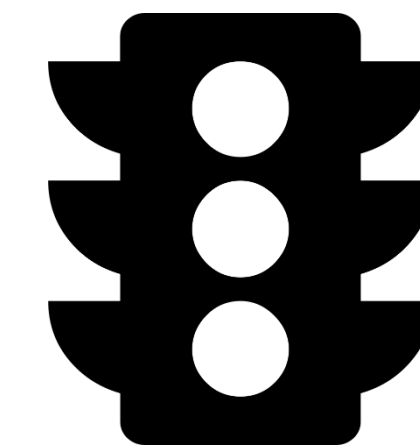
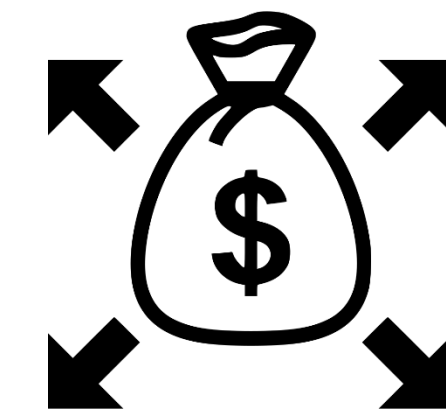
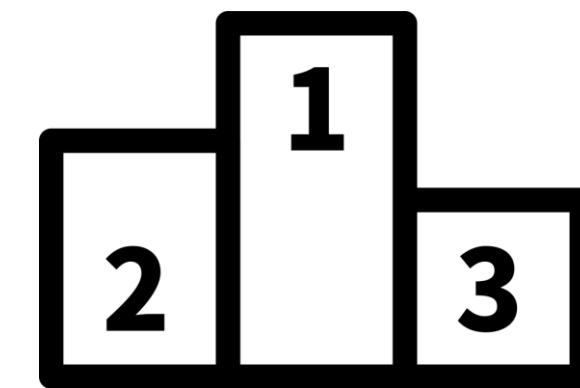


[Click here](#) to get free landing page analysis and suggestions.



Benefits of Quality Score

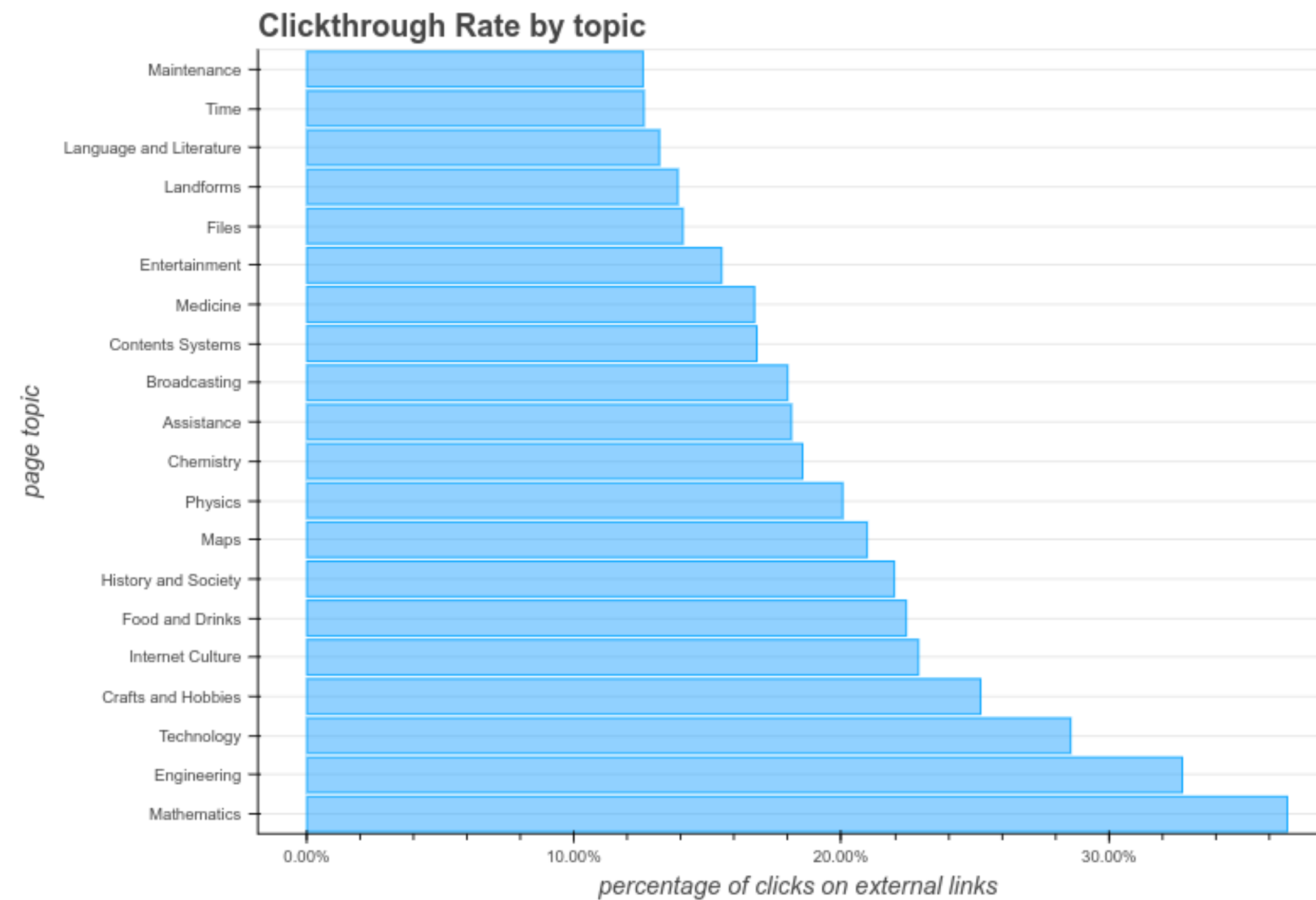
- **Higher ranking:** If the quality score is higher, chances of it being deemed appropriate by Google becomes more and is shown at the top positions of search results.
- **Reduced spending:** Keywords with a high quality score will not have to pay much as compared to advertisers with lower quality score for each click.
- **Increase in traffic:** More clicks leads to more people viewing the ad. Google also helps by showing the ads till the budget is reached.





Conclusion

In order to have a [good quality score](#) and better click through rate, getting ad texts together with better keywords is required. We can conclude that the click through rate plays a major role in deciding the quality score.



To learn more on how to improve your campaign performance, [visit our website!](#)



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