

10/10 Quality Score 10 Step Plan

- 1) Segment your keywords into very small AdGroups (I'm talking one keyword per AdGroup).
- 2) Write multiple Ads Per AdGroup. Include KeyWord In Headline, Description Line 1 or 2 and Display URL if possible.
- 3) Test your Ads to achieve a double digit CTR. CTR is very important in achieving a 10/10 Quality score – as you now know relevancy is king! And Google sees a high CTR as a huge indication that users view your ad as relevant.
- 4) Experiment with KeyWord Matching Options – Exact Match usually gets a high CTR & Quality Score in my campaigns but this also restricts the number of searches on that keyword greatly. Sometimes its wise to use exact match, sometimes its wise to use broad or phrase match with LOTS of negatives. You need to test to see which gets the highest quality score and lowest CPC, pause whichever one has the highest CPC & lowest quality score.
- 5) Build Links – Run a manual deep link building campaign (this means linking to internal site pages) using the best performing AdWords keywords (both in volume and conversion rates). Read the above guide for more tips on this.
- 6) Conduct Proper On Page SEO – KeyWord goes throughout the content, and in title tags, meta tags, H tags, Url (www.domain.com/KeyWord). Adding the exact ad text of your best performing ad to your landing page meta description is also a good idea.
- 7) Split Test Landing Pages – Use a multivariate testing program such as Googlewebsite Optimizer or if you can afford it check

out Conversionchicken.com for a more sophisticated option, to test different variations of headlines, call to actions, offers ect.

- 8) Include your essential site pages – Link the essential pages into your header or footer. These essential pages are 1) Privacy Policy 2) About Us 3) Terms And Conditions 4) Contact us 5) Additional Content 6)Home. Make sure that the anchor text is exactly "Privacy Policy" "Terms And Conditions" ect. Also ensure your domain name is www.domain.com/privacy-policy ect for all your essential pages.
- 9) Use The Site Related KeyWord Tool – Visit [Site Related KeyWord Tool](#) to ensure Google thinks your landing page is actually what it is about. Enter your website domain name in the section that asks for your websites domain name.
- 10) If you don't have technical skills ask your web developer to install the following code on to your site in order to track when the Adsbob-Google has visited your website.