

# A Few Things Every AdWords Advertiser Should Know About Quality Score

If you want to learn more about Quality Score, download our guide [here](#).

## 1. Quality Score is a helpful diagnostic tool, not a key performance indicator.

**Why:** Your Quality Score is like a warning light in a car's engine that shows how healthy your ads and keywords are. It's not meant to be a detailed metric that should be the focus of account management.

## 2. Focus your efforts on high-value areas where you can affect change.

**Why:** Being selective with your quality optimization efforts allows you to maximize impact - don't waste time on things you can't change or optimizations with limited upside.

## 3. Pay attention to the "big three" component parts of ads quality.

They are: ad relevance, expected CTR and landing page experience.

**Why:** The real-time evaluations of these three components are used in the ad auction, while your Quality Score itself is not. Speaking generally, when those three components aren't working well, you may want to take the below actions to improve them:

Quality Score diagnosis	Action to take
Below-average ad relevance	Do a better job of matching ads to user queries
Below-average expected CTR	Make your ads more compelling
Below-average landing page experience	Drive traffic to more useful or more relevant landing pages

## 4. Understand what does and doesn't matter when it comes to ads quality.

**Why:** Doing so will keep you focused on meaningful optimizations that will improve ads quality. Here are some of the specific things that matter, and don't matter, when ads quality is calculated by the Google system:

Does matter	So you should...
The user's device	...think about mobile targeting and your mobile landing page experience
When launching new keywords, your performance on related keywords	...invest in growing your coverage on relevant searches, especially in areas where your ads have the potential to be high quality
Relevance to a user's intentions	...make sure your ads and landing pages match what the user wants
Doesn't matter	So you should...
How you structure your account (such as the campaign names or the number of ad groups you use)	...restructure your campaigns if you think it'll make them easier to manage
Other networks you target (like Google search partners or the Google Display Network)	...feel free to test new networks. We don't look at that traffic when calculating expected CTR for Google.com ads
Your ad's position on the page	...work to improve the user experience, but don't bid up to higher positions just to try to improve your quality