

# Google Ads Quality Score Checklist



*Quality Score isn't just about improving your existing ads - it's about setting your campaigns up for success from the start.*

*A higher score means better ad placements, more impressions, lower costs, and more conversions. Use this checklist to fine-tune ad relevance, landing page experience, and expected CTR to maximise your ad results!*

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## **Check Your Quality Score**

- Navigate to **Audiences, Keywords & Content** in Google Ads.
- Modify columns to include **Quality Score, Landing Page Experience, Expected CTR**, and **Ad Relevance**.
- Identify keywords with the low Quality Score and 'Below Average' or 'Average' scores for the other elements that need improvement.

Depending on the results, use the relevant sections from the checklist below.

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## **Optimise Ad Copy to Improve your CTR**

A high CTR signals to Google that your ad is relevant and engaging, which can lead to better ad placements and lower costs. Google considers the CTR of all ads within an ad group when calculating your score, so even a few underperforming ads can drag down your overall performance. Regularly testing and refining your ads ensures you maintain a strong CTR across your campaign.

- [ ] Ensure **headlines and descriptions** include main keywords.
- [ ] Use **Dynamic Keyword Insertion (DKI)** where appropriate.
- [ ] Highlight **unique selling points (USPs)** and **clear CTAs**.
- [ ] Test different **ad variations** to improve CTR.

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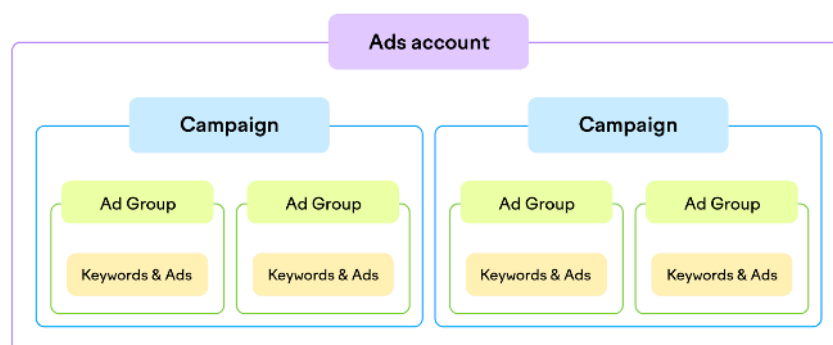
## Structure Campaigns Effectively

A well-structured campaign ensures that your ads are tightly aligned with user intent, improving both CTR and Quality Score. By organising campaigns into focused ad groups, you can create a seamless experience for your potential customers,

- [ ] Organise campaigns **by theme** for better targeting.
- [ ] Use **specific ad groups** for different product categories.
- [ ] Align ad copy, keywords, and landing pages to **user intent**.

Use the structure below from Semrush to guide you when organising your campaigns, ad groups, and ads.

### Google Ads Campaign Structure



semrush.com



To give you a better understanding, here is a good example where the campaigns are structured by theme, like vegan protein and supplements, with relevant ad groups and keywords to keep ads relevant and drive better results.

Campaign	Ad Groups & Keywords
Vegan Protein	<b>Ad Groups:</b> Vegan Protein Powders, Vegan Protein Bars <b>Keywords:</b> Vegan protein powder, Plant-based protein,
Vegan Supplements	<b>Ad Groups:</b> Vegan Multivitamins, Vegan Supplements for Specific Diets Or Needs Such as Hair Loss <b>Keywords:</b> Vegan multivitamins, Vegan hair loss supplements,

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## Improve Keyword Relevance

Keywords are the foundation of your Google Ads campaigns. If they're not relevant, your Quality Score and performance will suffer. Make sure your keywords match user intent and lead to the right landing pages. Here's how to improve your keyword strategy:

- [ ] Group keywords into **highly targeted ad groups**.
  - [ ] Add **negative keywords** to filter out irrelevant traffic.
  - [ ] Match **search intent** with your keyword strategy.
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## Enhance Landing Page Experience

A great landing page can make or break your campaign. If your landing page doesn't match your ad or is slow to load, it can hurt your Quality Score and drive users away. Focus on providing a seamless experience from the ad to the landing page to improve performance.

- [ ] Ensure landing pages match **ad messaging** and **keywords**.
  - [ ] Optimise **load speed** with tools like PageSpeed Insights.
  - [ ] Make content **easy to read**, with clear headings and bullet points.
  - [ ] Provide **multiple CTAs to match user journey**
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## Monitor & Adjust Regularly

Optimising your campaigns isn't a one-time task—it's an ongoing process. Regularly monitoring and adjusting your campaigns based on performance data ensures your ads stay relevant and cost-effective.

- [ ] Check **CTR, CPC, and conversion rates** weekly.
  - [ ] Pause **low-performing keywords** with CTR < 1.5% and no conversions.
  - [ ] Adjust ad copy, extensions, and landing pages based on **performance data**.
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Need help to optimise your PPC campaigns? [Book your free audit here](#) or use this QR to get in touch.

