

10/11 APRIL 2025
BRIGHTON



Sylwia Lysakowska-Lombari

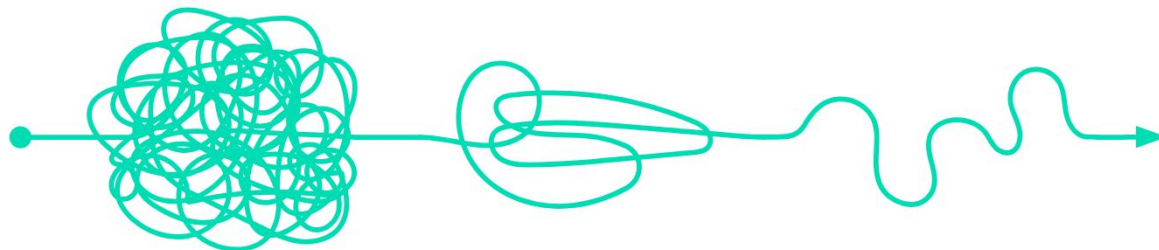
QUIBBLE

The science behind
Google Ads Quality Score:
key insights & actionable
tips

Expectation



Reality





[@MissWizz_Camb](#) | [#HeroConf](#)

**Only 10% of advertisers
optimise their
Google Ads weekly**

**wordstream.com*



@MissWizz_Camb | #HeroConf

**20% don't touch their
accounts for
a whole month**







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@MissWizz_Camb | #HeroConf



Homepage as a landing page: too broad, lacks a targeted offer.

vegan sports nutritionist

All Images Short videos Forums Videos News Maps : More

Sponsored




Megan Hallett

<https://www.meganhallett.com>

Women's Health Nutrition - Best Vegan Nutritionist

Megan Hallett Is A Women's Health Expert, Nutritional Therapist And Cookbook Author.



Ad copy **doesn't match** what users are searching for

Luxury vegan gifts for her

Sponsored



NEOM Wellbeing

<https://www.neomwellbeing.com> ⋮

Free Gift Worth £47

NEOM Vegetarian **Gifts** — Get A Free Mother's Day Duo Worth £47 When You Spend £100. Exclusively At NEOM Wellbeing.

Google Ads
success **isn't** just
about bids
or budgets...



... or setting
ads up and
forgetting them.



It's about being
smarter!



@MissWizz_Camb | #HeroConf

**Implementing
the recommendations led
to the 180% increase in
enquiries for our client.**



What is Google Ads Quality Score?



Google Ads Quality Score
uses **statistical modeling and
historical data**
to assess your ad performance
and predict engagement



Your Ad's Report Card for Success!



[@MissWizz_Camb](#) | [#HeroConf](#)

High Score
between 8-10



Moderate Score
between 7-5



Low Score
4 & below





High Quality Score

Lower costs

Better ad placements

Low Quality Score

Higher costs

Poor placements



Overview

Recommendations

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Campaign groups

Assets

Audiences, keywords
content

Keywords

Audiences

Locations

View (2 filters)

All campaigns

Campaigns (10)

Select a campaign

Filters

Campaign status: Enabled, Paused

Ad group status: Enabled

Add filter

Keywords

Keywords

Negative keywords

0
Jan 2004



Keyword status: Enabled

Add filter

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Campaign	Ad group
Total: Keywords in your current view ?					
<input type="checkbox"/>	<input checked="" type="radio"/>	[quibble]	Exact match	Brand Campaign	Quibble Content
<input type="checkbox"/>	<input checked="" type="radio"/>	"quibble content"	Phrase match	Brand Campaign	Quibble Content
<input type="checkbox"/>	<input checked="" type="radio"/>	"quibble marketing"	Phrase match	Brand Campaign	Quibble Content
<input type="checkbox"/>	<input checked="" type="radio"/>	[quibble content]	Exact match	Brand Campaign	Quibble Content
<input type="checkbox"/>	<input checked="" type="radio"/>	"quibble agency"	Phrase match	Brand Campaign	Quibble Content
<input type="checkbox"/>	<input checked="" type="radio"/>	"quibble digital"	Phrase match	Brand Campaign	Quibble Content

0
Jan 2004

+ 1

Keyword status: Enabled Add filter

Search Segment Columns Reports

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Campaign	Ad group	Status	Modify columns	Impr.
Total: Keywords in your current view (?)							Your average	4,276

Click “Modify
Columns”
Add “Quality Score”



Think of it as a
health check
for your ads

If it's low, your
ads need
work.

<input type="checkbox"/> ● Keyword	↑ Quality Score	Impr.	Clicks
Total: Keywords in your current view ?			
<input type="checkbox"/> ● "online marketing firm"	7/10	6	1
<input type="checkbox"/> ● "web marketing company"	2/10	24	4
<input type="checkbox"/> ● business marketing agency	7/10	82	11
<input type="checkbox"/> ● digital marketing solutions	7/10	26	0
<input type="checkbox"/> ● "local small business marketing"	7/10	24	3
<input type="checkbox"/> ● "marketing consultancies"	7/10	12	0
<input type="checkbox"/> ● digital marketing consultancy	7/10	8	0
<input type="checkbox"/> ● marketing firm services	7/10	15	0





Click-Through Rate

A measure of user engagement with ads.



Ad Relevance

Correlation between the ad copy and the targeted keywords.



Landing Page Experience

Alignment between the page, the ad copy and user experience.



Expected CTR



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greenchef.co.uk

<https://www.greenchef.co.uk> ⋮

40% off box 1 + Free Shipping | and 25% off for 1 month

Sustainable and Delicious **Vegetarian & Vegan Meal Kits Delivered** To Your Door. Try Today! The UK's 1st Keto **Meal Kit**. Get 40% Off The 1st + Free Shipping And...

Sponsored



Planthood

<https://www.planthood.co.uk> › meal-boxes › vegan ⋮

Vegan Food Boxes | Planthood

Planthood: Chef-made **Meal Kits** — Enjoy Chef-Prepared Plant-Based **Meal Kits** That Are Mindful Of Gut Health. No Additives.

Sponsored



Grubby

<https://www.grubby.co.uk> ⋮

40% Off Your First Box - UK's Biggest Vegan Menu

Discover favourite & new **vegan** recipes by our team of chefs. 100% plant-based goodness





Irresistible Offer

Sponsored



greenchef.co.uk

<https://www.greenchef.co.uk> ⋮

40% off box 1 + Free Shipping | and 25% off for 1 month

Sustainable and Delicious **Vegetarian & Vegan Meal Kits Delivered To Your Door.** Try Today! The UK's 1st Keto **Meal Kit.** Get 40% Off The 1st + Free Shipping And...



UK's Biggest Vegan Menu

Sponsored



Grubby

<https://www.grubby.co.uk> ⋮

40% Off Your First Box - UK's Biggest Vegan Menu

Discover favourite & new **vegan** recipes by our team of chefs. 100% plant-based goodness



Lacks
distinguishing
features

Sponsored



Planthood

<https://www.planthood.co.uk> › meal-boxes › vegan ⋮

Vegan Food Boxes | Planthood

Planthood: Chef-made **Meal Kits** — Enjoy Chef-Prepared Plant-Based **Meal Kits** That Are Mindful Of Gut Health. No Additives.

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greenchef.co.uk

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40% off box 1 + Free Shipping | and 25% off for 1 month

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Sponsored



Grubby

<https://www.grubby.co.uk> ⋮

40% Off Your First Box - UK's Biggest Vegan Menu

Discover favourite & new **vegan** recipes by our team of chefs. 100% plant-based goodness.



Eye-catching headlines and USPs



Tips for Eye-Catching Headlines

Highlight your USPs – What makes you unique?

Use Power Words – Biggest, *Best etc*

Match User Intent – Align with search queries

Focus on Benefits – Solve a problem, don't list features

Use Irresistible Offers – *40% Off Your First Box etc.*

Landing page experience



A photograph of a lightbox sign mounted on a brick wall. The sign has a white background with horizontal lines and is illuminated from within. The text "NOTHING TO SEE HERE" is displayed in a sans-serif font, with the word "NOTHING" in red and "TO SEE HERE" in black. The brick wall is weathered and shows signs of decay, with some areas where the mortar and bricks are missing or crumbling. To the right of the sign, there is a doorway and a small vent with horizontal slats.

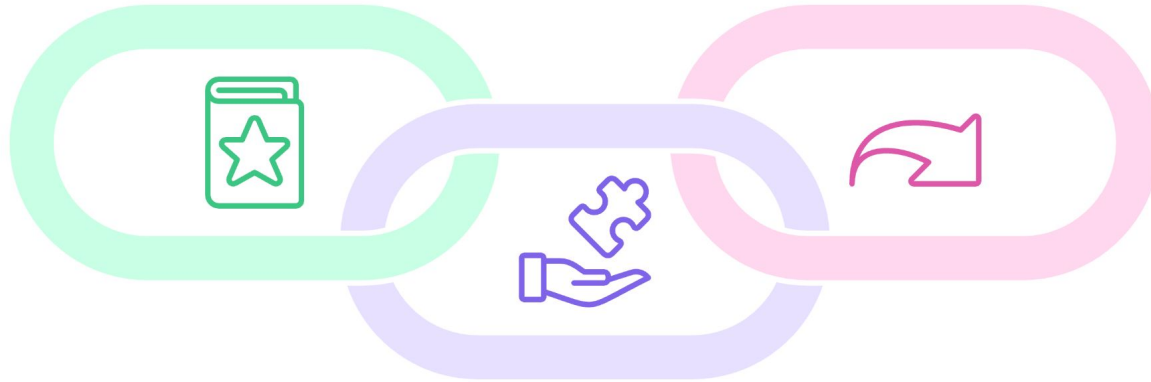
NOTHING TO SEE HERE



@MissWizz_Camb | #HeroConf

Content Value

Usability



Ad Alignment



Valuable Content & Relevance

Deliver information that speaks directly to what your visitors are searching for



vegan sports nutritionist

All

Images

Short videos

Forums

Videos

News

Maps

: More

Sponsored



Megan Hallett

<https://www.meganhallett.com>



Women's Health Nutrition - Best Vegan Nutritionist

Megan Hallett Is A Women's Health Expert, Nutritional Therapist And Cookbook Author.



@MissWizz_Camb | #HeroConf

MEGAN HALLETT WOMEN'S HEALTH

HOME SERVICES FAQS ARTICLES
ABOUT ME CONTACT
PRACTITIONER MENTORING



BOOK A FREE CONSULTATION

Women's Health and Hormone Nutritionist

Reverse symptoms of hormone imbalance, boost your fertility and feel energised without the overwhelm of improving your health alone.



BOOK A FREE CALL

EXPLORE PLANS FIRST



Start at home with my cookbook

Whilst I'm no longer vegan myself (now that is a story for another day!), plant-based recipes are a fantastic way to add more fibre and variation to your everyday diet.

My book is available to buy on Amazon here.



@MissWizz_Camb | #HeroConf

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greenchef.co.uk

https://www.greenchef.co.uk

40% off box 1 + Free Shipping | and 25% off for 1 month

Sustainable and Delicious **Vegetarian & Vegan Meal Kits Delivered To Your Door.** Try Today! The UK's 1st Keto **Meal Kit.** Get 40% Off The 1st + Free Shipping And...



Your nutritionist-approved recipe box subscription

Choose from 8 dietary preferences: High Protein, Calorie Conscious, Keto, Lower Carb, Flexitarian, Vegan, Pescatarian & Vegetarian.

Recipes per week

4 recipes

Number of people

2 people

My menu preference

Vegan

My email

Price per serving

£6.49 **£3.89**

Daytime delivery

£4.99 **FREE**

GET STARTED



Tasty offers

Spend less time shopping and cut food waste, while enjoying delicious meals ever

- 40% OFF Delivery 1
- 25% OFF Delivery 2
- 25% OFF Delivery 3
- 25% OFF Delivery 4
- 25% OFF Delivery 5

A landing page that matches your ad copy improves Quality Score, drives conversions, and maximises ad spend.

Why Page Speed is Crucial for Usability



1 second delay =
20% reduction in
conversions



Ad relevance





Ad copy doesn't
match what users
are searching for

Best vegan anniversary gifts for her

Sponsored



NEOM Wellbeing


<https://www.neomwellbeing.com> ⋮

NEOM Vegetarian Gifts

Free Gift Ends Soon — Get A Free Mother's Day Duo Worth £47 When You Spend £100. Exclusively At NEOM Wellbeing. Little Luxuries, Must-Have Candles & Fail-Safe Favourites For The Ones That...

★★★★★ Rating for neomwellbeing.com: 4.6 - Order accuracy: 95–100%

[NEOM Luxury Gifts & Sets](#) · [Wellbeing Pod Mini](#) · [Shop Bestselling Gifts & Sets](#)



Ad copy matches
exactly what users
are searching for

vegan gifts for her

Sponsored



Not On The High Street

<https://www.notonthehighstreet.com>

Vegan Gifts For Her | Unique and Thoughtful Gifts

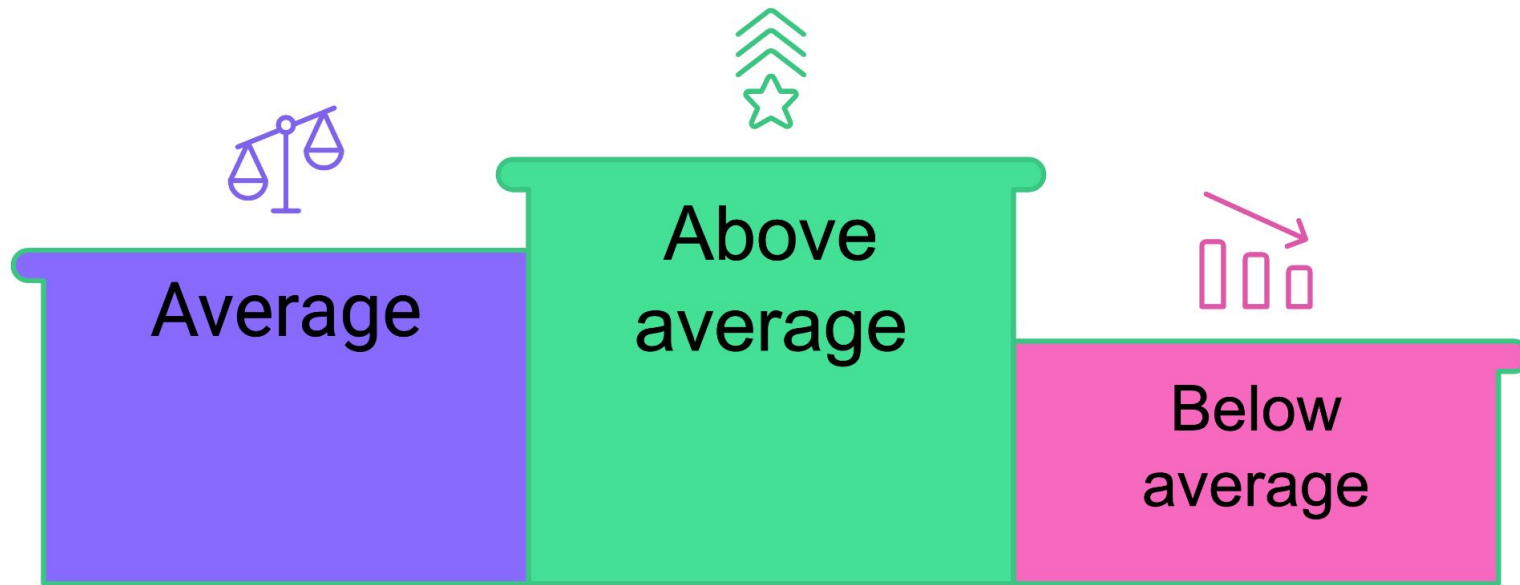
Explore a Huge Collection of **Vegan Gifts** for Your Loved Ones at Notonthehighstreet.com. Curated **Gifts** from The UK's Finest Small Creative Businesses, All Crafted with Care. Choose Next Day Delivery.

Types: **Gifts...**

★★★★★ Rating for notonthehighstreet.com: 4.7 - 67,877 reviews

[Vegan Presents](#) · [Gifts Under £25](#) · [Gifts For Her](#) · [Birthstone Jewellery](#) · [Bracelets For Her](#)

[Gifts For Her](#) - from £4.00 - [Shop The Collection](#) · [More](#) ▾



**Anything less
than 8-10 needs
improvement**



How to improve your Quality Score



Keyword Research

similarweb



Me doing
keyword
research



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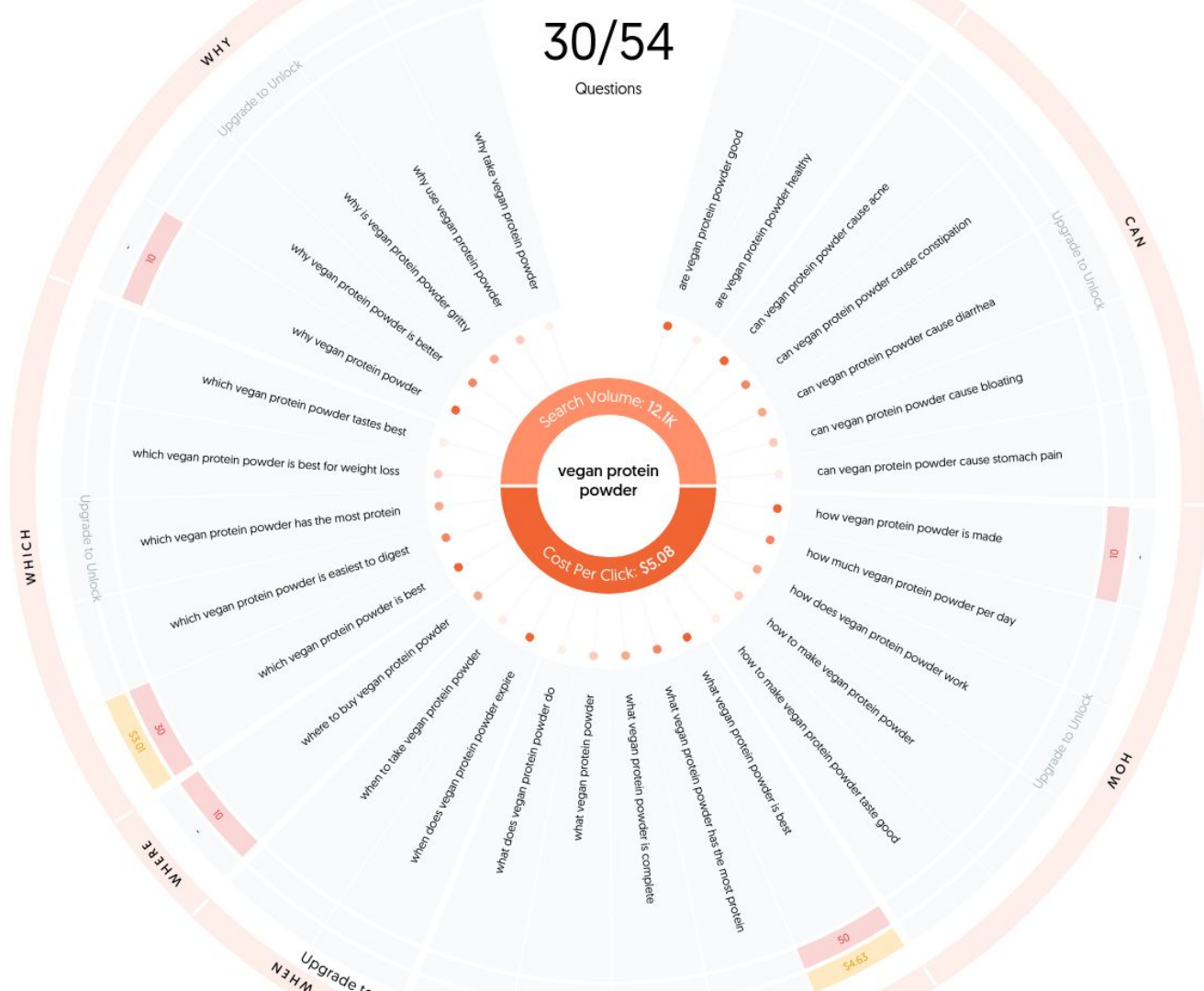
Google

vegan protein powder



30/54

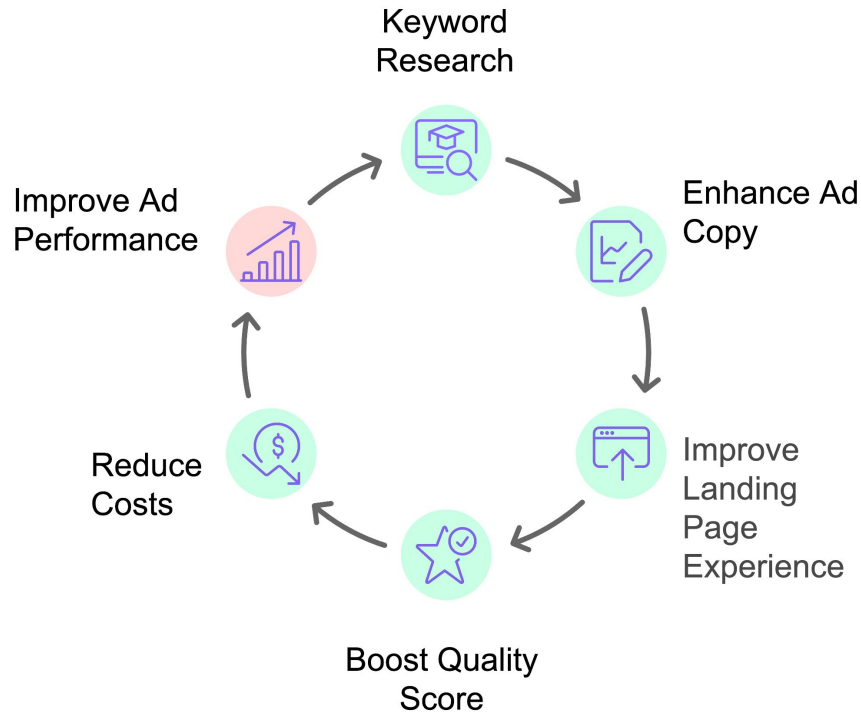
Questions



@ which vegan protein powder tastes best

@ what vegan protein powder has the most protein

Optimising ad performance through keyword research



Negative Keywords



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Negative keywords

prevent irrelevant clicks
and save your budget.



*For example, if you sell **Vegan Easter Chocolate**, exclude:*

- ✗ Dairy chocolate*
- ✗ Milk chocolate*

Suggests alternative gifts



Keyword



+ alternative easter gift for a vegan not chocolate

+ alternative easter gift for a vegan who doesn't like chocolate

+ best vegan chocolate easter egg 2019

+ caramel chocolate vegan easter egg

+ chocolate orange vegan easter egg

+ chocolate vegan easter egg

+ cocoba sprinkle vegan chocolate easter egg 250g

+ cocoba vegan milk chocolate easter egg 250g

+ easy homemade vegan chocolate easter eggs

Recipe search



Dynamic Keyword Insertion (DKI)

Adapting
ad text to
match a
user's
search term



Increased ad relevance



Higher click-through rate
(CTR)



Improved Ad Performance

Display path [?]

www.quibble.digital

/ /

0 / 15 0 / 15

TT Headlines 3/15 [?]

^ Ideas based on your website and existing ads

+ Quibble Digital Marketing

+ Quibble Marketing Agency

+ Quibble Digital

+ Quibble - Your Digital Partner

[More ideas >](#)

Keyword insertion

Insert the keyword that triggers your ad

Countdown

Insert a timer that counts down to an event

Location insertion

Insert the location that triggers your ad

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www.quibble.digital/

{ - Award Winning Marketing Team

We help businesses of all sizes grow through digital marketing, social media and content. SEO & Content Marketing Agency in Rutland, Leicester & Peterborough Quibble. Service catalog: Content Marketing, SEO, Digital Marketing, Website Development. Digital PR...

[Content Marketing](#) [SEO](#) [Website Develop](#)

Call 01572 497010

Oakham · Office 14, Uppingham Gate

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some content may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

This will be used to suggest assets for your ad

Display path [?]

www.quibble.digital

0 / 15

0 / 15

TT Headlines 3/15 [?]

^ Ideas based on your website and existing ads

+ Quibble Digital Marketing

+ Quibble Marketing Agency

+ Quibble - Your Digital Partner

[More ideas >](#)

{Keyword:Quibble Digital}



Preview



High

Sponsored



www.quibble.digital/

Award Winning Marketing Team - Website Design & Development

Award Digital Marketing Agency With Over 12 Years Experience. We help businesses of all sizes grow through digital marketing, social media and content. Service catalog: Content Marketing, SEO, Digital Marketing, Website Development. Digital PR. Digital...

[Website Development](#)

[Content Marketing](#)



Call 01572 497010



Oakham · Office 14, Uppingham Gate

Make sure to
preview those!
This is the actual
search result!

{DKI:Florida Divorce Law}

www.kelattorneys.com/Divorce ▾

1 (888) 779 1677

Florida Legal Separation & Divorce
Attorneys. Free Consult. Call Now!

📍 111 N Magnolia Avenue, Suite 1600



Landing Pages



Relevant

Message Match

Keep ad and page content aligned for
relevance



Engaging

Tailored CTAs

Consider your buyer's journey



Motivating
the lead
to take
action



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Sign up for quick, actionable insights

Sign up and get instant basic access to all our tools. Upgrade when ready, or enjoy our basic plans indefinitely.

[Explore all plans](#) [Create my account](#)

Included in Hotjar Basic

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- ✓ Surveys
- ✓ Feedback
- ✓ Interviews

[Feedback](#)

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Driving the buyer journey forward



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Sign up for quick, actionable insights

Sign up and get instant basic access to all our tools. Upgrade when ready, or enjoy our basic plans indefinitely.

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- ✓ Interviews

Feedback

Looking for more wisdom?

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example@email.com · Subscribe


I have read and accept the conditions outlined in the [privacy policy](#).

Contact Sales · YouTube · X · LinkedIn · Instagram



Here are some
examples of bad
landing pages...





Seriously? You want me to read all of that copy?

Award Winning Clinic

With our 20-year history, you can trust our team to provide your dental care. We have been named 'Best Practice in London' Our award-winning dental team at our dentist in London are committed to providing exceptional dental care for all patients.

Here at Bow Lane Dental Group, we're the ideal team to take care of your oral health concerns. We offer a range of outstanding treatments – from standard check-ups and hygiene treatments to cosmetic tooth repair and teeth whitening – that are sure to help you achieve not just your dream smile, but optimum oral health, too.



- We have been creating unique smiles for over 20 years!

- Book your initial consultation and work together with our team to create your bespoke treatment plan and get the smile makeover you have always dreamed of.

- With over 450 Google reviews and a 4.8 rating, you can be sure you are in good hands.

Book Your Consultation



By submitting the above information, you are confirming that you have read and agree to the Privacy Policy and that you consent to us contacting you by phone or e-mail regarding your enquiry or appointment

Agree

We'd like to keep in touch with you about our promotions, offers and news via email. By ticking this box, you confirm that you would like to receive communications from us by email.

Agree

Book Your Consultation

Marketing Simplified?



The image displays the MultiTouch marketing software interface. At the top, the logo "MultiTouch" is visible. The main content area features a hand interacting with a futuristic digital interface, with the text "MARKETING SIMPLIFIED!" overlaid. To the right, there are several data visualization panels, including a "Timeline" with a progress bar, a "Contacts & Leads" section with a bar chart showing values like \$1,300 and \$3,450, and "Campaign Breakdown" and "Campaign Goals" sections with pie and bar charts. A green banner at the bottom contains the text "GENERATE LEADS - DRIVE SALES - MEASURE ROI" and four icons representing "AUTOMATION" (magnifying glass over people), "LEAD NURTURING" (megaphone), "LEAD CREATION" (upward arrow over bar chart), and "PHONE TRACKING" (phone handset with arrow).

MultiTouch

MARKETING SIMPLIFIED!

GENERATE LEADS - DRIVE SALES - MEASURE ROI

AUTOMATION LEAD NURTURING LEAD CREATION PHONE TRACKING

Campaign Structure



Google considers
all ads, and low
CTR will hurt your
score



Quality Score goes
beyond just
keywords





Structured Campaigns

Enhanced targeting leading to higher CTR



Unstructured Campaigns

Lower CTR leading to lower QS and higher costs



Campaign	Ad Groups & Keywords
Vegan Protein	<p>Ad Group 1: Vegan Protein Powders</p> <p>Keywords: vegan protein powder, plant-based protein</p> <p>Ad Group 2: Vegan Protein Bars</p> <p>Keywords: vegan peanut butter protein bars, best low calorie vegan protein bars</p>
Vegan Supplements	<p>Ad Group 1: Vegan Multivitamins</p> <p>Keywords: vegan multivitamins, vegan gummy multivitamins</p> <p>Ad Group 2: Vegan Supplements for Specific Diets</p> <p>Keywords: Vegan hair loss supplements</p>

Review



@MissWizz_Camb | #HeroConf

Monitor your CTR

Refine ad copy for better
engagement



Search intent

Make sure your keywords match user search intent and appear in your ad copy



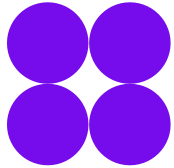
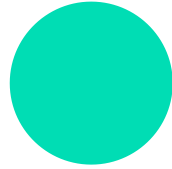
Optimise landing pages

Ensure ads and landing pages are relevant with clear, valuable content



**Implementing
the recommendations led
to the 180% increase in
enquiries.**





 sylwialombari

 @MissWizz_Camb

 [quibble.digital/insights/google-ads-quality-score/](https://www.youtube.com/watch?v=quibble.digital/insights/google-ads-quality-score/)

