

Google Ads Quality Score Optimisation Guide

Higher scores = lower CPCs and better ad positions — without spending more.

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Quality Score (QS) is Google's 1–10 rating of how relevant your ads, keywords, and landing pages are to the people who see your ads. A QS of 7+ typically means you're paying significantly less per click than competitors with lower scores for the same position.

What Quality Score Actually Measures

Component	Weight in QS Algorithm
Expected Click-Through Rate (CTR)	Highest weight (~40%)
Ad Relevance	Medium weight (~30%)
Landing Page Experience	Medium weight (~30%)

Google calculates these for each keyword in your account. The key insight: improving any one component lifts your QS, but improving Expected CTR has the largest impact.

Component 1 — Improving Expected CTR

Expected CTR compares your keyword's CTR against the average CTR for that keyword across all advertisers. It's based on historical data, so it takes time to change.

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- Use the exact keyword match in your headline (Google bolds matches)

- Add relevant

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Component 2 — Improving Ad Relevance

Ad Relevance measures how closely your ad matches the intent behind a keyword. 'Below Average' here almost always means your ad group contains too many unrelated keywords.

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reviews" have different intentions

- Include the primary keyword in the

ad headline and description

- Use Dynamic Keyword Insertion (DKI) carefully

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Component 3 — Improving Landing Page Experience

Google evaluates your landing page for relevance, transparency, and usability. This is the only QS component where technical improvements have immediate effect.

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