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# **Learn the Facts About Improving Your AdWords Quality Score**

With the help of Google AdWords not only can you generate a significant amount of traffic for your site but you can also ensure that your audience either subscribes, buys something or becomes a lead at the very least. If you want to increase your ROI then you need to make sure you have a good Quality Score and this article will reveal some strategies you can use to increase your score. [Traffic Player Bonus](#)

**Check Your Quality Score:** First and foremost, you need to check your Quality Score to find out which of ads are rated well, and which aren't. This approach will give you a clear understanding of where things aren't working and what you can do to fix them. It takes but a minute to check your Quality Score, and it's not rocket science since it's quite easy to understand. You need to see what the minimum bid is as well because the less you have to pay for it, the better it is for your campaign. It's very obvious that you'd want all your keywords to get the green signal when checking the Quality Score, which is why this Score is so important in the first place. A low Quality Score means a low CTR, which you don't want. Keep in mind that this Score is ever-changing depending on the performance of your ads, so make sure you regularly check it.

**Concentrate of the Structure of Your Ad Group:** Checking the structure of your ad group will improve the performance of your campaign which means an improved Quality Score. Certain primary variables will affect how your campaign performs and your Quality Score. So, for example, less keywords in an ad group means that your ads will be more relevant to each situation. You also want to get the ideal mix of "matches" which will help your normalized CTR to go up which in turn will lead to a higher average CTR.

**Consistently Split Test Your Ads:** One of the things that you always need to focus on is the split testing of your ads, regardless of what Google tells you about your Quality Score. Even if you have a great Quality Score, the best approach to Adwords is to constantly seek ways to make your ads more effective. Comparing ads is the easiest way to consistently boost your click through rates. If you want to improve your Quality Score, this is one of the most effective ways to do it, though it does take some time and attention. Set up multiple ads and find out which ones are performing; eliminate the ones that aren't giving good results. [Womens Wealth System](#)

So if you want to get the most out of your Google Adwords campaigns, it's important that you keep track of your Quality Score and try to raise it. The search engine giant wants to offer ads that are highly relevant to the keywords people are using to search, which is why the focus is always on quality, rather than quantity. At first, Quality Score may seem mysterious, but it's really based on common sense principles such as keeping your ads relevant and using targeted keywords.

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