

Adcenter New Quality Score Changes & What You Need To Know!

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General Notes on Quality Score in Adcenter

BE SURE TO LISTEN TO THE SHORT COMPANION MP3:

<http://www.payperclicksearchmarketing.com/bing-quality-score-best-practices/>

- Overall QS is graded on a 1-10 scale.
- CTR is primary component, normalized by position.
- QS is fluid, changes over time.
- Historical data is pulled from last 30-60 days.
- Correct account structure becomes key.
- According to MSN, Quality Score does not directly affect the rank of the ad, but the eligibility of them showing (impression share).
- There is no QS evaluation for KWs on the AdCenter Content Network.

Keyword Relevancy

Scoring: Good, No Problem, Poor

Optimizing For Keyword Relevancy

Focus on Ad Copy - Use the param 2 feature within Adcenter for both copy and appending Display URLs.

Expand Negative Keywords - Remember to keep your negatives on ONE level, NOT both!

Delete Over Pausing or Tweaking - Always delete the keyword or ad rather than just tweaking or pausing.

Match Types Matters! - Bid on match type– exact match should always be higher than broad to ensure that Adcenter chooses the correct type.

****Be Aware of Bad Neighbors** – Separate keywords, ad groups, and campaigns by high volume and low volume.

- High impression keywords in an adgroup can affect the entire adgroups.
- High impression ad groups in a campaign can affect the entire campaign.
- High impression campaigns in an account can affect the entire account.

	Keyword	Quality Score	Keyword Relevance	Landing Page Relevance	Landing Page User Experience
rabbits foot		9	3	2	2
lucky charms		4	2	1	2
key chains		7	3	1	2

Landing Page Relevancy

Scoring: Good or Poor

Optimizing For Landing Page Relevancy

Improve site content focusing on relevancy to search queries, and keyword density on the page, including with the HTML tags like meta tags, paragraph tags, image tags, title tags, and heading tags

Landing Page User Experience

Scoring: Good or Poor

Optimizing For Landing Page User Experience

Provide original content that follows Adcenter Editorial Guildlines