



Quality Score in High Resolution

Craig Danuloff

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Quality score has been confusing and confounding paid search managers for years. The basic facts are simple, but the details have been elusive. *Quality Score in High Resolution* is the advanced guide to AdWords quality score. Written by respected paid search expert Craig Danuloff, and supported by technical interviews with Google's Ads Quality Team, this is the first and only resource that demystifies quality score and empowers you to deliver more impressions, higher click-through rates, and larger profits.

This book dives deep, delivering details, explanations, and insights into the calculation, application, and management of quality score. You'll learn:

- All the forms of click-through rate Google tracks to calculate quality score.
- The secret of relevance.
- Why you can't trust the "quality score" number reported in AdWords.
- How landing pages really impact quality score.
- The goals you should set for quality score in your account
- A simple path to good or great quality scores

The success of every keyword in your account is all decided by this powerful little metric. This book is your key to deeply understanding quality score and truly optimizing your paid search results.

Advanced Reviews

"AdWords can be difficult at times; and no part of AdWords is more frustrating than Quality Score. For advertisers to optimize for quality score - they need to understand Google's motivations and calculations. Then, you need to learn from the advertiser's viewpoint how to increase your quality scores while still maintaining profitability. Craig has put together the definitive book that combines these two areas and will help you to understand and improve your quality scores. This is a must read book for anyone concerned about their AdWords performance."


-Brad Geddes, Certified Knowledge

"Quality score plays a major impact on AdWords account performance, yet the full picture on quality score has always been clouded in a degree of mystery. Craig has lifted the veil off AdWords quality score and provided a comprehensive guide to help us understand the why, how, when, and if, questions we ask ourselves daily. This book covers it all, and after reading it I feel an increased level of confidence in successfully managing my client's accounts."

- Kim Clinkunbroomer, ClinksWebService ("Mrs. C" in AdWords Help Forums)

"If you invest from \$5,000 a month to over a \$1,000,000 a month, this is the book you MUST invest some time reading. Google uses quality score to balance the needs of the advertiser, the searcher, and themselves. Don't you believe you should have some edge into how that equation is made? In *Quality Score in High Resolution*, Craig Danuloff invested hundreds of hours to decipher and share with you the most important metric Google uses in determining your PPC success."

- *Bryan Eisenberg, New York Times bestselling author*

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From reader reviews:

Christopher Olsen:

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Jesse Valles:

The actual book Quality Score in High Resolution has a lot associated with on it. So when you read this book you can get a lot of help. The book was compiled by the very famous author. Tom makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after scanning this book.

Jared Hoskins:

This Quality Score in High Resolution is great guide for you because the content that is full of information for you who all always deal with world and have to make decision every minute. That book reveal it facts accurately using great plan word or we can declare no rambling sentences in it. So if you are read the idea hurriedly you can have whole info in it. Doesn't mean it only offers you straight forward sentences but challenging core information with lovely delivering sentences. Having Quality Score in High Resolution in your hand like keeping the world in your arm, data in it is not ridiculous one. We can say that no guide that offer you world in ten or fifteen tiny right but this guide already do that. So , this is certainly good reading book. Hi Mr. and Mrs. busy do you still doubt that will?

Sue Joseph:

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