



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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Sharon Bedgood:

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Rick Maldonado:

Your reading sixth sense will not betray a person, why because this Quality Score in High Resolution guide written by well-known writer whose to say well how to make book which might be understand by anyone who have read the book. Written with good manner for you, dripping every ideas and writing skill only for eliminate your hunger then you still doubt Quality Score in High Resolution as good book not just by the cover but also from the content. This is one e-book that can break don't evaluate book by its handle, so do you still needing an additional sixth sense to pick this kind of!? Oh come on your looking at sixth sense already alerted you so why you have to listening to yet another sixth sense.

Wendy Fuller:

What is your hobby? Have you heard which question when you got scholars? We believe that that problem was given by teacher for their students. Many kinds of hobby, Everyone has different hobby. And you know that little person including reading or as reading through become their hobby. You must know that reading is very important and book as to be the issue. Book is important thing to include you knowledge, except your current teacher or lecturer. You discover good news or update regarding something by book. A substantial number of sorts of books that can you choose to adopt be your object. One of them is Quality Score in High Resolution.

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