

# INFOMILLIONAIRE

## ***QUALITY SCORE CHECKLIST***

THE ULTIMATE ADWORDS QUALITY SCORE GUIDE

Hey,

Frank and Trey here...

*Listen up, because this one is important:*

We've been keeping an ear to the ground trying to figure out the biggest stopping points people have while starting Internet Marketing.

**One of the biggest issue seems to be the dreaded Google Adwords "Quality Score" system.**

So we've decided to sit down and write an insanely in-depth checklist that will give you *good and great quality scores* for your keywords.

**But before we get started, a couple very important notes about the Infomillionaire Quality Score Checklist:**

- 1. This checklist is for the GOOGLE ADWORDS SEARCH NETWORK.**
- 2. This checklist is NOT for the faint of heart. Completing it will take time and effort!**
- 3. This checklist WILL work if you follow each and every step...**

So that's pretty much it. This is *literally* the most in-depth guide to Quality Score we've ever seen.

As we mentioned above, this guide is for the SEARCH network.

Google doesn't have the same "strict guidelines" for their content network. (and Yahoo is super laid back about this stuff)

On the next page you'll find this checklist broken down into sections.

Print out this guide and start with the first section "LANDING PAGE".

Cross out each step with a pen when it's complete and make sure you don't skip anything... All of these steps are important to making Google decide your site is of the best possible quality!

If there are terms you don't understand, simply Google them for more information (stuff like Sitemaps, iFrames, Meta Tags, etc).

There are tons of explanations and articles on the web explaining these terms with ease.

# INFOMILLIONAIRE QUALITY SCORE CHECKLIST FOR GOOGLE SEARCH NETWORK

## LANDING PAGE

### 1 - Domain Name

- Use your root main keyword in your domain name.
- Make the domain name "public", using private domains looks like you have something to hide.
- Using a call to action in your domain name gives you an "extra line of ad text" For example, using "LearnPianoNow.com" has the main root keyword and gives the user a call to action command!

### 2 - High Quality "Real" Sites Only

- No name squeeze.
- No cloaked pages or iframes.
- Use your own site, the clickbank link hack, blogs, or a review site.

### 3 - Do all basic SEO

- Correct meta tags (Keywords, title, description)
- Correct header tags
- Name pictures exactly what they are (Don't use stop words like click, buy, money-back, etc)

- Name non-relevant images with numbers instead of words. Don't use an "alt tag".

#### **4 - Include sitemap and get a Google sitemap.**

- Google explanation of both here:  
<http://www.google.com/support/webmasters/bin/answer.py?answer=40318>

#### **6 - Have contact page, terms of service, privacy policy.**

- Links to these pages need to be regular "href" links, not javascript or popups.
- Make sure to include a phone number AND email address on the contact page.

#### **7 - Make sure all written material is extremely relevant to your keyword list**

- If you are promoting an affiliate site, scan the affiliate site for keywords with Google's Keyword Tool:  
<https://adwords.google.com/select/KeywordToolExternal>
- You need at least a 3-5% keyword density on all keywords you use. Check your keyword density at:  
<http://www.keyworddensity.com>
- You also need a %5-10% keyword density on your main "root" keywords

#### **8 - Use original content on your site.**

- Feel free to grab material off of other blogs, forums, articles, and websites for topic ideas and inspiration. Then quickly rewrite the material to be more keyword rich and 100% original content (don't ever plagiarize!)

**9 - Make at least 5 inbound links to your landing page. Also try and add a few outbound links as well.**

- Post an article to your site on [stumbleupon.com](http://stumbleupon.com), [digg.com](http://digg.com), [twitter.com](http://twitter.com), [de.licio.us](http://de.licio.us), any high ranking blog or forum board that is related to your market. These need to also be keyword rich posts preferably on high ranking authority sites with topics related to your niche.
- Outbound links need to be related to market. Blogs and high traffic authority sites are good.

**10 - Don't run site on Adwords until Google has propagated your site and outbound/inbound links.**

- Check to see if your site is on Google by searching "site:domain.com" on Google.com
- Check your link activity by searching "link:domain.com" on Yahoo.com
- You can also use this free tool to check links and indexed pages: <http://www.marketleap.com/publinkpop/>
- **It's very important that the landing page is indexed BEFORE running an Adwords campaign on it.**

**11 - Include a flash video on your site**

- Your own or from [youtube.com](http://youtube.com)

**12 - Have a minimum of 5 pages on your website.**

- These pages need to contain keyword rich content.
- You can add blogs, article pages, about us, review pages, or even news about your niche.

### **13 - Optin forms are OK if done *correctly*.**

- Google hates websites with not many pages AND an optin form because it appears like a "squeeze page".
- Don't ever require an optin to get to another portion of the site.
- Your optin should be strategically placed around good content.
- Using video to describe your optin is a bonus.

### **FINAL NOTES:**

Imagine you are a user on Google and typed in your main keyword.

Would you consider your site to be a "successful search"?

Would you stay on the site and feel like it gave you good content? If not, then change it accordingly. If you don't think your site is top notch and contains value for the end user, then chances are Google definitely won't!

Google measures the "bounce rate" from your sites. This means they know how long a user stays on your site before hitting the back button.

Obviously this is a clear indication how much value a user finds in your site.

We think this can affect quality score AND your account performance history, so make sure you provide a good user experience combined with all the steps above.

## **KEYWORD LIST BUILDING**

**1 - Scan your completed landing page with the Google Keyword Tool: <https://adwords.google.com/select/KeywordToolExternal>**

**2 - Download all keywords by clicking "Download all keywords: .csv (for excel)" at the bottom of the page.**

### **3 - Open up keyword list in Excel.**

- Delete any keywords or "Common Terms" section that does not directly relate to your site.
- If most or all keywords do not relate to your site, then you need to change the content on your site!
- Make sure you have a high keyword density for your important keyword phrases.

### **4 - Upload the keyword list to adwords in the format as follows:**

- Campaign Name - The broad root keyword explaining everything about your site (Example: piano, dog training, weight loss, etc)
- Ad Group Name - Use "Common Terms" name from the Google Adwords Keyword list you exported. (example: teach kids piano, Labrador training, diet pills, etc)
- Keyword List - Upload the keyword list in each "Common Terms" section from the Google Adwords Keyword list you exported.

### **FINAL NOTES:**

You should start with only EXACT keywords only and then use "Broad and Phrase" match once you have conversions and bids in line.

Exact keywords give you better "metrics" when starting out. This also allows you to really get into the "mindset" of the searcher and find out EXACTLY what they are typing in to buy your product.

Use only EXTREMELY relevant keywords with a high density. You can slowly add more keywords in the following days, but you want to start the site off as condensed, exact, and "high quality" as possible for Google's initial reviews.

Having as few as 7-10 keywords per adgroup is OK, never more than 20.

Also, don't necessarily only go after super high traffic keywords when starting out. You will rank higher for less competitive keywords and even get a better Click Thru Ratio (CTR) when they more accurately describe your landing page and ad text.

**IMPORTANT:** CTR is at least 50% of your QS! It's VERY IMPORTANT to make sure your CTR never falls below 1% on the Search network. If it does it means the keyword is not relevant, the ad is not relevant, or you are simply not bidding enough.

## **AD TEXT**

**1 - Use the root "common term" keyword at least 2 times in your ad text.**

**2 - Headline needs to be catchy and eye popping. Using "common term" keyword in headline a bonus.**

**3 - Line 2 needs to describe the site and show them a benefit (example: "Be Cool With Your New iPhone")**

4 - Line 3 should tell them the main feature you are providing AND/OR a call to action (i.e. "See my amazing weight loss journey" "Save 20% Today")

5 - Keyword rich domain names are a plus!

6 - Use the main root keyword (which should also be your adgroup name) in your Display URL.

- For example, if your adgroup name was "learn piano" and your website was www.piano.com, your display URL should look like this:

- Piano.com/LearnPiano
- It doesn't matter that you don't have a folder called "LearnPiano". Google only looks at the "top level domain" which is "piano.com" in this case.
- Just make sure your "top level" domain name (piano.com) matches in your display and destination URL!

### **5 - NEVER over promise in your Ad Text.**

- Google does not like it when people expect one thing and get another.
- Example: Don't say "free report" if they have to give an email address first) Be super honest!

### **FINAL NOTES:**

Not only does your Ad need to comply with the above steps, it also has to be eye catching! Different markets respond to different types of marketing styles.

For instance the Using an '*us vs them*' word like "Scandal" might work well in the save money on gas niche but probably won't in the Learning Spanish niche.

## **GOOGLE ADWORDS SETTINGS**

### **1 - When first starting, make your campaign is SEARCH ONLY**

- Don't use the "partner network" when first starting a campaign..

### **3 - Choose to only show your ads in United Kingdom and Canada**

- You'll get a higher CTR and cheaper clicks.

**4 - Don't show ads on mobile devices.**

**5 - Choose "standard delivery method" instead of accelerated.**

**6 - Turn on "Ad Scheduling"**

- Only show your ads from 6AM to 1AM to improve Click Thru Rate.

**6 - Turn position preference on.**

- This allows you to ONLY show your ads when your in a high position (like 1-3) which increase your CTR.

**7 - Start out with a high Cost Per Click.**

- This depends on the niche. You can find out what the average cost per click people are paying in your niche in the adwords site when starting a new campaign.
- Typically you can expect to start from \$.37 to \$.75

**8 - Aim for a least a CTR of 1.50%.**

- 2% or more is even better.
- Delete anything that is below 1% after 400 impressions or 4 days.

**9 - If you are using position preference and receiving a high Click Thru Rate, try lowering the Cost Per Click to the average Cost Per Click from the day before.**

- As Google sees your Click Thru Rate stay high, they'll give you more traffic at a cheaper price.

- Repeat this process if traffic does not decrease to improve your cost per sale.

### **10 - Keep budget small when starting out!**

- Especially with higher Cost Per Click.

## **GOOGLE ADWORDS STRATEGY**

**1 - Remember: Start small and build up.**

**2 - Delete any keywords with "Poor" quality score immediately!**

**2 - If majority of keywords are Poor then there is one of four problems:**

- You didn't follow every single step in this document.
- Your domain has been marked by Google as a bad domain (simply make a new one).
- Your Adwords account has been negatively marked by Google because of previous account history (Bad CTR, disapproved ads, etc... make a new account)
- Your market and keywords are extremely competitive and your site quality doesn't compete with competition (Again, make sure you follow all steps in this document!)

## **EXPANDING YOUR ADWORDS ACCOUNT**

NOTE: The sequence of steps above is for starting out.

Once the campaign is successful and has all Good and Great quality scores, slowly do the following to get more traffic while monitoring your results:

**1 - Turn on other countries (Especially the United States)**

**2 - Choose "Accelerated Delivery Method"**

**3 - Turn on "Search Partners"**

**4 - Lower position preferences if keywords aren't getting much traffic.**

**5 - Turn off ad scheduling to see how night time traffic converts.**

**6 - Expand keyword list by using "Broad" Match.**

- You should start bidding about 35% less on broad than exact and phrase.

**6 - Test content network:**

- Clone your campaign for the content network. Don't ever do Content and Search network in the same campaign!
- Google doesn't monitor Click Thru Rates as much on Content Network, so don't worry if you're CTR is well below 1%.
- Use more "shocking" and "eye popping" ad text on Content Network.
- Use more keywords than in search.
- Use 1 keyword per adgroup technique for relevancy and tracking purposes.
- Don't spend as much per click on Content network. Start testing at \$.27 and move up or down from there.

**7 - If you are able to tracking visitors to your site by country, then test all countries by:**

Turn on either ALL countries or a large group of them.

Finding out the number of landing page hits per country.

Find out the number of thank you page hits per country.

Find out which countries are profitable and discard the rest.

Be careful! This is an important step to your growth, but you can dramatically decrease click thru rates and ROI by choosing the wrong countries.

Example: Countries like Nigeria that typically don't buy infoproducts. Or China where the majority of people don't use credit cards.

### **FINAL NOTES:**

Don't forget to use Yahoo Search Marketing and Microsoft, those can easily bring you as much traffic as Google Adwords. And sometimes it converts better!

## **CLOSING COMMENTS**

Ok, that's it... if you follow these exact directions you'll have one heck of a high quality site to advertise on Google!

It's a lot of stuff... *but it works for a reason.*

The search network is a competitive market and the people who get "lazy" don't usually take home the big money there (the lazy people do better on the Content network typically... 😊)

Thanks to Matt Trainer for helping us out compiling all this stuff.

Thanks,

Trey & Frank

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