



Demystifying Quality Score with Brad Geddes

Woman: Hi, everybody. How are you all doing?

Group: Good.

Woman: Good, excellent. Thank you all for coming to Hero Conf today, we really appreciate it. We're very excited today to have Mr. Brad Geddes today. As you guys probably know or else you would not be sitting in this room. We're going to demystify quality score today. And Brad was nice enough to actually go ahead and – we're going to go off the cuff, which is going to be excellent.

For those of you who do not know Brad, Brad is one of the first Google advertising professionals, ever. Very special. One of his trademarks actually has been to demystify the complicated aspects of SEO, PPC, and Internet advertising. So, hopefully we'll learn a lot today. I'm sure we will.

And if everybody could give a round of applause for Brad, we'll get started.

Brad: Okay, so as I mentioned, I'm going to assume you know what makes quality scores. But what do we do with it, right? That's really the question. So I'm going to sort of walk through here how I look at quality score and find places to work with it within an account.

So, the problem is you get keyword reports and you've got potentially hundreds of thousands of keywords and more data than you really want to deal with. So the question is, how do we make this something useful, that's actionable, that gives us a place to work on quality score? The main thing

I'm going to be working with is, actually, pivot tables. They're pretty easy to work with. They make things a lot easier to use.

So, you start off by downloading a key report. You need, at least from the analysis that I'm going to do, cost data, impression share data, keywords, and ad groups. It's not a lot of information. Step one is really determining if the account is healthy or not. That's really the first step, understanding, is this account something that's got a good quality score? Is it bad? Should you care about quality score or whatnot?

So, the first analysis to do is once you have this report downloaded, just select all the data, go to pivot tables – if you haven't made a pivot table before, they will change your life. They're that great. And if you haven't made them, Microsoft has awesome help files on how to make pivot tables on their site as well. Just hit, there's a tab, pivot table, and I'm just going to create a pivot table. It will ask you to verify the data. Hit OK, and now we have a pivot table to work with.

All this is a summarization of information. So what I want to know first off, is the account healthy on a quality score basis? So what you really want to see then is our quality score information, so roll labels is quality score. So then we want to see the impression data by quality score. By default, a pivot table is count. That would be how many times impression existed within a quality score range. We want to see a sum of impressions at a quality score range. So now we can see how many impressions exist in this quality score. And so what a healthy account has is roughly 70% of impressions at a 7 or higher. Now, making 70% of impressions 7 or higher, really healthy account. And I'll walk through a few more percentages in a second.

So really what I want to do next is I want to figure out percentages for each quality score number. With pivot tables, when you make a formula, you can't just click into a cell because you get this crazy get pivot table impression stuff in your formula overall. So instead, when you write the formulas, just put in the cell you really want anyway. So this is B2, which is my impression data for quality score 2, divided by my total of impressions, B – oh, 4, you're right thank you – divided by total impressions, and because I'm going to drag this formula down, you can use the dollar sign in Excel which says this is an absolute number, don't make it a relative variable, which would be B14. So, now we'll just make this a percentage, format cells, percentage, and we'll drag the whole thing down.

So now, in this account what we see is, we look at 7 or higher, only 28% of their impressions are 7 or higher. So they need to work on quality score, period. Don't have a choice. If this number were 70%, pretty healthy

account, you can go play with some stuff. If it's at 60%, you should spend some time on quality score, but don't go crazy obsessing about it. If you see about 40% is 4 or less, you have to fix quality score fast. If you don't, you can run into domain level penalties or account level penalties. Bad things happen if you leave a huge number of impressions at low quality score numbers. In this case, we're running about 50% in the 5 and 6 range. There's definitely work to be had.

So question one is, when you think about, we want more exposure for our account, exposure or ad rank is both quality score and bid. So if we saw that our impressions overall were 70%, 80% at 7 to 10's, bid is what we have to focus on. If we see that only 28% is at 7 or higher, quality score is what we have to focus on. So it's one of those initial first steps.

In doing this month over month, like say you do this initially, and then you save it. And then after a couple of weeks you do it again, you can compare to see are we moving up quality scores higher and higher into the 7 to 10 range? So in this case, we need to go deeper because we had bad quality scores. I'm going to leave this here in case we have questions, so I'm going to go back again to my source data.

Now, in the source data I downloaded from Google directly, I do add one column – which will be apparent why in a little bit – but it's just quality score times impressions. That's all it is -simple formula. $QS \times impressions$ by keyword, and that will become apparent why that matters in a few more minutes. So now what I want to figure out is where I should spend time in the account, because I don't want to look through a hundred thousand keywords to figure out where I should spend time. Waste of time for you.

So I'll make another pivot table. Insert pivot table again, and instead of looking at every keyword, let's find ad groups that are spending a lot of money and have low quality scores. So I'm going to choose my ad group, my quality score data, and I'm going to choose my cost data. Now again, default is count, so I need to change this to average of quality score, and I change this to sum of cost. So essentially, how much money has it spent and what's the quality score. So, I did that backwards, this is not really a dollar sign, it's just a number.

So when we look through this, we see this first ad group has spent \$500 with a 6 quality score. Now, this account has spent about \$100,000 last month. So, who cares what \$500 was spent, quite honestly. So when we go down here, we have a fantastic ad group – 7.6 quality score, \$44,000 in spend. So as you sort of look through here, there's probably our first big problem. We have \$90, oh, I'm sorry -this account has spent more than this, its spent \$98,000 in this ad group with a 5.5 quality score. This is one of first starting places.

Now, the advantage of this is that this is fast and dirty way to look at the data. The disadvantage of a pivot table is its averages. Averages lie. So, for instance, if we had, let's say this ad group here only had 2 keywords in it. One keyword had a 4 quality score and spent \$10,000. One of the keywords in the ad group had a 10 quality score and spent \$1. Our average quality score is a 7. This is because 10 plus 4 divided by 2 is 7. Weighted though, this ad group really should have a 4.0001 quality score. That's why you have that other formula, which is your quality score times your impressions. It allows you to normalize the quality score to see if you do have differences within an ad group.

So I'm going to do this one more simple formula. I'm going to add my quality score times impression and my impression data to this pivot table, and I'm going to sum them both up to get normalized quality score. All you need to do is sum the quality score times the impressions, so that would be D5 divided by impressions. So this is now a weighted quality score. Now the reason it matters is when we look back through our data here, we see that in this case, this ad group isn't really a 7.6 quality score. It's a 7.6 on an average. It's weighted is 4.1. So it's spent \$44,000 at a 4 quality score weighted number. So that's really one of our top places. So this again is not super high-level math I'm doing here. I'm doing some pretty easy math, right? But that's why you want to normalize this.

Man: Can you just unhide those for a second? I follow everything you're saying I'm just trying to take notes.

Brad: No, that's fine. I will unhide these. So it's just, we don't really need to see the ad group names, those don't really matter that much. So you have quality score times impressions, and you just divide them. That gives you a weighted quality score. So now we can see here's where our biggest problem is.

And then you're going to go to the ad group, hover over the icon and see what the problems are for the low quality score words. If it says landing page, you have to fix landing page, that's a no-brainer. Landing pages aren't a big positive - they're a huge negative. If you look and it says relevance, relevance is in some ways a CTR, whether it's a semantics CTR or it's a straight CTR. If it's no problem, it's probably CTR. So then what you're really looking for is, do you have keywords that don't really match the ad copy? That's the first question to ask yourself. Does the keyword match the ad copy? If no, take those low quality score keywords – and don't move the good stuff, Google can be temperamental with the bad stuff. If it's a new ad group, write better ad copy. If you look at the ad and you look at the keyword and say, they're pretty related, then it really comes down to CTR testing.

The biggest thing to increase quality score is click through rate testing. Now, at this point in time, our analysis shows us where we have ad groups we can improve based upon current spend the most. It does not show us where we're not getting any impressions because our quality scores are too low. And we have the message in our account, "your ad is not showing because you have a low quality score," or whatever that error message is. So that again is one more analysis to do.

So we're going to go back to the data sheet, and this is pretty straightforward. I'm going to click on create a pivot table – pivot tables really are this useful – and select all of it, and now what I want to see is my ad group name, my quality score. I'm going to pull this up into a report filter – and I'm going to show you why in a second – and my keywords. So what I want to know is how many keywords are in each ad group that are say, 4 or less. So that's why I pulled quality score into a filter instead of a normal column.

So now I can click in here and I can say don't show me all keywords, just show me how many keywords each ad group has that's a 4 or less quality score. So these are the ones you're going to go in probably more from an organizational standpoint regardless of spend and say we need other help in these ad groups. So in this case, there's a very obvious ad group that jumps out. It's got 48 keywords at a 4 or less quality score. That needs some help. It might be there are too many keywords in the ad group, whatever it is. And so that's the other analysis to do is where does it not have any spend because of the organization or whatnot from a quality score standpoint.

That's it. That's why I want to say quality score sometimes is this nebulous number of what do we do, and there's just so many hypotheticals that affect quality score. But when you get down to what you actually do, it's - is the account healthy, or does it really need a lot of quality score help? And then, it's where to go work on it. And that's, again, a pivot table with spend and impression data. Where do we not have any impressions? That's a pivot table again with - let's just filter out keywords based upon a 4 or lower quality score.

If you can do those three simple things, you can take quality score from some conceptual basis to actionable basis. Because when it comes down to working with quality score itself, it really is account organization, keyword to ad copy organization, and click-through rate testing. That's what really makes quality score happen.

Man: Can you repeat that? The three things?

Brad: The three things that really matter are account organization, what's the granular relationship between keyword and ad copy. That's number one. And the question should always be, "could you have a better ad copy for this keyword?" So, in fact I will, I have time here, let me pop open the presentation.

So these slides, I haven't shown them for years, and for a very good reason - most accounts still have this problem, and hopefully yours doesn't because this is a good audience. But what happens is you have keywords like Chicago plumbing and broken pipes and Saturday plumbing, and so on and so on. And someone says, well, we're a plumber, so we do all these things. Now, my last company was acquired by Yellow Page Company and I learned more about Yellow Pages than anybody should have to be forced to learn. And what was interesting is one of the gurus of Yellow Pages, has been doing Yellow Page testing for years, and the Yellow Page ad is a landing page, same thing. And so one of the numbers that comes out - and don't quote me on the number, I'm directionally close, but it's not perfect - is it's something like 76% of people believe if you don't say you do x, they believe you don't do it. In other words, if you're a plumber and you don't say we do emergency plumbing or we fix a pipe, they don't think you do it. So, this is bad organization. If you were to search for emergency plumbing, what are you going to click on? The ad that says we'll come to your house on a Saturday night and not charge you \$800 an hour, or, hey, I'm a plumber.

And so if you say here's the ad copy, does this keyword describe the ad copy? Could it be more specific? And it doesn't mean you always have to have the keyword in the ad, but could it be more specific? If yes, you need another ad group. If no, you need to do ad copy testing. And that's really what it comes down to.

And move the bad stuff in AdWords. AdWords is temperamental. If you go into your ad group and you see, wow, we have all 7's and three 2's. You know what? The 2's obviously don't belong here. Let's just move the 2's, let's leave the 7's, there's not a problem unless we're moving them because of conversion reasons or other stuff, but from a quality score standpoint, move the 2's, leave the 7's. And then it really gets into a lot of that testing for CTR basis.

Other questions on either the Excel work I did? We have plenty of time, I would feel free to repeat it. It's pretty easy to do, but it will make things so much faster.

Man: Well, Brad, I asked you for the three things to be repeated, you got to account organization.

Brad: Oh, I said account organization, yeah, okay. Account organization, number 1; number 2 is landing page; number 3 is CTR. That's really what it is.

Landing page, they're a little bit tougher these days. Up until October of last year, a landing page was good or bad. There was no goodness or badness in landing pages. It was an absolute good or bad. And in October last year, Google made a change that a landing page affected quality score more. More is a really undefined term. And I've only, still to this point in time, seen one account ever that landing page was deemed relevant, but working on the landing page helped quality score. I have seen one case where that wasn't true, where making landing page changes did affect quality score. So this is a big change last October that Google went through.

But more is one of those terms that it's hard to say is it 1% or is it 60%? I'm guessing it's more in the 5%-10% range if you try to quantify it, but it's a tough one. So your landing page really matters, but if you have a landing page, that's okay, you're probably fine. And it really gets into CTR.

Now, there are certain instances where the industry has an effect, too. If you're in high CBC industries, you're in class action lawsuits and you're paying \$87 a click. The finance industry is paying \$30-\$40 a click, there seems to be a cap, like you can't be over a 4. It just doesn't seem to happen, and you're still above the fold. So you're still in a position – not above the fold, above the organics – where Google says you've got to have a good quality score to be above organics, and I never see 4's above organics except in class action lawsuits and financial industries. It almost seems to be there's such a high dollar amount, no one's doing great, but because no one's doing great, Google still puts them up there, calls it a good day, and you don't see the main level penalties for having 50% of your quality scores at 4s. Now this only goes when your industry is in – and your key clicks are at \$30, your expensive ones are \$250 per click. There are industries like that. In that case, it's almost a different set of rules because there's so much money on a click basis. For the vast majority, you really want that 70% impression, at that 7 quality score and higher.

Go ahead, Rob.

Rob: I've got all kinds of questions, so you can interrupt me at any time.

Brad: If you'd like to ask one instead of Rob, feel free to raise your hand. I see Rob about once a month, but go ahead.

Rob: Can we go back to your pivot table? There's something that I always wondered about, and recently, one of our Google reps said something that – it was the first pivot table, where you hardly ever see more of the most common quality score value is always 7.

Brad: No, so that's actually, not. I've seen – in fact, here's an account. The most common number is – you want actually this pivot table – 7 is not the most common number everywhere. 7 is a good number. Some people say, well, 7 is always the most common number in our account. It's definitely not. On a distribution chart, there are less 8's than any other number. 9 is the second least common number.

Rob: Right. I was going to say, 8's and 9's hardly ever appear.

Brad: But what's weird is if you're from – are the people from the Netherlands in here that I was talking to last night? Okay. I see more, and I have no idea why this happens, I see more 8's and 9's in Europe than the U.S. And I'm sure that's just a factor of data centers or something bizarre. But I see 8's and 9's in Europe, I don't see them anywhere else. I don't know why. I don't see them in Asia. I see this where 10's are – you have some 10's for branded terms, you have some 10's for non-branded terms. Be happy, don't try to figure out why they're 10's. Just smile and nod and walk away. You have some 7's, that's your healthy stuff. And you have almost no 8's and 9's. That's actually a really common distribution.

Rob: So, related to this, one of our reps that actually is a decent rep who seems to know what they're doing, said that – yeah, there are a few of those – for certain key words that are not branded keywords where there's a generally low click-through rate, like American flag, like, most people who type in American flag are looking for an image of an American flag.

Brad: Yeah.

Rob: But you can still buy American flags off that term. They actually limit how high a quality score can go, and when they do that, they limit it at 7 she said. You think that there's any chance that that's real?

Brad: Yeah, definitely. And when you have those limits – like I have one account I work with who, one of their terms, they run a 17.5% CTR. Their quality score is 4. They can't break a 4, period. Their CTR can drop to 2.5%, it can go to 17.5%, it's a 4. And this word gets more than 1,000 clicks a day. So it's not one of those words that it's because there's no volume there. It's a 4, period. And that happens in certain industries. So if they limit words at 7 and 4, it doesn't surprise me whatsoever. I don't think there's anyone at Google who fully understands quality score outside of conceptual numbers. There are so many algorithms going on, there's so

much stuff happening, I don't believe there's any one person who even truly understands how one change affects another one at Google.

Rob: She actually said that they limit it at 7 and 5, which kind of matches what you're saying there.

Brad: In this case though, this particular account, I chose this account for a reason because I wanted an account with low quality scores because they're going to reorg because they need to because this is bad data. They will get, they will end up with about 60% of 7's within a month. And so – actually, let's talk time frames for a second.

So, if you go in and you look at your ad groups and you say, all right, I found the ad groups I want to work on, and I'm just changing ad copy within an ad group. If it's a high volume term, you can see quality score affected the next day. If you're moving stuff, if it's a mid volume term, probably a week or two weeks - if you're moving stuff to a new ad group, wait a minimum of a week. Google does quality score updates from a CTR basis every single day. They do it from their relevancy algorithms usually about once a week.

Rob: Got to go slow here. I may not get a copy.

Brad: They get their relevancy algorithms about once a week. They do landing pages like every 6 weeks. So if you have a bad landing page, I hope you have a rep, because a rep can force a recall and force certain things to happen. If you don't have a rep, call them up, beg and plead a little bit and see if you can get them to reforce it. Sometimes it will work, sometimes it doesn't work. But that's something to sort of look for on the landing page. That's your biggest bane is bad landing pages.

So what I find is just, if you're in-house managing accounts, just use a calendar. So, for instance, I have a calendar I keep for in-house stuff. Here's what you do every single day, here's, you know, the kind of stuff you want to do. And then go in and say, hey, quality score, I made these changes, check on it in 10 days from now. If you're an agency, use project management software. Go in, set a task, and say, 10 days from now, go check on whatever. So whether it's in-house, the biggest question really is, who needs insight on what you're doing? If it's just you, calendars are fine. Calendars are terrible for insight from third parties. In that case, use a project management software, and just set a reminder, hey, go check these things for quality score purposes.

Anybody besides Rob have a question?

Woman: I do, I have a question.

Brad: Go ahead, please. No offense, Rob.

Woman: So, I have a client who has a – it's a brand new account for him, and a really high cost per click on their keywords. Even on the really long tail keywords, they're like a minimum of \$25 to \$30. Do you have any advice for how to get over that new account hump where you're starting at zero?

Brad: What industry are they in?

Woman: They're in call center services.

Brad: Okay, so I believe that's never going to be under like a \$10 or \$15 seat cost per click. That's about as good as you're getting on that standpoint.

In cases like that – actually, let's go back to pivot table for a second. So, if you're making a new account, so this is the – if you go in and you throw lots and lots of keywords in there, you're basically walking in and saying, hey Google, this is me, all good, all bad, everything, take a peek under my skirt, right? And that's not how you want to be introduced to something. So if you instead think of making a Google account of, how do you make a good introduction and then introduce yourself over time.

So if you make a new account and you choose just exact match, just branded terms, stuff that gets a high CTR, then benchmark your impressions. Now, every 2 weeks, double those impressions because what happens is you get really good CTR's to begin with, which means you get better account quality score, and that only has a small effect, but it's kind of like, hey Mark, I'm Brad, how are you doing? It's not, here's everything, all my junk behind me. It's just, here's me. And later on, it's like, okay, we've met, so, yeah, I have some luggage, but you can see the suitcase, right? And later on, it's like, here's all the junk I travel with. And so because you've already had a nice introduction, it's okay that you have more junk, essentially. So starting off very narrowed gets a better introduction so that you can sort of, what I call, “season accounts.” I do things that way. That's one way too is always ad copy test right from the beginning. Always have at least 2 or 3 ads running, and see what happens, if you can afford it.

So I know –advertisers don't get this – so Google does normalize quality score by position, and so for a vast majority of people, bidding based upon your CPA or some metric number is a good idea. There is a really big CTR difference top versus side of pages. If you can essentially set a budget saying, yes, we're going to lose some money here, but we're going to force these ads to the top of the page to get a really good CTR, it's usually worth the money you're losing. Now, it's one of those things

though if you're spending \$0.80 a click, don't force yourself up to \$8 CPCs. It won't be worth it in the long run. It's not – it's a strategy you should know what you're doing before you do it, because you can do it and waste a lot of money. But I've talked, I've met a few dozen people, and the people here are pretty smart about what you're doing, so I don't mind saying that, but don't go telling your newbie AdWords friends to overbid because Google normalizes quality score and blah blah blah, because they'll just lose money. It's something to be careful of doing it that way, but it can be useful. So if you take your exact match terms, your branded terms, overbid on them, get super high CTR's, then add more words over time, it's definitely useful. But usually when people blog about it or say it, you're reaching an audience who doesn't understand what they're doing, and they just end up wasting money on it. So it's not something you should take lightly, because you will lose some money doing it.

Other questions on quality score?

Man: You mentioned that landing pages are indexed every 6 weeks or so, what does it call first?

Brad: So pages are indexed more often, they're updated for quality score purposes every 6 weeks or so.

Man: So the reason I'm asking the question is that we have a client, what they do is they make prefilled syringes. Our keyword prefilled syringe has a quality score of 2 for relevancy. The landing page, I mean the AdWords specific to it, the adds are specific to it, it is picture best practices, quality score of 2. But it's a brand new website, brand new account. Google...

Brad: And you're in the pharmaceutical industry?

Man: Google's telling us to wait it out, basically. But how do you wait out when your primary keyword is 2? And we're – how far of a cost per click are you paying, like \$10?

Woman: Yeah, I believe so.

Brad: And you're bidding \$10 above the...

Man: Or actual click cost is \$10?

Brad: Oh, oh, so, but your click cost is \$2, you're bidding \$20, but you're paying \$2?

Man: Correct, so we can't force it.

Brad: What's your position right now?

Woman: 1 to 2.

Man: When it does show.

Brad: When it does show, so when it shows, you're in position 1 or 2. Does this keyword have more than 2,000 or 3,000 impressions yet?

Woman: I would say so, yeah.

Brad: Okay. Because that's another thing, intelliword gets a couple thousand impressions, it's not your quality score. It's the backup of everyone else using a word. So your long tail stuff, you never get your own quality score for long tail stuff. In a case like that where you are in position 1 or 2, overbidding doesn't make a difference because you are in position 1 or 2 anyway. You really don't have a choice but to wait it out. I mean, there's nothing else you can force there, right? You don't have any more levers. You have CPC as a lever, but if you're in position 1 or 2 with a quality score of 2, you're in a place where Google is doing some weird things with quality score, quite honestly. It's not yours, you're seeing an average still because when an ad's above the organic – are your ads above the organic results?

Woman: Yeah.

Brad: Okay. When an ad's above the organic results...

Woman: Last time I checked they were.

Man: You've seen it and calculated it?

Woman: Yeah.

Brad: Okay. If an ad's over organic results, it beats Google's threshold, which is both CPC and quality score. In that case, if you're only paying \$2 a click and you're not really paying what you're bidding, I would keep an eye more on average CPC in case somehow you get sort of trapped – someone else raises the bid and your CPC's jump a lot, and wait it out a little bit. I don't think there's anything else you can do.

Anyone have any thoughts on that situation, actually?

Man: Yeah, I'm in a somewhat similar situation. I've had keywords with quality scores of 2 or 3 for years with high click-through rates, great landing pages, perfect...

Brad: Are you in pharmaceuticals?

Man: Yeah, and...

Brad: Okay.

Man: The two things I look at are rank and impression share, and my impression share is over 90%. My position is 1 or 2. So I'd like beg with my Google rep, I'm doing everything right, and they're just like, yeah, so it's stupid, but you're never going to get a good quality score, but it doesn't matter.

Brad: Because no one else has a good quality score, either, right? And you're paying in relative to everyone else, so if no one can get above a 2 or a 4, it doesn't matter.

What?

Man: Why would you care?

Man: Well, you'd care if you were being limited by impressions.

Brad: Every once in a while though what happens is you might only have a 4 and your competitors really do have 7's and 8's, and you are paying 30% more per CPC. But if you're in 1 or 2 and you're making money, and you think it's – your rep is telling you no one in the industry is doing well, then you're okay, right? And this is why, it is relative quality score. That's so much more useful. I mean, knowing that 1 to 10 number doesn't mean anything because with you, your relative score is probably a 9 or a 10. Your absolute score is a 2. Relevance matters more. But you can't see relative numbers, so that's really, if there's something you should ask Google for, it's relative quality score, because that's all we really care about is relative.

Man: Well, doesn't the quality score being low still affect how much you're going to pay?

Brad: On Bing? No, quality score on Bing is not used for CPC or rank.

Man: No, I'm talking about on Google.

Brad: Oh, on Google. Okay, yeah, I mean, your ad rank is CPC times quality score. But if everybody has a 2, then it's CPC. If someone's got a 2 and someone's got a 10, yeah, then there's a huge difference, right? So you want to know that you're relatively lower or higher or even with your competition, not in an absolute vacuum, and there's no way to see this data

right now. But that's what's actually useful is relative. Vacuum data doesn't mean anything given a context.

Nathan?

Nathan: What about different levels of quality score, I mean, on the ads, on the account, AdWords, all the ones that we don't have access to.

Brad: Sure, I mean, your quality score is technically how it's looked at – what is this, keyword, ad copy, landing page, display URL, geographic intersection. You see it for the keyword. And so what's – something I will, I don't have a report, I don't have time to grab a report – so something that is useful that I also look at at least once a month is CTR by geography, because I'll find that my CTR maybe in New York is like 0.5% , but it's 4% everywhere. I know I'm getting hit in New York, and my ads from New York is low. So I will look at CTR by geography, definitely.

If it's, you're in one of those situations where you're fighting and you know people have 7's and 10's and you're fighting go to from a 6 to a 7 or something and it's a word, you know that you are getting and you're paying \$10,000 a month on or something, then I will do normalized display URL testing as well. Because I will see where display URLs can make a difference in quality score. But that's when you're – I mean, you're getting to the minutia now. But just running, because Google looks at display URL across account. So if you, just for searching, no display here, if you look up the display URL CTRs normalized by account, and this is actually easier with the pivot table as well, you want an ad copy report, you put in the pivot table, and you say display URL, impressions, clicks, and now you can see CTR by display URL across the entire account. Then you'd be able to have somebody better than try those out, but that's when you're fighting for little numbers at that point in time.

If you are doing a lot of ad copy testing to try to get – so what you can't see is if you have 2 ads in an ad group, you see the AdWords of both ads, you can't see the ad group keyword pairing. So again, if this is an area, don't go crazy doing this because it's way too many ad groups and work long term. But you're trying to figure out what parts of an ad really do make a difference, split them up. Use ACE. Put one ad in one ad group with the same key word, another ad in another ad group, same key word, and then look at the quality score difference over time. You can do that. ACE can get weird at times, but that's not the way, again, you're looking for the small stuff, which makes a big difference. I mean, if you're paying \$200 a click, a 6 to a 7 makes a really big difference. If you're paying \$0.30 a click, this is useless for you to do. The gain isn't worth the effort.

All right, we have, oh, I think I'm over time. So last question. No last questions? What? Yeah, we're done then. All right.

So pivot tables, easy to work with. Analyzing quality score first by account – real quick – first by account, then into the ad groups, and then segment ad groups into where you have too many 4's and less. That really is how pivot tables can make quality score much easier.

All right, thank you.