If I was talking to someone and they told me that they had a quality score of 4, there are a few things that I would recommend for them to change in order to try to increase the quality score. First off, I would optimize the site for mobile use, using things like media queries to have a single responsive site, and using Google’s lightroom tool that can help make sure a site is optimized and accessible. Next, I would make sure that the landing page is going to be easily understood and offer all the information that the user would be looking for after clicking on your ad. If your ad is for selling a certain product, make sure the user can find that product when they go to your site. Last, I would say you should make sure that you have a privacy policy listed so that the user knows how their data is going to be treated.

We know that these are all going to be helpful to the quality score because the quality score is based on expected click through rate, ad relevance, and landing page experience. Having an easy to use, descriptive, and safe landing page is going to help with all of these, as people will be more trusting of your site, what your advertising will be easy to find, and your page will be something that people enjoy using.