* Why might reducing impressions have a positive impact on quality score?
* What can we learn from paid search that can influence our SEO efforts?
* How can a focus on ad copy affect paid search results and what are its implications related to the buyer journey?

1. Reducing the number of impressions can have a positive impact on the quality score by improving the click through rate (CTR). The quality score is a metric comprised of the expected CTR, the relevance of the ad, and the landing page experience. The CTR is a ratio of the total clicks on an ad divided by the number of impressions. The CTR in this case is increased by reducing the denominator (impressions). The number of clicks held constant by better improving keyword matches, targeting certain periods of the day, and creation of new ad extensions.
2. Paid search and search engine optimization (SEO) are directly related to each other. Paid search ads are improved by providing highly relevant key words when creating the ad. Further, the landing page has a direct impact on the quality score of the ad. The landing page can be optimized through the techniques used in organic search engine optimization. Doing so will improve the quality score ad and boost paid search performance.
3. A focus on ad copy can affect paid search results because it is the main mechanism to bring attention to the product or service at hand. The ad copy provides the action we as marketers want the onlooker to perform. The ad copy describes the buyers’ journey to them by providing a clear “call to action”. By creating an enticing ad copy we welcome the user to start on the buyer journey assuming it is the correct time for them to do so. If it is not the correct time it serves the purpose of keeping the product “top of mind” so they are ready to start on the journey when the time is right.