

# 跨境电商独立站谷歌广告：如何让每个投放词的质量分都达到8-10

By 曾亮 from [zengliang.me](http://zengliang.me)

# 什么是质量分？

质量分（Quality Score）是谷歌对用户搜索词汇与你的投放目标关键词，你编写的广告和你的目标登录页之间的相关性和用户体验质量的评级，从1-10.

This keyword is eligible to run ads

Ad showing in search results?  
✔ An ad is showing now

[TEST AGAIN](#)

[Ad Preview and Diagnosis](#)

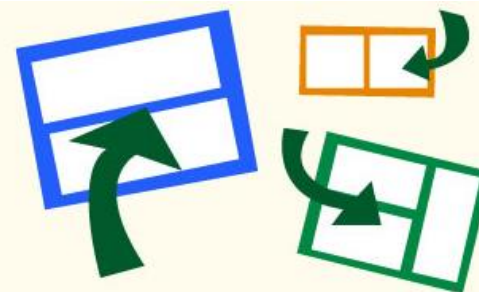
Quality Score	Expected click-through rate
10/10	Above average
	Ad relevance
	Above average
	Landing page experience
	Above average

[Learn more](#)

# 为什么质量分很重要？

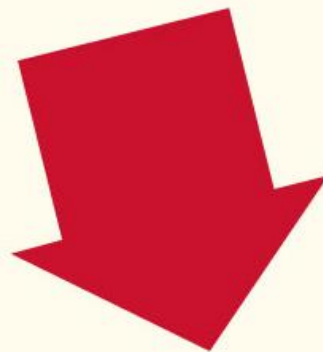
## HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.



$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined  
**CPC Bid x Quality Score**  
gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.









$$\text{Max Bid} \times \text{Quality Score} = \text{Ad Rank} \rightarrow \text{Position}$$

# 为什么质量分很重要？



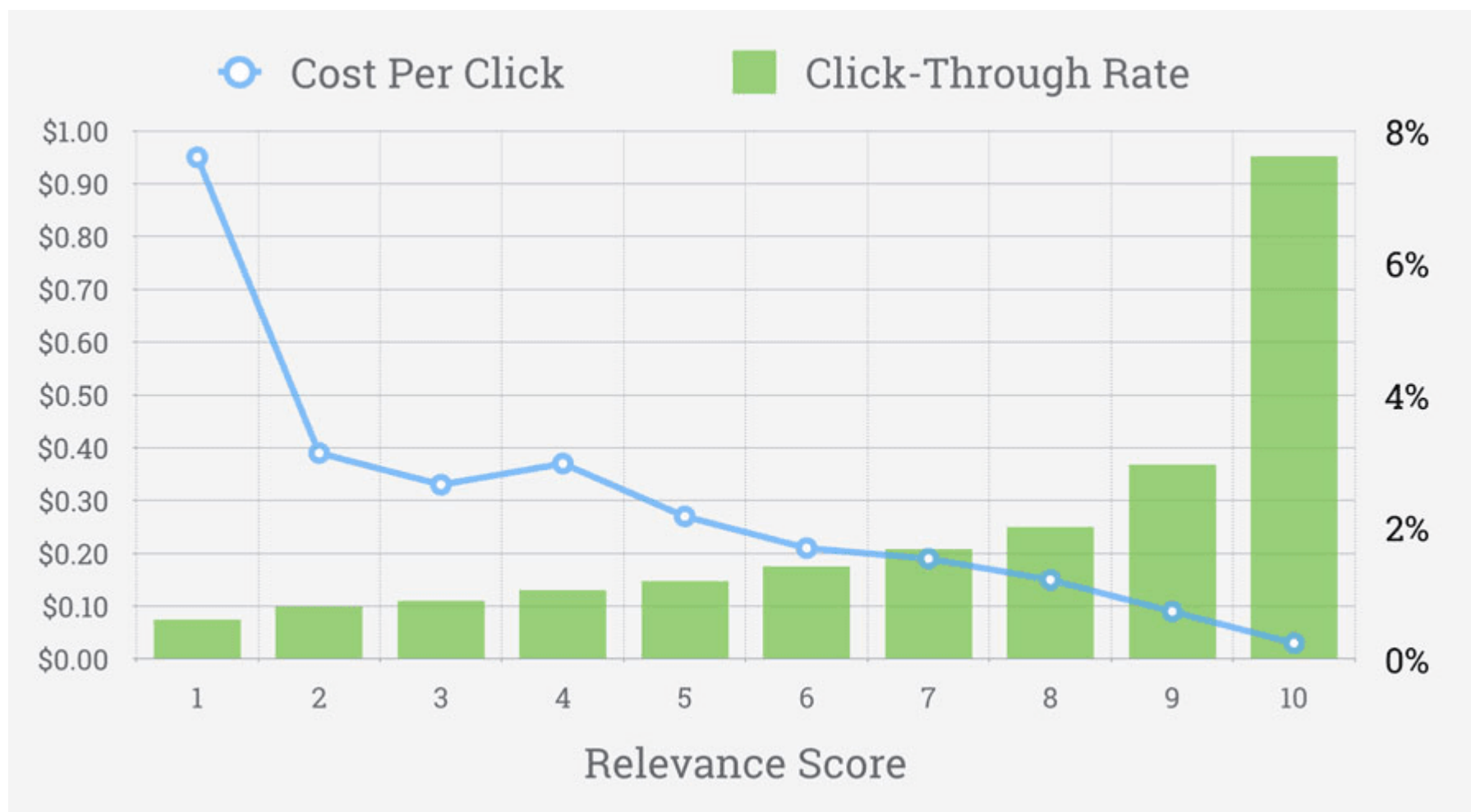
# 为什么质量分很重要？

关系到你的广告能否展示

Status <span>?</span>	Max. CPC <span>?</span>	Qual. score <span>?</span>
 Rarely shown due to low quality score	\$4.75 	1/10
 Rarely shown due to low quality score	\$12.00 	2/10
 Rarely shown due to low quality score	\$5.00 	2/10

# 为什么质量分很重要？

很大程度上决定广告排名和单价： $\text{Ad Rank} = \text{CPC bid} \times \text{Quality Score}$



# 为什么质量分很重要？

**总结：**质量分很大程度上决定了你的广告排名和点击单价，也因此决定了每个转化的成本，最终决定了你的广告投放效率和成败。

QS=1: 广告基本不展示

QS=2-3: 广告流量被限制供应，且征收惩罚性单价

QS=4-6: 广告投放一般，不好不坏，需要提升

QS=7: 还可以，可以满足

QS=8-10: 很好，赚了，谷歌供应你最好的单价和流量数量

# 质量分的种类

广告账户级别：所有本账户的历史关键词和广告记录，不好会拖累，  
隐匿

广告组级别：隐匿

关键词级别：可见，也是我们今天讨论的重点



# 质量分的组成元素



# 30万人民币投单品类的经验

Clicks ▼	Impressions ▼	Avg. CPC ▼	Cost ▼
25.4K	3.01M	¥11.89	¥302K

# 30万人民币投单品类的经验

Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
2,279,512	23,435 clicks	1.03%	CN¥12.48	CN¥292,460.20	460.00	CN¥629.49	2.01%
220,136	1,644 clicks	0.75%	CN¥12.84	CN¥21,110.57	61.00	CN¥346.07	3.71%
73,614	1,056 clicks	1.43%	CN¥11.55	CN¥12,201.74	28.00	CN¥435.78	2.65%
44,022	901 clicks	2.05%	CN¥15.91	CN¥14,331.18	0.00	CN¥0.00	0.00%
38,482	838 clicks	2.18%	CN¥16.11	CN¥13,497.13	0.00	CN¥0.00	0.00%
83,495	618 clicks	0.74%	CN¥9.05	CN¥5,593.30	14.00	CN¥399.52	2.27%
86,781	550 clicks	0.63%	CN¥14.80	CN¥8,140.43	27.00	CN¥301.50	4.91%
70,407	531 clicks	0.75%	CN¥14.45	CN¥7,675.32	35.00	CN¥219.29	6.59%
17,369	517 clicks	2.98%	CN¥12.59	CN¥6,509.74	0.00	CN¥0.00	0.00%
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# 如何提升关键词QS到8-10

1. 注意2个比例：search term-to-keyword和keyword-to-ad

search term-to-keyword的概念

投放词：name necklace

Searches related to name necklace

14k gold name necklace

custom name necklace gold

name necklace silver

name necklace etsy

name necklace cheap

name necklace for men

bar name necklace

my name necklace

# 如何提升关键词QS到8-10

1. 注意2个比例： search term-to-keyword和keyword-to-ad

keyword-to-ad的概念

## Tips

Start with 10-20 keywords per ad group.

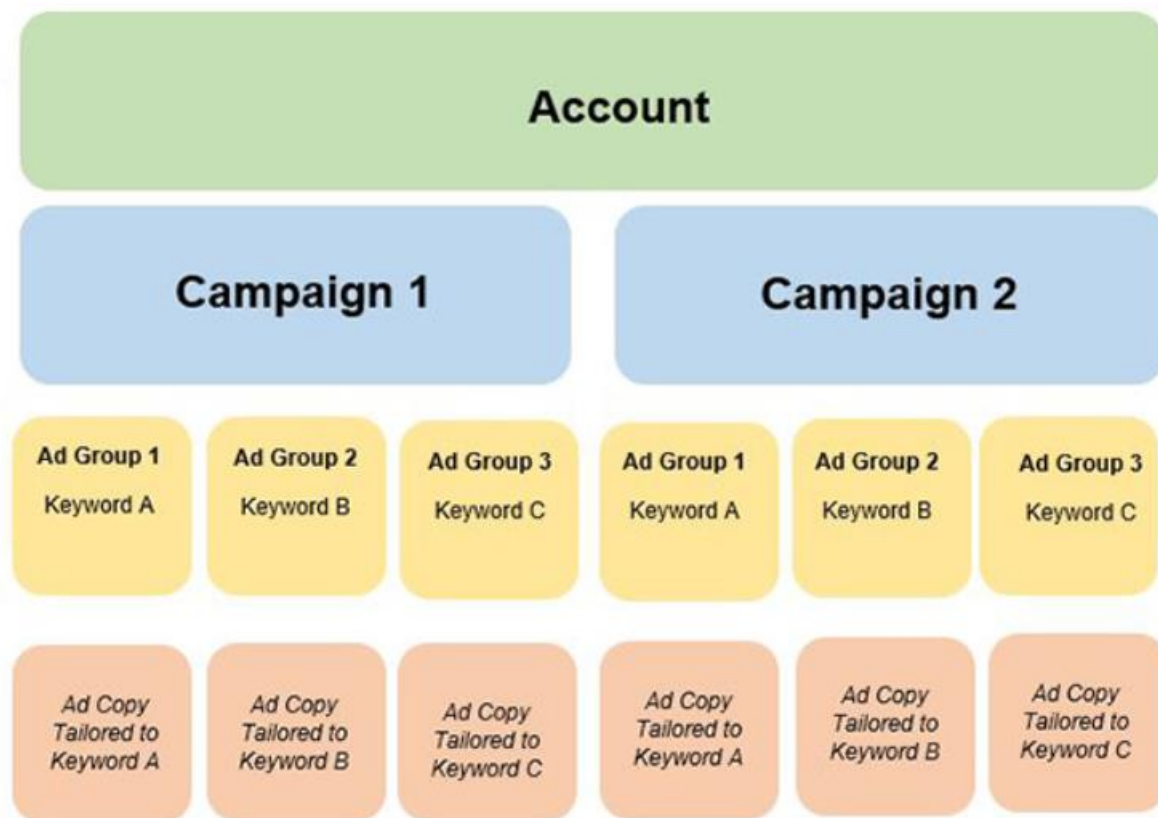
Use [match types](#) to control which keyword variations can trigger your ad.

Learn more about [choosing effective keywords](#).

# 如何提升关键词QS到8-10

1. 注意2个比例：search term-to-keyword和keyword-to-ad

我的账户结构：



# 如何提升关键词QS到8-10

最佳keyword-to-ad比例：1梯1户

将不同属性的词分开，哪怕是：name necklace和cheap name necklace，这样可以写出最高相关的广告

# 如何提升关键词QS到8-10

最佳keyword-to-ad比例：1梯1户

关键词匹配形式不影响QS，推荐：精确，词组和宽泛+

[name necklace]

“name necklace”

+name + necklace



# 如何提升关键词QS到8-10

2. 不使用Dynamic Keyword Insertion

# 如何提升关键词QS到8-10

广告怎么写？

- 标题1 - 就放目标关键词
- 标题2和标题3 - 放本产品/公司/服务的主要优势和特色（考虑网站名或品牌名）
- 展示URL - 放目标关键词
- 广告主描述 - 放性能/特性；加个CTA；可以放目标词或长尾词
- 最少做2个广告，在一个广告组里

# 如何提升关键词QS到8-10

广告怎么写？

[Name Necklace 60% Off | Custom Gift for Girlfriend](#)

[\(Ad\) www.soufeel.com/](#) ▼

★★★★★ Rating for soufeel.com: 4.3 - 22,445 reviews - Return policy: Most items 90+ days

Personalize **Necklace** for Her with Your **Name** on It, Free Shipping, Shop Now. Free Personalization. For Every Memorable Day! 100% Secure Payment. Special Financing Offer. Personalized Gift Ideas. Types:

**Name Necklaces**, Monogram **Necklaces**, Infinity **Name Necklaces**, Bar **Necklaces**.

[Name Necklace](#) · [Monogram Necklace](#) · [Engravable Necklace](#) · [Classic Bar Necklace](#)

[Name Necklaces](#) - from \$19.00 - Custom Your Own Necklace · [More](#) ▼

[MyNameNecklace™ \(Recommended\) | Personalize it Now.](#)

[\(Ad\) www.mynamenecklace.com/](#) ▼

★★★★★ Rating for mynamenecklace.com: 4.8 - 1,653 reviews

Create Your Own **Name Necklace** - The Best Way to Show the World Who You Are! Free Shipping.

[Name Necklaces](#) · [Personalized Bracelets](#) · [Solid Yellow Gold](#) · [Discs & Circle Necklaces](#) · [White-Gold](#)

[All Name Necklaces](#) - from \$29.95 - Full Collection · [More](#) ▼

[Name Necklace | 50% Off Today, Free Shipping](#)

[\(Ad\) www.getnamenecklace.com/](#) ▼

Custom **Name** Jewelry Is Made For You or Loved Ones, Affordable Price, Design Now! Secure

Shopping. Strong Thickness 1.2mm. Best Personalized Gifts. Worldwide Shipping. 99 Day Returns.

[Infinity Name Necklace](#) - from \$39.99 - 1-6 Names Optional · [More](#) ▼

# 如何提升关键词QS到8-10

## 广告文案要点：

- 广告语对产品描述的准确性；广告语和登录页的相关性；广告语和目标关键词和用户搜索短语之间的相关性
- 广告语是本产品的亮点提取或者是对用户最大价值的地方；不管过来后会不会购买，为了提高点击率，肯定是怎么吸引人怎么写文案，先不要在这里做用户筛选
- 使用扩展文本来获得更多空间

# 如何提升关键词QS到8-10

## 登录页的相关性和质量

**相关性：**广告里说什么，页面上就是什么；目标词和广告语和登录页这3个元素都围绕目标词。

**质量：**用户体验佳，预期和实际符合，整体网站浏览是使用很顺利；网页加载速度快，移动端友好；目标关键词和广告语应在登录页上的最初内容部分就显示出来让用户先看到；选择（制造）最佳的登录页；为每个关键词创建一个登录页：考虑下Dynamic Text Replacement

# 如何提升关键词QS到8-10

广告扩展： 越多越好，最好用全所有形式

## Name Necklace 60% Off | Custom Gift for Girlfriend

Ad [www.soufeel.com/](http://www.soufeel.com/) ▼

★★★★★ Rating for soufeel.com: 4.3 - 22,445 reviews - Return policy: Most items 90+ days

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[Name Necklace](#) · [Monogram Necklace](#) · [Engravable Necklace](#) · [Classic Bar Necklace](#)

[Name Necklaces](#) - from \$19.00 - Custom Your Own Necklace · More ▼

## MyNameNecklace™ (Recommended) | Personalize it Now.

Ad [www.mynamenecklace.com/](http://www.mynamenecklace.com/) ▼

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Create Your Own **Name Necklace** - The Best Way to Show the World Who You Are! Free Shipping.

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Ad [www.getnamenecklace.com/](http://www.getnamenecklace.com/) ▼

Custom **Name** Jewelry Is Made For You or Loved Ones, Affordable Price, Design Now! Secure Shopping. Strong Thickness 1.2mm. Best Personalized Gifts. Worldwide Shipping. 99 Day Returns.

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# 如何提升关键词QS到8-10

账户历史表现（过去影响现在，现在影响未来）

- 移除表现很差的搜索短语或关键词
- 添加反匹配词汇
- 允许谷歌广告自动展示表现最佳的广告
- 关键词的匹配方式不影响QS，都一样
- 为品牌名竞价，高CTR会帮助提升账户QS
- 地域影响考虑
- 设备影响考虑

# 如何提升关键词QS到8-10

提高广告点击率 - 对于提升QS影响最大

用高出价，低预算的方式提高广告排名，来提升点击率



# 总结

每个词都8-10是不可能的：

品牌词：8-10

产品和分类词：7-10

灵感或内容词：4-6

对手词：2-3

# 感谢观看

曾亮 from zengliang.me

