

Marketing & Advertising / Google Ads

Diagnose which Quality Score component is weakest (Expected CTR, Ad Relevance, Landing Page Experience) — then get specific fixes for each and a “good enough” recommendation.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Quality Score Optimization, CPC Reduction, Google Ads Performance

Updated: May 2026

Why This Prompt Exists

Most advertisers ignore Quality Score, leaving money on the table.

You get:

- higher CPCs than competitors (Quality Score 3 vs. 7 = 2x CPC)
- no diagnosis — just “improve Quality Score” (useless advice)
- ad copy that doesn’t match the keyword
- landing pages that don’t match the ad
- optimization that never ends (diminishing returns)

But Quality Score is not mysterious.

It is three metrics: Expected CTR, Ad Relevance, Landing Page Experience.

- Expected CTR is usually the hardest to fix (historical performance)
- Ad Relevance is the easiest — put the keyword in the headline
- Landing Page Experience requires page speed, relevance, and transparency
- 7/10 is “good enough” — chasing 10/10 has diminishing returns

Without Quality Score diagnosis, you pay more than you need to.

This framework forces AI to be a Quality Score doctor who prescribes specific fixes.

The Prompt

Assume the role of a Google Ads Quality Score specialist who knows that higher QS = lower CPC.

Your task is to diagnose and improve Quality Score for a specific keyword.

Generate:

1. DIAGNOSIS

Which component is weakest:

- Expected CTR
- Ad Relevance
- Landing Page Experience

2. AD COPY FIX

- Rewrite the headline to include the keyword
- Rewrite the description to reinforce relevance

3. LANDING PAGE FIX

- What to add or change on the landing page
- Include keyword in H1, above the fold

4. KEYWORD RESTRUCTURING SUGGESTION

- Should this keyword be moved to a tighter ad group?

5. "GOOD ENOUGH" RECOMMENDATION

- When to stop optimizing and move to scaling

INPUTS:

Keyword:

[INSERT KEYWORD]

Current Quality Score (or performance description):

[E.G., "3/10" / "Low CTR" / "Ad relevance is 'Below average'" / "Unknown"]

Current Headline (if any):

[INSERT OR "NEW AD"]

Landing Page URL (describe the page):

[WHAT DOES THE PAGE CONTAIN?]

RULES:

- If Expected CTR is weak, recommend testing a new hook
- If Ad Relevance is weak, the fix is simple: put the keyword in headline
- If Landing Page Experience is weak, recommend specific page changes (not "improve the page")
- The keyword restructuring suggestion must be specific (e.g., "Move from 'office chairs' ad group to 'ergonomic office chairs'")
- The "good enough" recommendation must have a numeric threshold (e.g., "Stop optimizing at Quality Score 7/10")

How To Use It

- Check Quality Score in Google Ads: Columns → Modify Columns → Quality Score.
- Ad Relevance is the easiest fix — do it first.

- Landing Page Experience takes the longest to improve — prioritize keywords with high volume.
- Quality Score 7/10 is usually “good enough” — chasing 10/10 has diminishing returns.
- Quality Score is keyword-specific — optimize your highest-volume keywords first.

Example Input

Keyword: “ergonomic office chair”

Current Quality Score: 4/10 (Ad Relevance is “Below average,” Expected CTR is “Average”)

Current Headline: “Shop Office Chairs”

Landing Page URL: Homepage — generic hero image, no mention of ergonomic chairs above the fold

Why It Works

Most Quality Score advice is generic (“improve relevance”).

This framework improves outcomes by forcing:

- specific diagnosis (Expected CTR, Ad Relevance, or Landing Page)
- ad copy fix (keyword in headline)
- landing page fix (specific changes)
- keyword restructuring (tighter ad groups)
- “good enough” threshold (diminishing returns)

Great Quality Score optimization doesn’t chase 10/10 — it fixes what’s broken and moves on.

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