


Yahoo! Quality Index

When undertaking Pay per Click advertising on Yahoo!, it is important to understand that Yahoo! have a Quality Index as detailed below.



The screenshot shows the Yahoo! Search Marketing dashboard for a campaign named 'AU Currency Converter'. The specific ad group is 'Save on Large Transfers'. The ad being displayed is 'Save on Fx Transfers - Apply Now Online' with the URL 'www.hifx.com.au'. The ad's performance metrics are: Display Rate (%): 100.0, CTR (%): 0.48, Clicks: 65, and Quality Index: 100%. The Quality Index is represented by a progress bar that is completely filled, and this bar is circled in red. To the right of the ad details is a line graph showing 'Clicks' over a five-day period from 17/08 to 21/08. The graph shows a peak of 10 clicks on 17/08, a drop to 5 clicks on 18/08, a slight increase to 6 clicks on 19/08, a rise to 8 clicks on 20/08, and a final peak of 10 clicks on 21/08.

Similar to how Google use their 'Quality Score', the Yahoo! Quality Index is a measure of the quality of the advertisement.

They do this to help determine the PPC which in theory keeps non relevant advertisers buying keywords that they don't have product or services to sell. As you can see the Quality Index is high here which helps reduce the Pay Per Click advertisers pay and also ensures the positioning of the ad is higher.

An ad's quality index may affect the amount you need to bid and the position in which your ad appears. Generally, ads with a higher quality index may require a lower bid to attain a position and/or may receive better placement on the page.

For further information, contact

Marc Phillips
 Email: marc.phillips@searchforecast.com

Richard Andrus
 Email: richard.andrus@searchforecast.com
 Telephone: 925.465.1221
 Cell: 925.858.5663

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.