

How Bids & Quality Scores Affect Ad Position

Ads are ranked and positioned according to the combination of their Max CPC Bid and their Quality Score



ADVERTISER	AD RANK	AD POSITION	QUALITY SCORE	MAX CPC BID
You	24	1	8	\$3.00
PPC Agency	20	2	5	\$4.00
ABC Brands	15	3	3	\$5.00
ACME	12	4	2	\$6.00

Although your Max CPC Bid is lower than competing advertisers, Google values a good quality score—ranking more relevant ads higher on the page for a smaller cost.