

What is Smash Factor and How to Improve It

The goal of smash factor is to tell you how efficiently you are transferring energy from the clubhead into the ball. Having a fast swing doesn't matter if it isn't creating high ball speed.

Basically, this is a number that measures the quality of your strike at impact (most commonly measured for drivers).

Example:

Imagine that your swing speed with a driver is 100 MPH and the ball leaves the club at 150 MPH.

To find smash factor, you just divide the ball speed (150mph) by the clubhead speed (100 mph) and you are left with a ratio.

In this case, the smash factor would be 1.50, which is a good for a driver. Other clubs will vary in terms of what is considered a good smash factor.

Why Does Smash Factor Matter?

Smash factor is important because it tells you about the quality of your strike and gives you something to work on. It's easy to think that getting more distance in golf is all about swing speed, but smash factor shows us that isn't necessarily the case.

With a better strike, you can add distance even if your swing speed doesn't increase. In fact, you might be able to hit farther with a slightly slower swing if that slower swing leads to better contact.

4 Things That Influence Smash Factor

There are plenty of variables at play here, but the 4 listed below are the most important.

1. Centre Face Contact
2. Club Path and Face Angle
3. Swing Tempo and Mechanics
4. Equipment Fit

One of the biggest mistakes golfers make when using a launch monitor is comparing their stats to those of tour pros. These days, it's easy to track down the stats that your favourite pro is recording on the launch monitor, and it's tempting to try to keep up - or, at least, to try to get as close as you can to their marks.

1. Centre Face Contact

Nothing matters more to smash factor than hitting the centre of the face at impact. This is the key.

2. Club Path and Face Angle

Your smash factor is going to take a negative hit if you strike the ball with a glancing blow. Straightening out that swing path and squaring up the face will quickly improve the number.

3. Swing Tempo and Mechanics

If you can dial in a controlled, smooth swing, the ball strike you'll achieve will cause your smash factor to go up, along with your overall distance.

4. Equipment Fit

Having the right equipment always helps. You want to make sure you have the right shaft in your clubs for the dynamics of your swing. Working with a professional club fitter is often the best way to make sure your gear isn't holding you back.

Common Mistakes and Misconceptions

The number one misconception here is that swinging harder will increase your smash factor.

That's not how it works and usually causes the opposite. Golfers who swing so hard that they lose control over the club have a low smash factor because of their poor ball-striking quality.

It's also a mistake to chase a better smash factor, or more distance overall, while losing control at the same time.

There is certainly some value associated with distance in golf, but that will only take you so far. This is a target-based game at the heart of it, and if you don't control the ball nicely, it won't really matter how far you are able to hit it.

How To Improve Smash Factor

If you find that your smash factor numbers are lacking a bit, there are some simple steps you can take to work on making improvements.

The first is to practice your tempo. A smooth, even tempo is commonly associated with quality ball striking. This is why so many of the professionals you see on tour use such smooth swings.

Try to settle your tempo down into an even rhythm, even if you feel like you are swinging too slow. You might be surprised to find that a smooth swing actually hits the ball farther than an aggressive one.

Put Technology On Your Side One of the easiest ways to become a better golfer is by improving your smash factor.

Using a quality launch monitor like the [GolfJoy Spica 3](#) is an easy way to measure and practice improving as a golfer at home or on the range.

When you practice with a monitor, you can see the results after each swing, and you'll start to notice how the subtle adjustments you make to your swing impact the results