

Module-4

- **What are the main factors that can affect PPC bidding?**

- Competition for keywords
- Bid amount
- Quality Score (relevance and performance)
- Ad relevance and expected CTR
- Targeting settings (location, device, time)

- **How does a search engine calculate actual CPC?**

- Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + minimal increment
- You usually pay less than your maximum bid.

- **What is a quality score and why it is important for Ads?**

- Quality Score is a metric based on ad relevance, expected CTR, and landing page experience.
- It is important because a higher Quality Score lowers CPC and improves ad position.

- Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience

The screenshot shows the Google Ads interface. On the left, there's a sidebar with navigation links: Campaign, Ad group, Search keywords, Conversion action, and Asset. Below these are sections for Products and a dropdown menu. At the top right, there's a search bar with the placeholder "Search for a page or campaign". Below the search bar are buttons for "View (2 filters)", "All campaigns" (which is highlighted), "Select a campaign", "Filters", and "Campaign status: Enabled, Paused". A blue button labeled "+ New campaign" is prominently displayed at the bottom right of the main content area. The overall layout is clean and modern, typical of Google's product design.

The screenshot shows the "Choose your objective" step in the Google Ads setup process. At the top, it asks "What's your campaign objective?". Below that, a sub-instruction says "Select an objective to tailor your experience to the goals and settings that will work best for your campaign". There are six objective cards arranged in two rows of three:

- Sales**: Drive sales online, in app, by phone or in store.
- Leads**: Get leads and other conversions by encouraging customers to take action.
- Website traffic**: Get the right people to visit your website.
- Awareness and consideration**: Reach a broad audience and build interest in your products or brand.
- Local shop visits and promotions**: Drive visits to local shops, including restaurants and dealerships.
- Create a campaign without guidance**: You'll choose a campaign next.

The "Leads" card is currently selected, indicated by a blue border and a checkmark icon. The other cards have a standard gray border. The overall design is user-friendly and provides clear options for setting campaign goals.

 Google Ads

Search for a page or campaign



Search

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)



Demand Generation

Drive leads with ads on Google Search, YouTube, Display and more



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad [?](#)

 <https://growwithmahek.blogspot.com/>

 Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications mahekgupta



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad [?](#)

 <https://growwithmahek.blogspot.com/>

Campaign name

Blog Display Promotion Campaign

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

Display

Campaign settings

Locations

Languages

EU political ads

Budget and bidding

Targeting

Ads

Review

All countries and territories

India

Enter another location

Location options

Languages

Select the languages that your customers speak. ?

Start typing or select a language

English X Hindi X Gujarati X

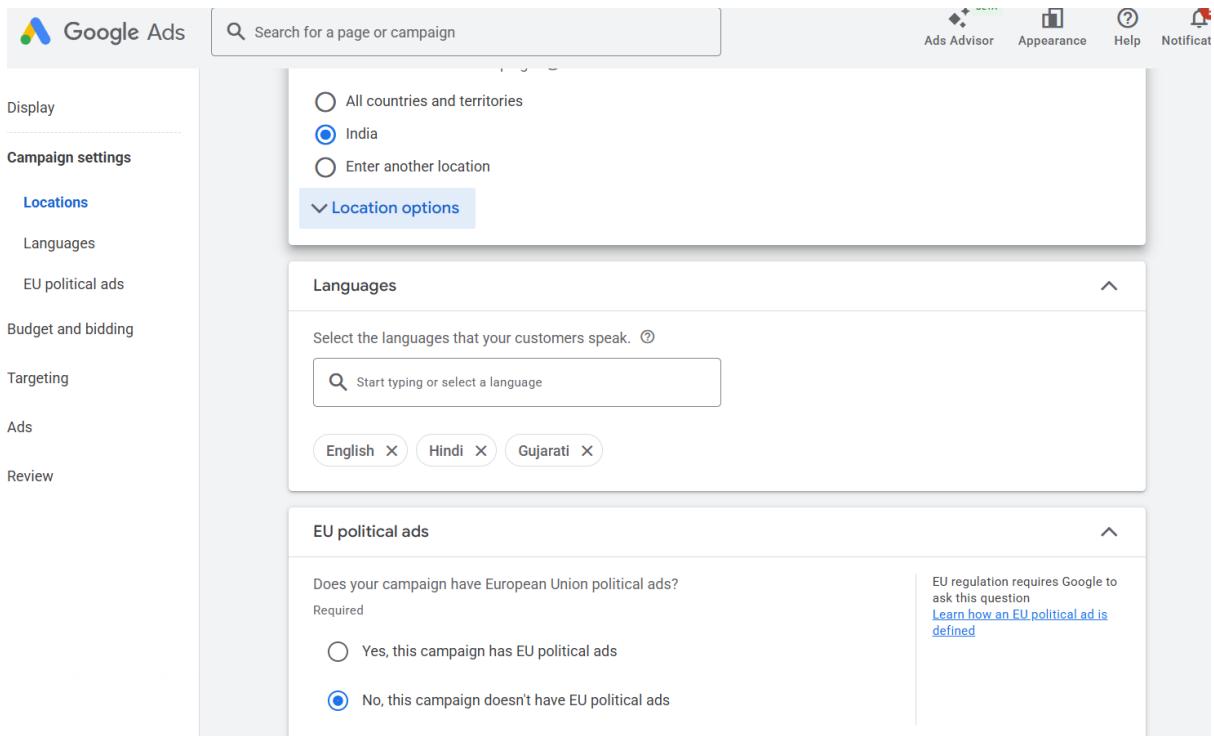
EU political ads

Does your campaign have European Union political ads? Required

Yes, this campaign has EU political ads

No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)



Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

play

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Conversions

Content exclusions

Get and bidding

Targeting

Review

Ad rotation Optimise: Prefer best performing ads

Conversions Don't include view-through conversions in your 'Conversions' and 'All conversions' columns

Content exclusions Parked domains + 3 more

More settings

Ad schedule All day

Devices Show on all devices

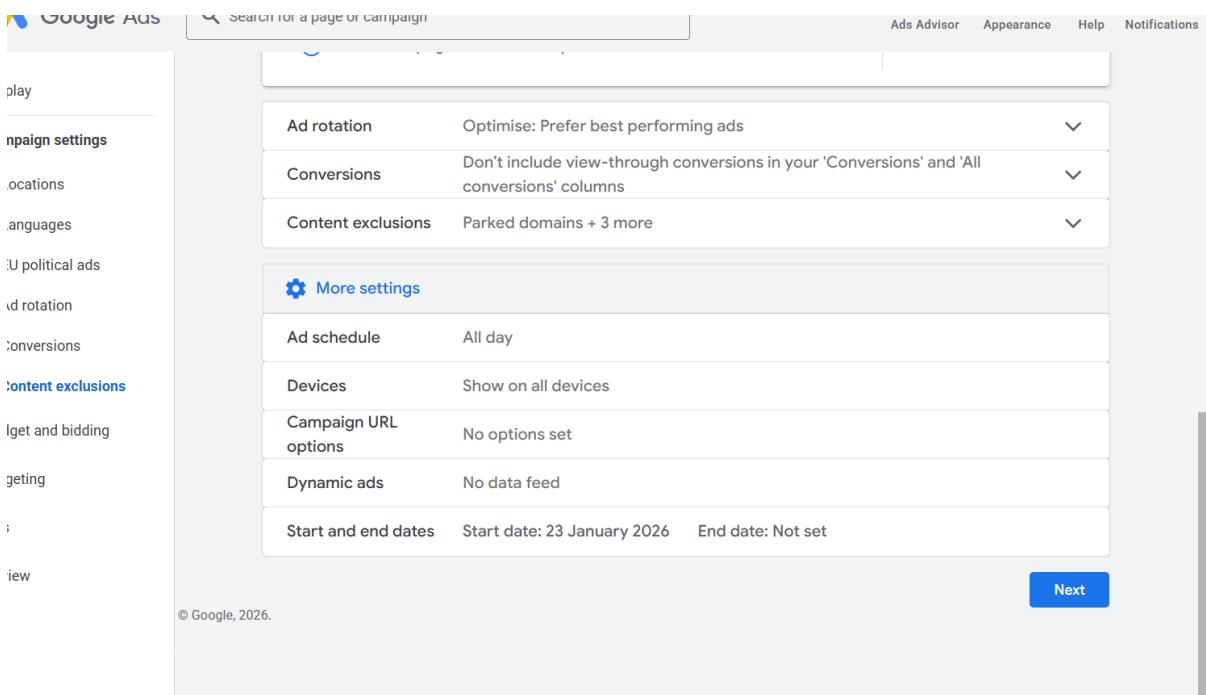
Campaign URL options No options set

Dynamic ads No data feed

Start and end dates Start date: 23 January 2026 End date: Not set

Next

© Google, 2026.



Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications mahekml

Budget and bidding

Budget

Set your average daily budget for this campaign
₹ 5,000.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget.
[Learn more](#)

Bidding

Back to previous bidding options

Select your bid strategy [?](#)
Maximise conversions

Google Ads automatically sets your bids to help you get the most conversions within your budget.
[Learn more about Maximise conversions bidding](#)

Next

Changes saved

© Google, 2026.

Weekly

Bi... at... bi... In... 10... 0

Y... Bi... se... of... cl... 7... A... U... Leave fee...

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). [?](#)

Edit targeted segments

Done

Search Browse 19 selected Clear all

Try "web design & development"

Show: Recent and ideas

Select all (46)

marketing_ads ⓘ Based on your website

Advertising & Marketing Services ⓘ Based on your website

Digital Marketing Services

Instagram Analytics

Facebook Advertising

Social Media Management Programs

Social Media Marketing

In-market: other

Social Media Marketing Services

Search

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

Custom marketing_ads

Demographics

Suggest people based on age, gender, parental status or household income

Edit targeted demographics Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown		<input checked="" type="checkbox"/> Unknown

Google Ads

Search for a page or campaign

Ads Advisor Appearance

play

mpaign settings

get and bidding

eting

Audience Segments

Demographics

Keywords

Optimised targeting

view

anges saved

Edit targeted keywords Done

Career Guidance
Online Learning Tips
Programming Tutorials
IT Blogs
Skill Development Articles
Technology Articles
Learn Coding Online
Free Online Resources
Education Blog
Career Growth Tips
Digital Skills Blog
IT Career Advice
blogspot
my blog
blogger website
internet blogger
blogger

Get keyword ideas

https://growwithmahek.blogspot.com/

Enter your product or service

Keywords	relevance
how to make blog	47
write a blog	46
free blog sites	45
create a blog for free	44
blogging for beginners	43

Add all ideas

Keyword setting

Audience: Show ads to people likely to be interested in these keywords and also on web pages, apps and videos related to these keywords

Content: Only show ads on web pages, apps and videos related to these keywords

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

splay

campaign settings

budget and bidding

targeting

ads

Ad creation

review

changes saved

Change

For a stronger ad set up, include at least five high quality images (two landscape, two square), five headlines and five descriptions.

Ad strength **Good**

Images Headlines
 Video Descriptions

https://growwithmahek.blogspot.com/

Required

Business name **Grow With Mahek**

Required 15 / 25

Images **②**
 Add up to 15 images [Learn more](#)

At least 1 landscape image is required
 At least 1 square image is required



+11

Edit

Display Gmail YouTube



Google Ads

Search for a page or campaign

Ads Advisor **BETA** Appearance Help Notifications

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

All changes saved

Change

For a stronger ad set up, include at least five high quality images (two landscape, two square), five headlines and five descriptions.

Ad strength **Good**

Images Headlines
 Video Descriptions

You have entered the maximum number of headlines.

Learn Digital Marketing Tips

Required 28 / 30

Read Marketing & Growth Blogs

29 / 30

Grow Your Business with Blogs

29 / 30

Explore Social Media Strategie

30 / 30

Improve Marketing Knowledge

27 / 30

Long headline **②**

Read Expert Blogs on Digital Marketing, Social Media & Online Growth

Display Gmail YouTube



Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

splay

campaign settings

Budget and bidding

targeting

ads

Ad creation

view

changes saved

For a stronger ad set up, include at least five high quality images (two landscape, two square), five headlines and five descriptions.

Ad strength **Good**

Images Headlines
 Video Descriptions

Display **Gmail** **YouTube**

Descriptions **②**
Add up to 5 descriptions
Suggested descriptions **More ideas**
You have entered the maximum number of descriptions.

Boost Your Online Marketing Skills with Tips & Strategies
Required 57 / 90

Learn Social Media Marketing, SEO, Content & Digital Strategies
63 / 90

Explore Marketing Trends and Business Growth Tips on Our Blog
61 / 90

Improve Your Marketing Knowledge with Expert-Written Articles
61 / 90

Grow Your Business with Digital Marketing Tips & Insights
57 / 90

[Additional format options](#)



Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

All changes saved

For a stronger ad set up, include at least five high quality images (two landscape, two square), five headlines and five descriptions.

Ad strength **Good**

Images Headlines
 Video Descriptions

Display **Gmail** **YouTube**

Some of your images might be low quality or don't meet the requirements. Add more images to let Google auto-generate videos for you.
[Add image](#)

Use native formats
Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. [Learn more](#)

Ad URL options

[More options](#)

Call to action text **②**

[Learn more](#) [English \(United Kingdom\)](#)

Customised colours **②**



Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Campaign review

Publish campaign

Campaign name	Blog Display Promotion Campaign
Campaign type	Display
Objective	Website traffic
Goal	Contacts Phone call leads
Final URL	https://growwithmahek.blogspot.com/

Campaign settings

Locations	India
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads

All changes saved

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Content exclusions Parked domains + 3 more

Budget and bidding

Budget	₹5,000.00/day
Bidding	Maximise conversions

Ad group 1 

Targeting

Audiences	Social Media Enthusiasts + 18 more
Demographics	Age (18 - 24 + 2 more)
Keywords	blogger + 16 more
Optimised targeting	On

All changes saved

The screenshot shows the Google Ads interface. At the top, there's a navigation bar with 'Search', 'Ads Advisor', 'Appearance', 'Refresh', 'Help', and 'Notifications'. The user's phone number '592-117-8050' and email 'mahekmarketing.hub@gmail.com' are also visible. Below the navigation, the 'Overview' tab is selected, and the campaign name 'Blog Display Promotion Campaign' is shown. The date range is set to 'All time' from '13 Dec 2025 - 23 Jan 2026'. A large summary card displays 'Clicks 0', 'Impressions 0', 'Avg. CPC ₹0.00', and 'Cost ₹0.00'. Below this, there are three horizontal bars representing the timeline: one for Clicks (0 to 2), one for Impressions (0 to 1), and one for Cost (0 to 0). On the left, a sidebar lists 'Recommendations', 'Insights and reports', 'Campaigns', 'Assets', and 'Audiences, keywords and content'. Under 'Change history', it shows a single entry from '13 Dec 2025' to '23 Jan 2026'. In the center, there's a 'Optimise performance' section with a 'View all recommendations' button. It includes a QR code to get the Google Ads app and a recommendation to 'Set up conversion tracking'.

- **Create an ad for www.tops-int.com to get the maximum Clicks.**
- **Create an ad for www.tops-int.com**
 - Create an ad for the display network.
 - Choose a proper Target audience.
 - Expected conversion: need maximum user engagement within the budget.
 - Budget: 5000

The screenshot shows the Google Ads interface with a dropdown menu open. The menu items are:

- Campaign
- Ad group
- Search keywords
- Conversion action
- Asset
- Products

The screenshot shows the Google Ads interface with the following steps visible:

- What's your campaign objective?
- Choose your objective

The "Choose your objective" step displays four options:

- Sales**: Drive sales online, in app, by phone or in store.
- Leads**: Get leads and other conversions by encouraging customers to take action.
- Website traffic**: Get the right people to visit your website. This option is selected, indicated by a blue border and a checkmark.
- App promotion**: Get more installs, engagement and pre-registration for your app.

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

Search
Drive website traffic from Google Search with text ads.

Performance Max
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more. [See how it works](#)

Demand Gen
Drive demand and conversions on YouTube, Google Display Network and more with image and video ads

Video
Drive website traffic from YouTube with your video ads

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad ⓘ
<https://www.tops-int.com>

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications mahe

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad ⓘ
<https://growwithmahek.blogspot.com/>

Campaign name

Blog Display Promotion Campaign

ads.google.com/aw/campaigns/new/display.cdo?&id=78078537&workspaceId=0&cmprmid=%7b1%5A2%2C3%5A%21%22www.tops-in.com%2C8%5Aa775D50C5-11%

The screenshot shows the 'Campaign settings' section of the Google Ads interface. On the left, a sidebar lists campaign components: Display, Campaign settings (selected), Locations, Languages, EU political ads, Budget and bidding, Targeting, Ads, and Review. The main area is titled 'Campaign settings' and contains two expandable sections: 'Locations' and 'Languages'. In the 'Locations' section, under 'Select locations for this campaign', 'India' is selected. Under 'Location options', 'Presence or interest' is chosen. In the 'Languages' section, under 'Select the languages that your customers speak', 'English', 'Hindi', and 'Gujarati' are listed. A search bar at the top right is empty.

The screenshot shows the 'Campaign settings' section of the Google Ads interface. The sidebar on the left is identical to the previous screenshot. The main area displays detailed configuration options under 'More settings':

- Ad rotation:** Optimise: Prefer best performing ads
- Conversions:** Don't include view-through conversions in your 'Conversions' and 'All conversions' columns
- Content exclusions:** Parked domains + 3 more
- More settings:** Ad schedule (All day), Devices (Show on all devices), Campaign URL options (No options set), Dynamic ads (No data feed), Start and end dates (Start date: 23 January 2026, End date: Not set)

A blue 'Next' button is visible at the bottom right. The footer at the bottom left reads '© Google, 2026.'

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

592-117-8050 C mahekmarketing

Ad rotation

Optimise: Prefer best performing ads

Do not optimise: Rotate ads indefinitely

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

All days 00:00 to 00:00 Add

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

Devices

Show on all devices

Set specific targeting for devices

Device targeting lets you choose the types of devices where your ad can appear

Weekly estimates

Available

Based on your targeting and settings but not your budget or bid

Impressions 10B+ +10B+ since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Budget

Leave feedback

ads.google.com/aw/campaigns/new/display?cid=7867683571&workspaceId=0&cmpnlnfo=%7B"1"%3A2%2C3"%3A"https%3A%2F%2Fwww.tops-int.com%2C8"%3A"79D36CB-11E5... ☆ ☰ 🔍

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help Notifications

592-117-8050 Grow with Mahek mahekmarketing.hub@gmail.com

Campaign URL options

No options set

Dynamic ads

No data feed

Start and end dates

Start date: 23 January 2026 End date: Not set

Conversions

Don't include view-through conversions in your 'Conversions' and 'All conversions' columns

Content exclusions

Opt out of showing your ads on content that doesn't fit your brand

Content label (Display and GVP)	Sensitive content	Content type
<input checked="" type="checkbox"/> DL-G: General audiences	<input type="checkbox"/> Tragedy and conflict	<input type="checkbox"/> Games
<input type="checkbox"/> Content suitable for families	<input type="checkbox"/> Sensitive social issues	<input type="checkbox"/> Inactive
<input checked="" type="checkbox"/> DL-PG: Most audiences with parental guidance	<input type="checkbox"/> Profanity and rough language	<input type="checkbox"/> Live streaming videos
<input type="checkbox"/> DL-T: Teen and older audiences	<input type="checkbox"/> Sexually suggestive	<input type="checkbox"/> Embedded YouTube videos
<input type="checkbox"/> DL-MA: Mature audiences	<input type="checkbox"/> Sensational and shocking	<input type="checkbox"/> Below-the-fold
<input type="checkbox"/> Content not yet labelled		<input type="checkbox"/> G-mob mobile app non interstitial
		<input type="checkbox"/> Inactive
		<input checked="" type="checkbox"/> Parked domains

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions 10B+ +10B+ since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Budget

Leave feedback

Google Ads

Search for a page or campaign

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

Budget

Campaign settings

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

Budget

Campaign settings

Budget and bidding

Budget

Bidding

Targeting

Ads

Review

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget.

[Learn more](#)

Bidding

Back to previous bidding options

Select your bid strategy

Maximise conversions

Google Ads automatically sets your bids to help you get the most conversions within your budget.

[Learn more about Maximise conversions bidding](#)

Next

ads.google.com/aw/campaigns/new/display?campaignId=281498469031872&ocid=7867683571&workspaceId=0&cmpnInfo=%B%1%3A2%2C%3%3A1https%3A%

Google Ads

Search for a page or campaign

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments

Search

Browse

19 selected

Clear all

Try "early childhood education"

In-market: other

Show: Recent and ideas

Select all (33)

Business Education ⓘ
Based on your website

Online Classes ⓘ
Based on your website

On-Site Training Courses ⓘ
Based on your website

IT Certifications

Training Delivery Methods

Training Certification Programs

Online Courses

Developer Training Courses

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

Demographics

Suggest people based on age, gender, parental status or household income [?](#)

Edit targeted demographics Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ?		<input checked="" type="checkbox"/> Unknown ?

Note: Household income targeting is only available in select countries. [Learn more](#)

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

Keywords

Suggest terms related to your products or services to target relevant websites [?](#)

Edit targeted keywords Done

- it course
- Software Training
- Python / Java / Web Development
- Data Science Courses
- Career in IT
- Job-oriented IT Training
- Best Python courses online
- Career tips for IT students
- best course
- technology courses
- software training institute
- it training courses
- computer certificate courses
- it training institute
- it training
- data science training
- graphic design training
- software testing course

Get keyword ideas

https://www.tops-int.com

Enter your product or service

Keywords	relevance
online training	55
free online training courses	54
online study courses	52
list of courses in university	51
e courses	49

Add all ideas

Keyword setting [?](#)

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

isplay

ampaign settings

udget and bidding

argeting

Audience Segments

Demographics

Keywords

Topics

Optimised targeting

ds

eview

Topics

Suggest webpages, apps and videos about a certain topic *?*

Edit targeted topics

Done

Search by word, phrase or URL

4 selected

Clear all

Topic	Description	Action
<input checked="" type="checkbox"/> Jobs & Education	Science	
<input type="checkbox"/> Law & Government	Business & Industrial	
<input type="checkbox"/> News	Jobs & Education	
<input type="checkbox"/> Online Communities	Computers & Electronics	
<input type="checkbox"/> People & Society		
<input type="checkbox"/> Pets & Animals		
<input type="checkbox"/> Property		
<input type="checkbox"/> Reference		

Google Ads

Search for a page or campaign

Ads Advisor Appearance Help

isplay

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udget and bidding

argeting

Audience Segments

Demographics

Keywords

Topics

Optimised targeting

ds

eview

Placements

Jobs & Education

Targeted placements (0)

Optimised targeting

Optimised targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. [Learn more about targeting expansion in display campaigns](#)

Use optimised targeting

With optimised targeting, you're expanding your campaign's reach to gain more conversions.

Information such as your targeting signals, landing page and assets are used to find people likely to convert. Your targeting signals may see reduced traffic if better performance is found elsewhere.

Next

Google Ads

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

Images Headlines
 Video Descriptions

Final URL <https://www.tops-int.com>

Business name TOPS Technologies

Images Add up to 15 images [Learn more](#)

At least 1 landscape image is required
At least 1 square image is required



Suggested images [Select all](#)



Preview [Share](#) [Preview ads](#)

Display 

changes saved

Google Ads

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

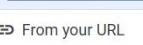
Images Headlines
 Video Descriptions

Edit

Suggested images [Select all](#)



From your URL 

From your URL 

Preview [Share](#) [Preview ads](#)

Display 

All changes saved

Google Ads

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

Images Headlines
 Video Descriptions

Headlines Add up to 5 headlines

Suggested headlines More ideas

ⓘ You have entered the maximum number of headlines.

AI and Python Training Required 22 / 30

Upgrade Your Skills with TOPS 29 / 30

Start Your IT Career Today 26 / 30

Career in IT 12 / 30

Full Stack Developer Course 27 / 30

Long headline

100% job-focused training. Get certified today

All changes saved

Preview Share Preview ads

Google Ads

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

Images Headlines
 Video Descriptions

Long headline

100% job-focused training. Get certified today Required 46 / 90

Descriptions Add up to 5 descriptions

Suggested descriptions More ideas

ⓘ You have entered the maximum number of descriptions.

Learn coding, design, data science & more. 100% job-focused trRequired 89 / 90

Join TOPS for job-oriented IT courses with placement support. E73 / 90

Learn Python, Java & Web Dev at TOPS. Get certified & career-re73 / 90

Practical IT training + career guidance. Start your IT career today68 / 90

Become an IT professional with hands-on programming & web c

All changes saved

Preview Share Preview ads

Google Ads

Search for a page or campaign

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

Use asset enhancements
Let Google enhance your assets and optimise your ad layouts. This could improve ad performance. [Learn more](#)

Use auto-generated video
Let Google create your video ads using your headlines, descriptions and images. If you've added your own video content, then your ads won't use auto-generated video. [Learn more](#)

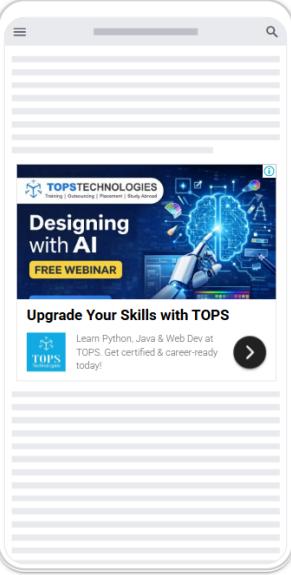
Use native formats
Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. [Learn more](#)

Ad URL options

[More options](#)

Call to action text

[Learn more](#) [English \(United Kingd...\)](#)



changes saved

Your ads are ready! They'll have a higher chance of performing well.

Ad strength Excellent

Images

Headlines

Video

Descriptions

Call to action text

[Learn more](#) [English \(United Kingd...\)](#)

Customised colours

Main colour: Example: #ffffff

Accent Colour: Example: #4285f4

Show this ad on text and native ad placements, even when publisher settings may override your custom colour selections.

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

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changes saved

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Campaign review

Publish campaign

Campaign name	TOPS Display Engagement Campaign
Campaign type	Display
Objective	Website traffic
Goal	Contacts Phone call leads
Final URL	https://www.tops-int.com

Campaign settings

Locations	India
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads

Google Ads

Search for a page or campaign

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Ad group 1 edit

Targeting

Audiences	Computer Training and Courses + 18 more
Demographics	Age (18 - 24 + 2 more)
Keywords	it training courses + 17 more
Topics	Computers & Electronics + 3 more

Ad group 1

Targeting

Audiences	Computer Training and Courses + 18 more
Demographics	Age (18 - 24 + 2 more)
Keywords	it training courses + 17 more
Topics	Computers & Electronics + 3 more
Optimised targeting	On

Ads

Ad creation	1 responsive display ad
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[Publish campaign](#)

Google Ads

Overview Campaign TOPS Display Engagement Campaign Search Ads Advisor Appearance Refresh Help Notifications mahekmarketing.hub@gmail.com

All time 13 Dec 2025 - 23 Jan 2026 Show last 30 days

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Recommendations

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Performance summary

Clicks ▼	Impressions ▼	Avg. CPC	Cost
0	0	₹0.00	₹0.00

13 Dec 2025 23 Jan 2026

Optimise performance View all recommendations