

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)

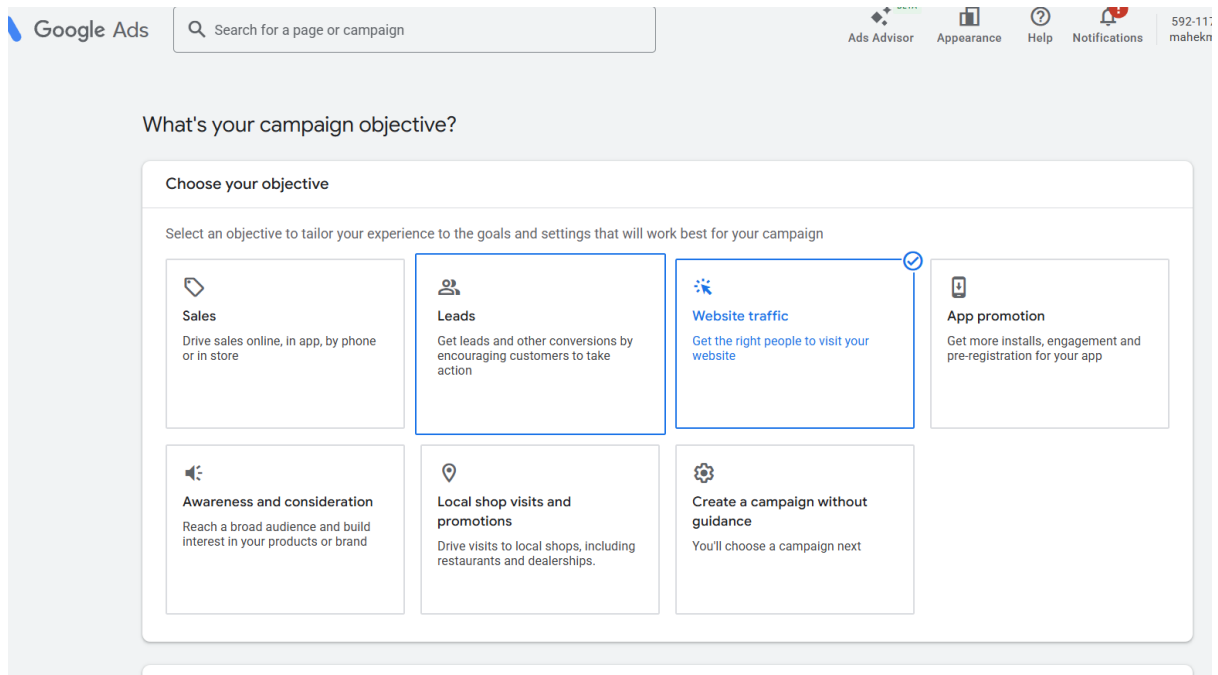
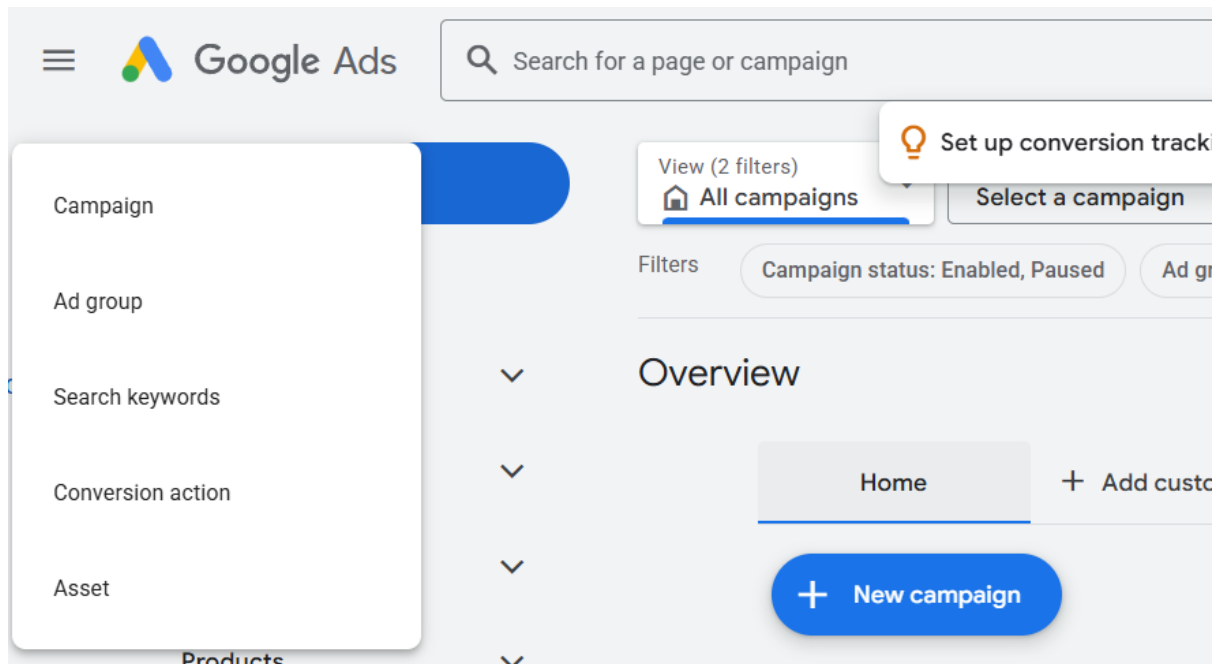
- **How does a search engine calculate actual CPC?**


- 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





 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](#)


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



Demand Gen
Drive traffic to your website from YouTube and more


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 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

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

Hindi

Gujarati

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

ampaign settings

ocations

anguages

EU political ads

ad rotation

onversions

Content exclusions

lget and bidding

geting

iew

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

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Google Ads

Search for a page or campaign

Ads AdvisorAppearanceHelpNotificationsmahekm

splay

ampaign settings

udget and bidding

Budget

Bidding

rgeting

Is

view

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

Weekly

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Leave fe

Changes saved

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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 Mangement Programs

Social Media Marketing

In-market: other

Social Media Marketing Services

Windows Taskbar

Search

Icons: File Explorer, Edge, Task View, Settings, Chrome, Mail

Google Ads

Search for a page or campaign

Ads Advisor

Appearance

Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

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

Video

Headlines

Descriptions

Descriptions

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

Required57 / 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

Display

Gmail

YouTube

Improve Marketing Knowledge

Improve Your Marketing Knowledge with Expert-Written Articles

changes saved

Google Ads

Search for a page or campaign

Ads Advisor

Appearance

Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

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

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

Learn more

English (United Kingdom)

Customised colours

Improve Marketing Knowledge

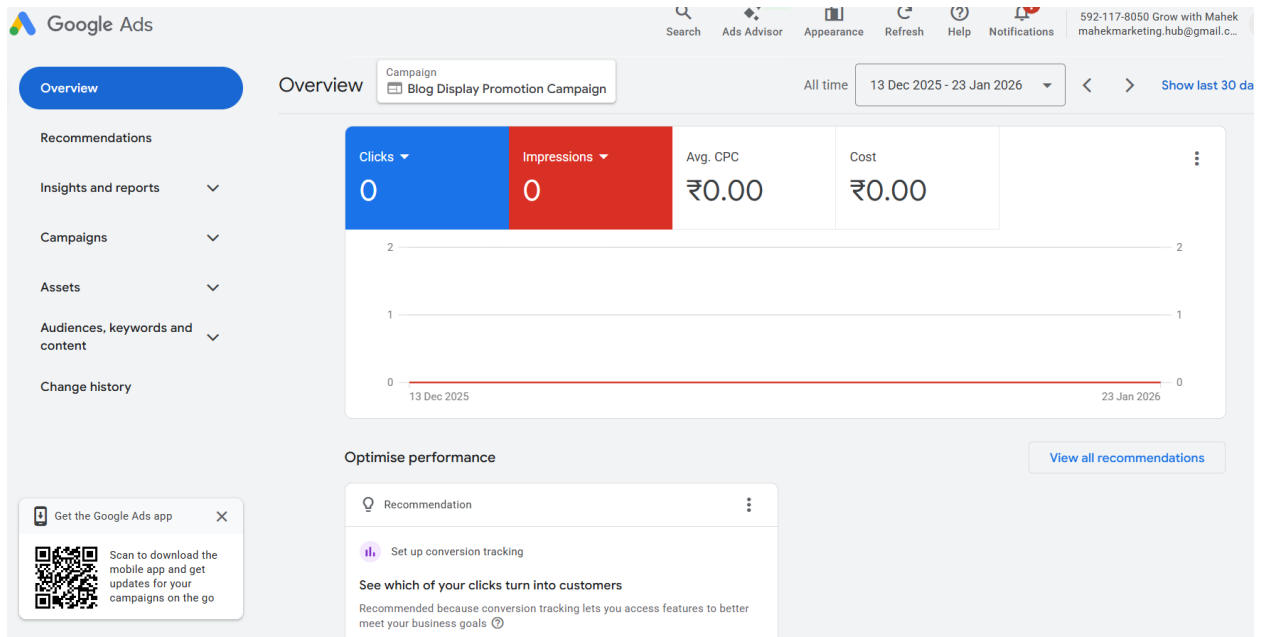
Improve Your Marketing Knowledge with Expert-Written Articles

Grow With Mahek

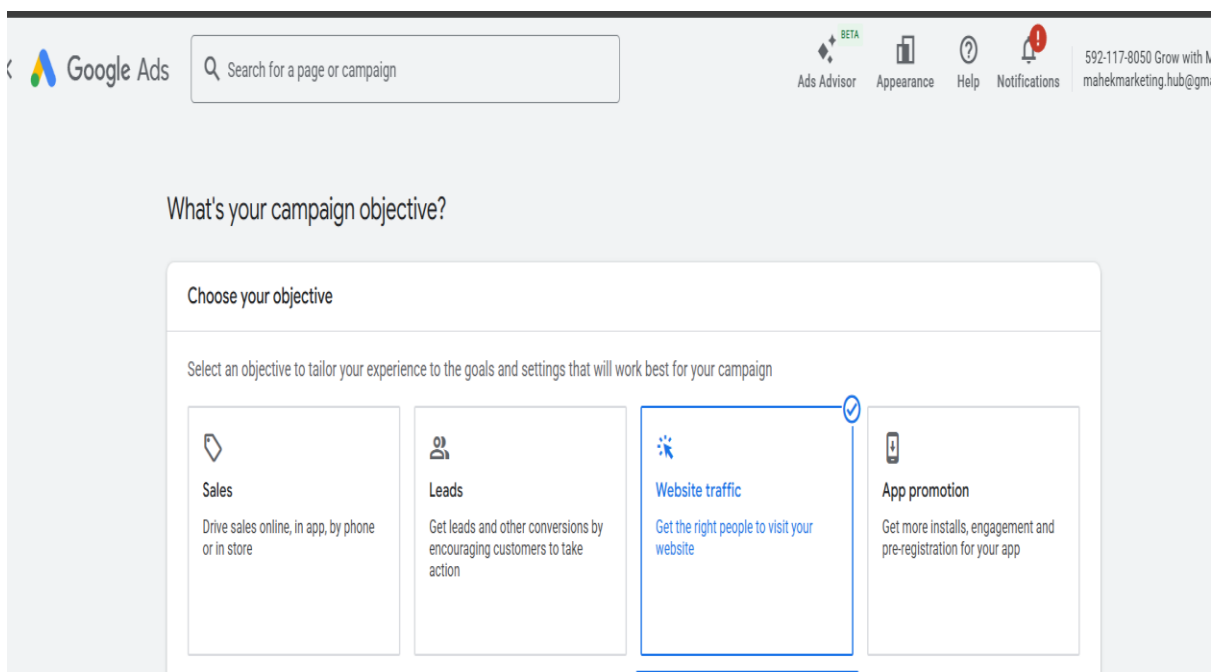
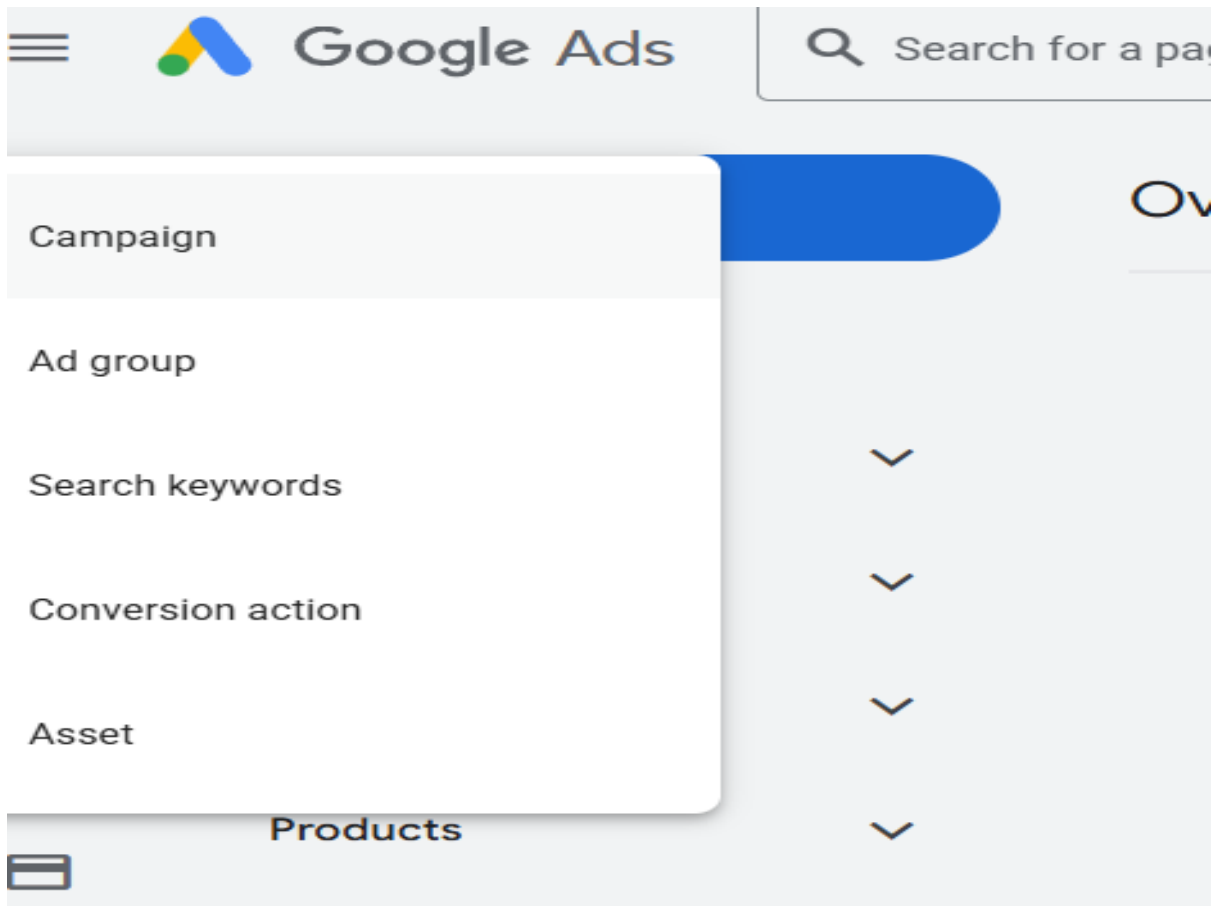
Close


Learn more

All changes saved




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




 Google Ads

Search for a page or campaign


Ads AdvisorAppearanceHelpNotifications




Search
Drive website traffic from Google Search with text ads.



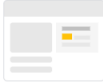
Performance Max
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more. [See how it works](#)




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

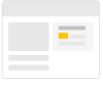
This is the web page people will go to after clicking your ad ⓘ

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


 Google Ads

Search for a page or campaign

Ads AdvisorAppearanceHelpNotificationsmahe



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

BETA

Ads Advisor

Appearance

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Notifications

5/

m

Display

Campaign settings

Locations

Languages

EU political ads

Budget and bidding

Targeting

Ads

Review

Campaign settings

Locations

Select locations for this campaign

All countries and territories

India

Enter another location

Location options

Include

Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)

Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak.

Start typing or select a language

English

Hindi

Gujarati

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

Budget and bidding

Targeting

Ads

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

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Google Ads

Search for a page or campaign

Ads Advisor

Appearance

Help

Notifications

592-117-8050 (mahekmartini

Display

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Ad Schedule

Devices

Budget and bidding

Targeting

Ads

Review

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

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

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

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 estim

Available

Based o and sett budget i

Impressio 10B+ 0 since le

Your es

To see e perform followin

Budg

Leave feedback

Google Ads

Search for a page or campaign

Ads Advisor

Appearance

Help

Notifications

592-117-8050 Grow with Mahek mahekmartini.hub@gmail.c...

Display

Campaign settings

Locations

Languages

EU political ads

Ad rotation

Ad Schedule

Devices

Campaign URL options

Dynamic ads

Start and end dates

Conversions

Content exclusions

Budget and bidding

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

Ads AdvisorBETAAppearanceHelpNotif

Display

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

 Google Ads

Search for a page or campaign

Ads AdvisorBETAAppearanceHel

Display

Campaign settings

Budget and bidding

Targeting

Audience Segments

Optimised targeting

Ads

Review

People

Audience Segments

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

Edit targeted segmentsDone

SearchBrowse19 selectedClear 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

Search for a page or campaign

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Audience Segments

Demographics

Optimised targeting

Ads

Review

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](#)

Search for a page or campaign

Ads Advisor

Appearance

Help

Display

Campaign settings

Budget and bidding

Targeting

Audience Segments

Demographics

Keywords

Optimised targeting

Ads

Review

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 AdvisorAppearanceHelp

isplay

ampaign settings

udget and bidding

argeting

Audience Segments

Demographics

Keywords

Topics

Optimised targeting

ds

view

Topics

Suggest webpages, apps and videos about a certain topic

Edit targeted topicsDone

Search by word, phrase or URL4 selectedClear all

☒Jobs & Education

☐Law & Government

☐News

☐Online Communities

☐People & Society

☐Pets & Animals

☐Property

☐Reference

Science

Business & Industrial

Jobs & Education

Computers & Electronics

Google Ads

Search for a page or campaign

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argeting

Audience Segments

Demographics

Keywords

Topics

Placements

Optimised targeting

ds

view

☒Jobs & Education

Placements

Suggest websites, videos or apps where you'd like to show your ads

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

Changes failed to save

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Google Ads

Search for a page or campaign

BETA

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Appearance

Help

Notifications

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

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

Required22 / 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

Preview

Share

Preview ads

Display

Gmail

YouTube

3D for Advertising

How Brands Use 3D Animation

FREE WEBINAR

Upgrade Your Skills with TOPS

Practical IT training + career guidance. Start your IT career today!

Google Ads

Search for a page or campaign

BETA

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Targeting

Ads

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Review

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

Required46 / 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 tr

Required89 / 90

Join TOPS for job-oriented IT courses with placement support. E

73 / 90

Learn Python, Java & Web Dev at TOPS. Get certified & career-re

73 / 90

Practical IT training + career guidance. Start your IT career today

68 / 90

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

Preview

Share

Preview ads

Display

Gmail

YouTube

3D for Advertising

How Brands Use 3D Animation

FREE WEBINAR

Upgrade Your Skills with TOPS

Practical IT training + career guidance. Start your IT career today!

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Ads

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Preview

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Ad strength

Excellent

Images

Headlines

Video

Descriptions

☒ 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 Kingdom)

TOPSTECHNOLOGIES

Designing with AI

FREE WEBINAR

Upgrade Your Skills with TOPS

Learn Python, Java & Web Dev at TOPS. Get certified & career-ready today!

changes saved

Google Ads

Search for a page or campaign

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Ad creation

Preview

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 Kingdom)

Customised colours

Main colour

#1E73BE

Example: #ffffff

Accent Colour

#FFFFFF

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.

Create ad

Cancel

TOPSTECHNOLOGIES

Designing with AI

FREE WEBINAR


Upgrade Your Skills with TOPS

Learn Python, Java & Web Dev at TOPS. Get certified & career-ready today!





changes saved

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Next



Q Search for a page or campaign

 Ads Advisor  Appearance  Help  Notification

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

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

11 changes saved



Q Search for a page or campaign

 Ads Advisor  Appearance  Help

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Ad schedule

All day

Content exclusions

Parked domains + 3 more

Budget and bidding

Budget

₹5,000.00/day

Bidding

Maximise conversions

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

11 changes saved

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
-------------	-------------------------

[Publish campaign](#)

Overview

Recommendations

Insights and reports

Campaigns

Assets

Audiences, keywords and content

Change history

Overview

Campaign

TOPS Display Engagement Campaign

All time

13 Dec 2025 - 23 Jan 2026

<

>

Show last 30 days

Add funds

View details

View details

View

View campaign diagnostics

Performance summary

Clicks

0

Impressions

0

Avg. CPC

₹0.00

Cost

₹0.00

2

1

0


13 Dec 2025

23 Jan 2026

Optimise performance

View all recommendations

Get the Google Ads app



Scan to download the mobile app and get updates for your campaigns on the go