

## **"ASSIGNMENT"**

### **"MODULE - 04"**

Que.01 - What are the main factors that can effect PPC bidding ?

ANSWER:-

Several factors can affect Pay-Per-Click (PPC) bidding. Here are the key ones:

#### **1. "Quality Score"**

- "Relevance": The relevance of your ad to the keywords you are targeting.
- "Click-Through Rate (CTR)": Higher CTR means better Quality Score, lowering costs.
- "Landing Page Experience": A well-optimized, relevant, and user-friendly landing page improves the score.

#### **2. "Keyword Competitiveness"**

- "High-Demand Keywords": Keywords with high competition, such as those in highly competitive industries (e.g., finance, insurance), will have higher bid costs.
- "Long-Tail Keywords": Targeting more specific, less competitive long-tail keywords can reduce bidding costs.

### 3. "Ad Rank"

- "Ad Rank Formula":  $\text{Ad Rank} = \text{CPC Bid} \times \text{Quality Score}$ . Google considers both factors to determine the ad position.
- "Competitor Bids": Your bid compared to competitors will impact whether your ad is shown and in what position.

### 4. "Geographic Targeting"

- "Location-Based Bids": Targeting competitive regions may require higher bids. For example, PPC costs in metropolitan areas may be higher than in rural areas.

## 5. "Ad Scheduling"

- "Time of Day": Bidding during peak hours or specific time slots relevant to your audience can increase bid costs.
- "Day of the Week": Certain days may have more traffic or conversions, leading to higher bids.

## 6. "Device Targeting"

- "Mobile vs. Desktop": Ads targeting mobile devices may require different bids than desktop devices, especially if your audience primarily uses one device type.

## 7. "Industry Trends and Seasonality"

- "Seasonal Demand": During peak seasons or major events (e.g., Black Friday, holidays), bid prices can increase due to heightened competition.

- "Industry Changes": Shifts in industry trends or demand can cause fluctuations in bid prices.

## 8. "Budget Constraints"

- "Daily Budget": If your daily budget is too low, your ad might not be shown frequently, especially in competitive markets.
- "Bid Strategy": Different strategies (manual CPC, enhanced CPC, target ROAS) influence your bidding approach and costs.

## 9. "Auction Dynamics"

- "Real-Time Competition": Since PPC bidding is auction-based, the presence of more competitors at a given moment can drive up bid prices.
- "Ad Extensions and Format": Using ad extensions can improve Ad Rank, potentially lowering your cost-per-click (CPC) by enhancing your ad's appeal without increasing your bid.

## 10. "Ad Relevance and Engagement"

- "Ad Copy Quality": Compelling and relevant ad copy can improve CTR, helping you maintain a lower cost while improving your position.
- "Engagement Metrics": Higher engagement (e.g., interaction with ad extensions) signals that your ad is meeting user needs, which can lower your bids.

By focusing on these factors, you can optimize your PPC strategy and control your bidding costs effectively.

**Que.02 - How does a search engine calculate actual CPC ?**

**ANSWER:-**

Cost-per-click, or CPC, is calculated by dividing the advertising cost by the number of clicks generated by an advertisement. For example, if

an advertiser paid \$50 for 500 clicks on its ad, then the cost per click is  $50/500$ , or \$0.10.

The amount you pay for a click depends on how competitive your industry is. More competition typically means higher costs to get your ad seen. Things like location, market niche, and competition will also determine how much money your business will pay per click.

### Cost-per-click formula (CPC calculator)

Cost per click = Advertising cost / number of clicks

$$= 1000 / 50$$

$$= 20 \text{ Cost per click}$$

**Que.03 - What is quality score and why it is important for Ads ?**

**ANSWER:-**

Quality Score is a metric used by advertising platforms like Google Ads to measure the relevance and quality of your ads, keywords, and landing pages. It ranges from 1 to 10, with 10 being the highest score. Here are the key components that contribute to Quality Score:

**1. "Click-Through Rate (CTR)":**

A higher CTR indicates that users find your ad relevant and are more likely to click on it.

**2. "Ad Relevance":**

This measures how closely related your ad is to the keywords you're targeting. Ads that closely match the intent of the keywords are rated higher.

### 3. "Landing Page Experience":

This evaluates the quality of the landing page linked to your ad, including its relevance, user experience, and load time.

## **" Importance of Quality Score "**

### 1. "Cost Efficiency":

A higher Quality Score often leads to lower cost-per-click (CPC). This means you can achieve better results for less money.

### 2. "Ad Position":

Quality Score influences your ad ranking. Higher scores can improve your position on search results pages, increasing visibility.

### 3. "Targeting Efficiency":

A good Quality Score suggests that your ads are effectively reaching your intended audience, which can improve overall campaign performance.

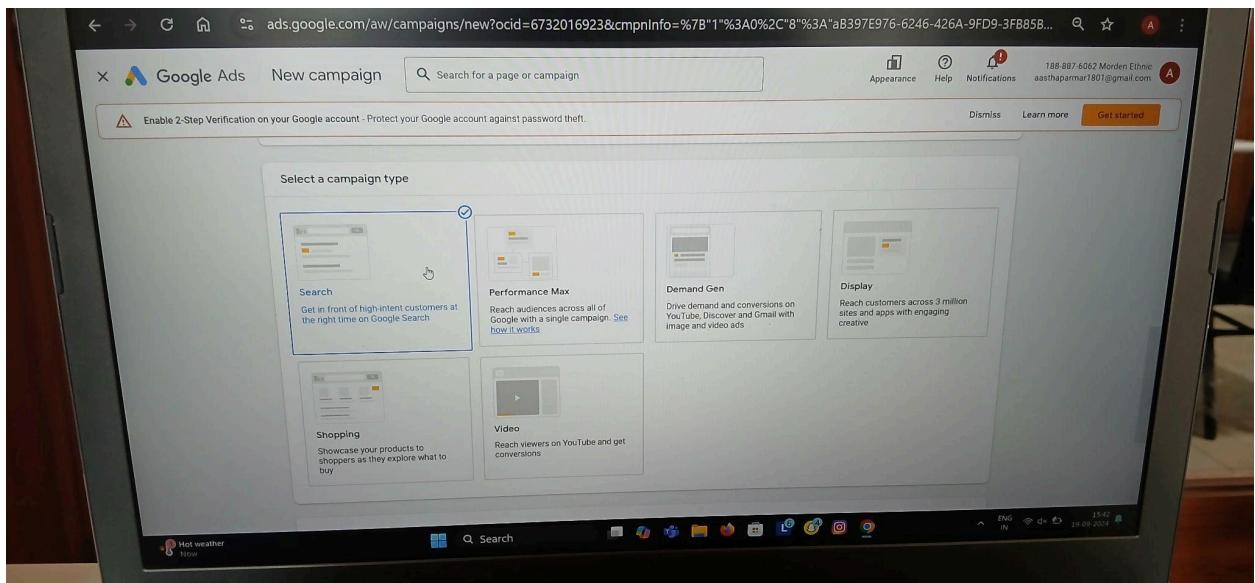
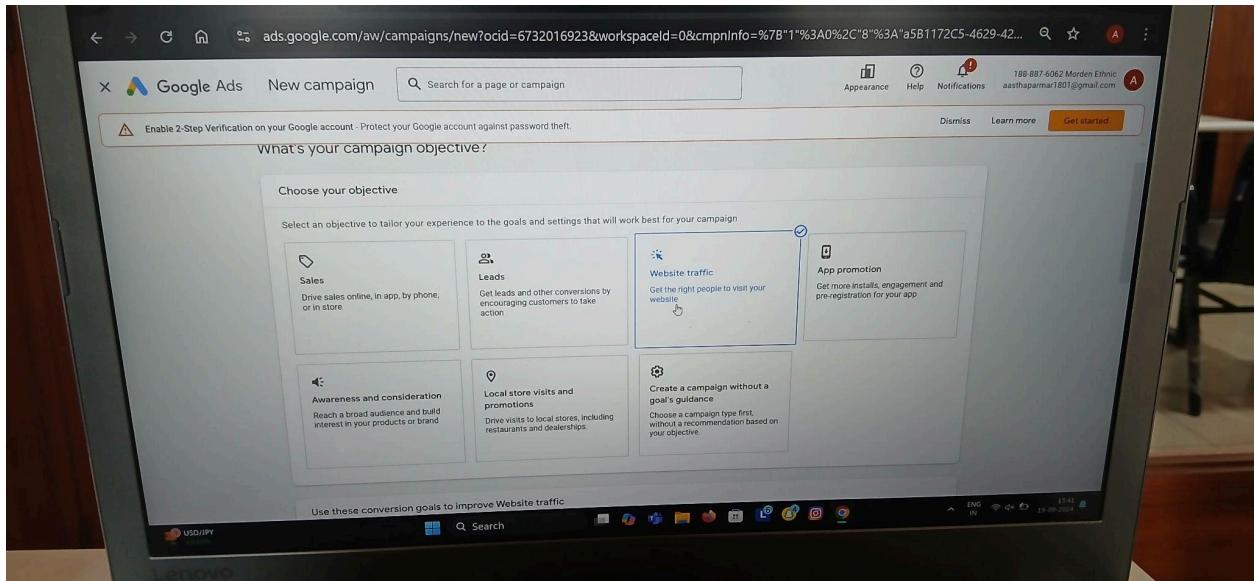
#### 4. “Account Management” :-

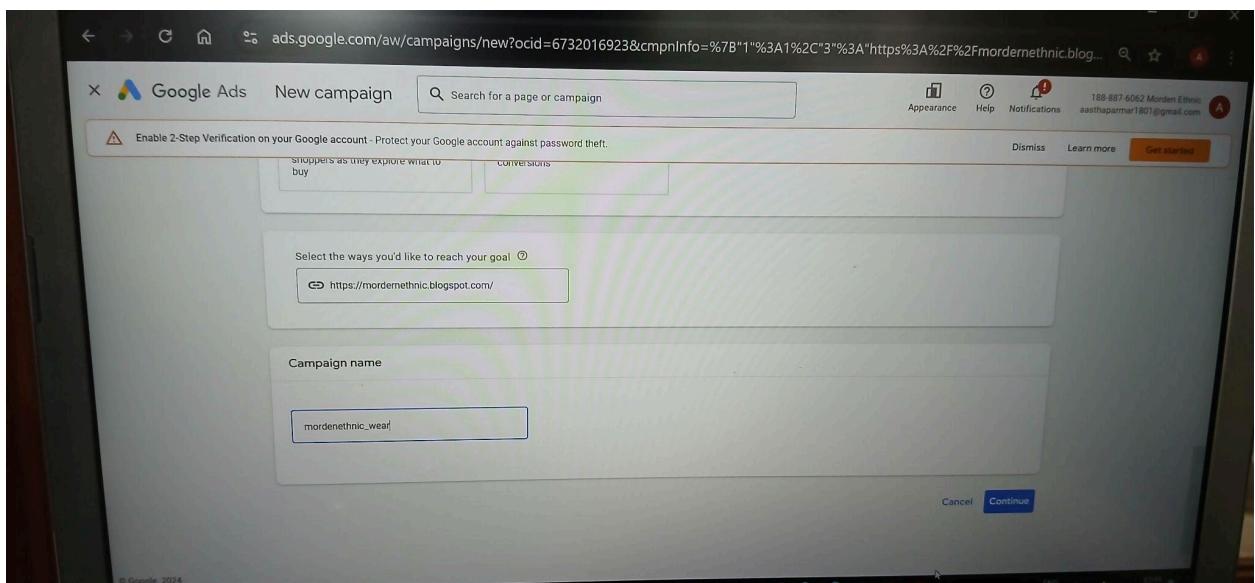
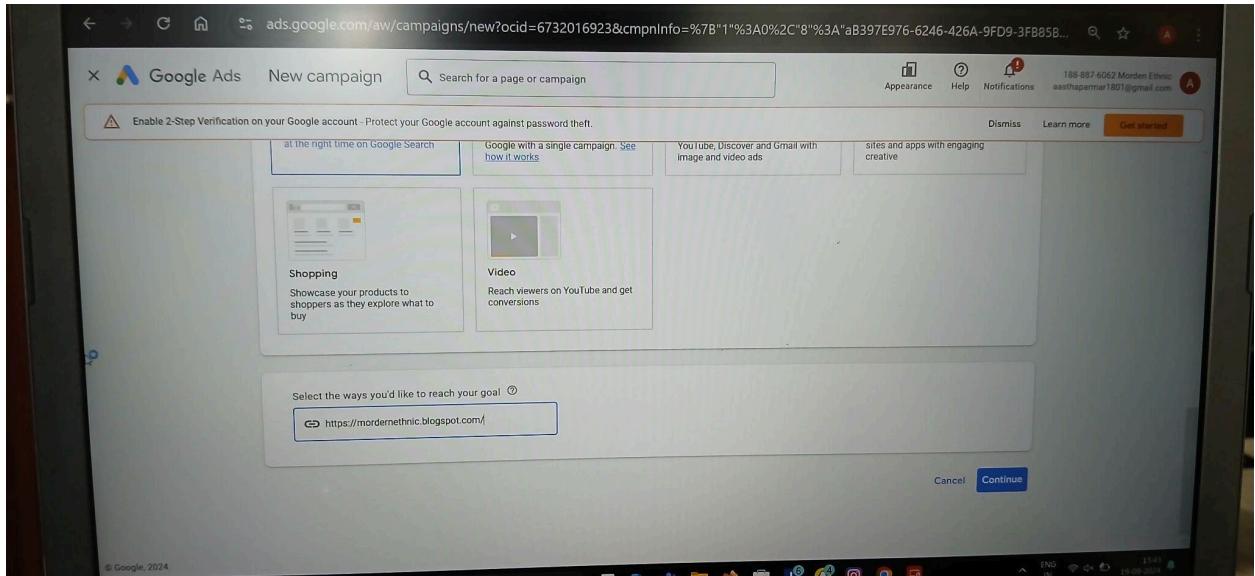
Monitoring Quality Scores can help identify areas for improvement in your ad campaigns, enabling better strategy and optimization.

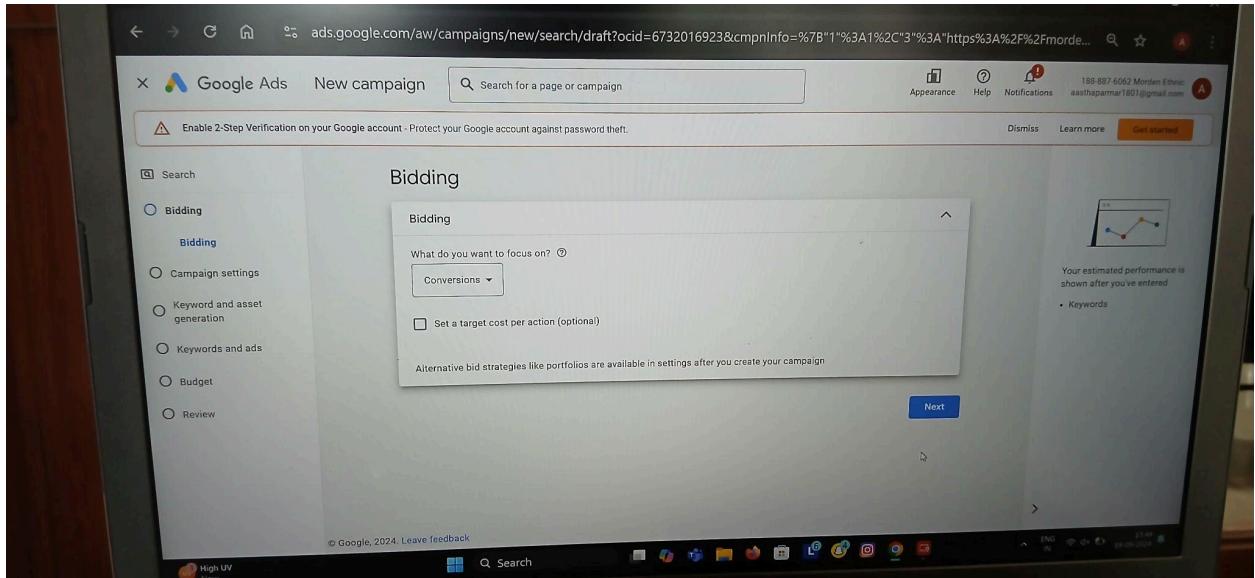
In summary, maintaining a high Quality Score is crucial for achieving effective and efficient advertising results, maximizing your budget, and improving the overall performance of your campaigns.

Que.04 - Create an ad for your website/ blog in Google Ads that display network with the properly targeted audience.

# ANSWER:-







The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar lists campaign settings: Network, Locations, Languages, Audiences, Broad match keywords, Keyword and asset generation, Keywords and ads, and Budget. The 'Network' section is selected. The main area displays the 'Search' and 'Display Network' sections. Under 'Search Network', there is a note about appearing near Google Search results and other Google sites for relevant keywords, with a checked checkbox for 'Include Google search partners'. Under 'Display Network', there is a note about getting additional conversions at similar or lower costs with unused Search budget, with a checked checkbox for 'Include Google Display Network'. A 'Locations' section shows 'All countries and territories' selected. A sidebar on the right provides estimated performance information and links to 'Keywords' and 'Get started'.

This screenshot shows the 'Locations' section of the campaign setup. It lists four options: 'All countries and territories', 'India', and 'Enter another location', with 'Enter another location' selected. Below this, a list of four locations in Ahmedabad, Gujarat, India city is shown, each with a reach value: Ahmedabad (26,800,000), Morbi (554,000), Rajkot (2,510,000), and Vadodara (2,320,000). A search bar and advanced search link are also present. The right sidebar continues to show estimated performance and keyword links.

**Google Ads** New campaign

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Dismiss Learn more Get started

Search Location options

Languages

Select the languages your customers speak.

Start typing or select a language

English X Hindi X Gujarati X

Audience segments Select audience segments to add to your campaign.

Broad match keywords

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more](#)

On: Use broad match keywords for your entire campaign

Off: Use keyword match types



Your estimated performance is shown after you've entered

- Keywords

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Search for a page or campaign

Affinity

Media & Entertainment > Gamers  
Casual & Social Gamers

In-market

Apparel & Accessories  
Formal Wear

Apparel & Accessories > Formal Wear  
Suits & Business Attire

Apparel & Accessories  
Men's Apparel

Try 'arts & crafts supplies'

+ New segment



Your estimated performance is shown after you've entered

- Keywords

**Google Ads** New campaign

Search for a page or campaign

Appearance Help Notifications 188-887-6062 Morden Ethnic aasthaparmar1801@gmail.com

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Search

Bidding

Campaign settings

- Network
- Locations
- Languages
- Audiences
- Broad match keywords
- Ad rotation**
- Keyword and asset generation
- Keywords and ads
- Budget

**Broad match keywords**

Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more](#)

On: Use broad match keywords for your entire campaign

Off: Use keyword match types

**Ad rotation**

Optimize: Prefer best performing ads

Do not optimize: Rotate ads indefinitely

Optimize for conversions (Not supported)

Rotate evenly (Not supported)

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

[More settings](#)

**Next**

Your estimated performance is shown after you've entered

- Keywords

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Search

Bidding

Campaign settings

- Network
- Locations
- Languages
- Audiences
- Broad match keywords
- Ad rotation
- Keyword and asset generation
- Keywords and ads

**Start and end dates**

Start date: Sep 19, 2024

End date:  None

Sep 26, 2024

Your ads will continue to run unless you specify an end date.

[More settings](#)

**Next**

Your estimated performance is shown after you've entered

- Keywords

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Start and end dates

Start date: Sep 19, 2024

End date: None

Your ads will continue to run unless you specify an end date.

Ad schedule

All days 09:00 to 21:00

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

Add

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

Network  
Locations  
Languages  
Audiences  
Broad match keywords  
Ad rotation  
Start and end dates  
Ad Schedule  
Keyword and asset generation

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## Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)\*

Keyword and asset generation is only available in English

What makes your products or services unique?  
Describe the product or service to advertise (required)\*

Search

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Search for a page or campaign

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aasthaparmar1801@gmail.com

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Get keyword suggestions (optional)  
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL  
https://mordenethnic.blogspot.com/

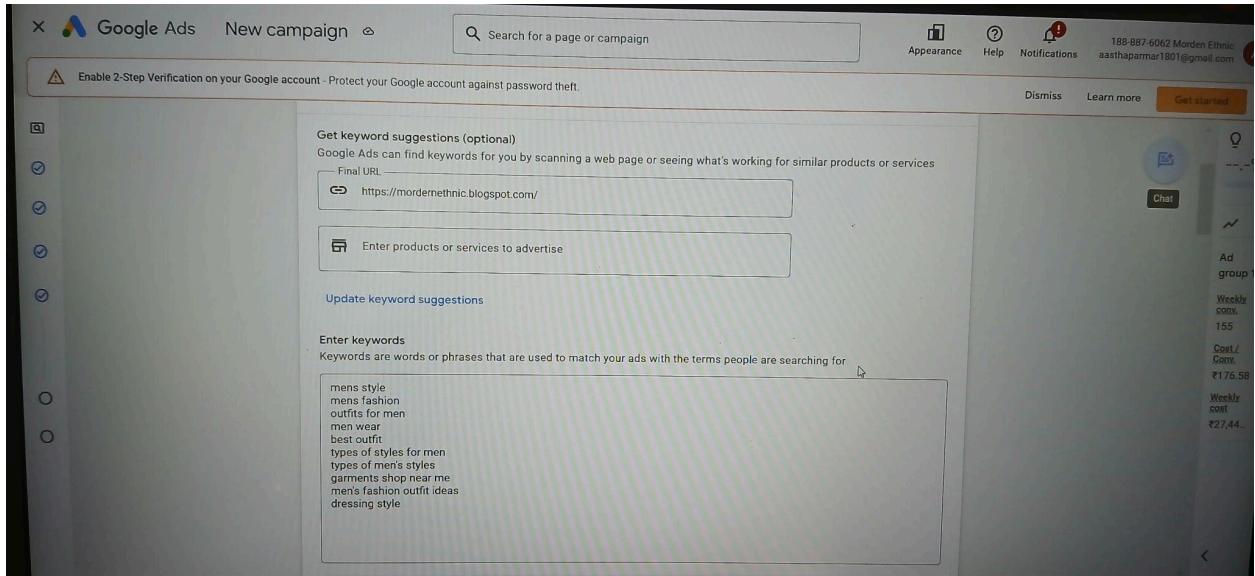
Enter products or services to advertise

Update keyword suggestions

Enter keywords  
Keywords are words or phrases that are used to match your ads with the terms people are searching for

mens style  
mens fashion  
outfits for men  
men wear  
best outfit  
types of styles for men  
types of men's styles  
garments shop near me  
men's fashion outfit ideas  
dressing style

Ad group 1  
Weekly conv. 155  
Cost/Conv. \$27.44...  
Weekly cost \$176.58



ads.google.com/aw/campaigns/new/search/draft?campaignId=281496693252007&ocid=6732016923&cmpnInfo=%7B%1%3A1%2C...

Google Ads New campaign

Search for a page or campaign

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aasthaparmar1801@gmail.com

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The broad match keywords setting is on for this campaign. All keywords will be converted to broad match.  
[Learn more about broad match keywords](#)

Ads

Start by adding at least 5 headlines

Ad strength Incomplete

Add headlines View ideas  
Include popular keywords View ideas  
Make headlines unique View ideas  
Make descriptions unique View ideas

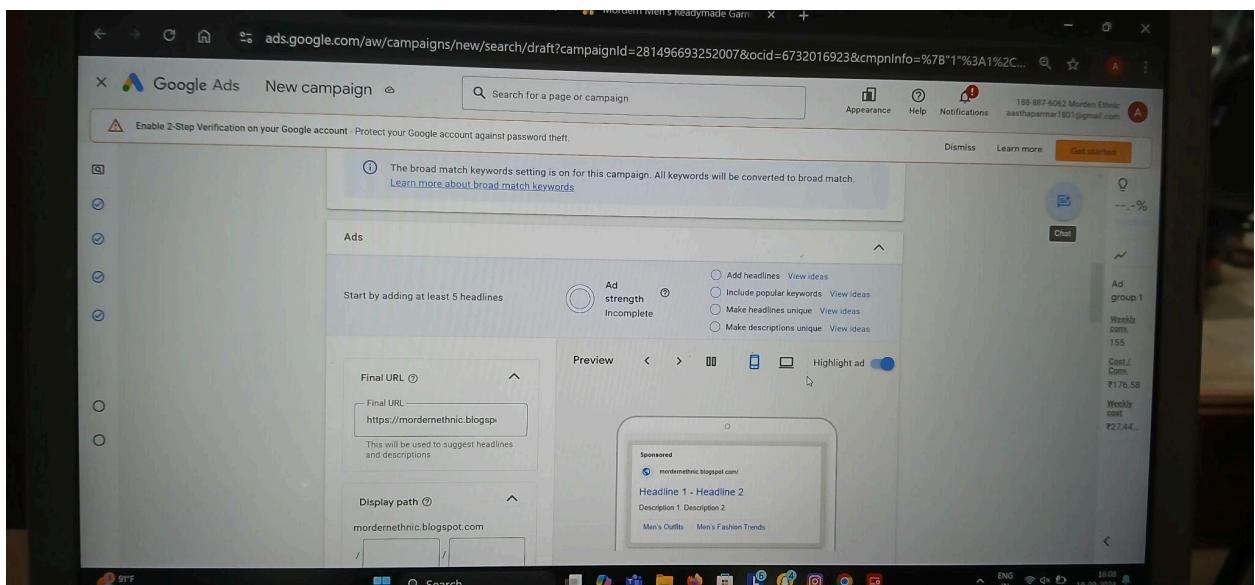
Final URL  
https://mordenethnic.blogspot.com/  
This will be used to suggest headlines and descriptions

Display path  
mordenethnic.blogspot.com

Preview

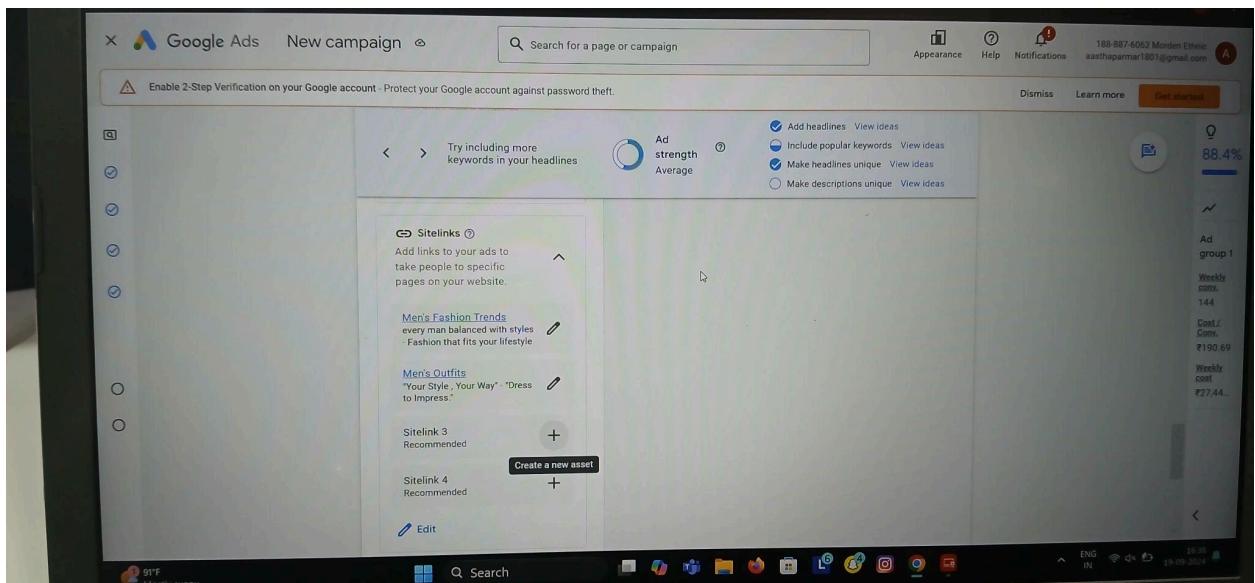
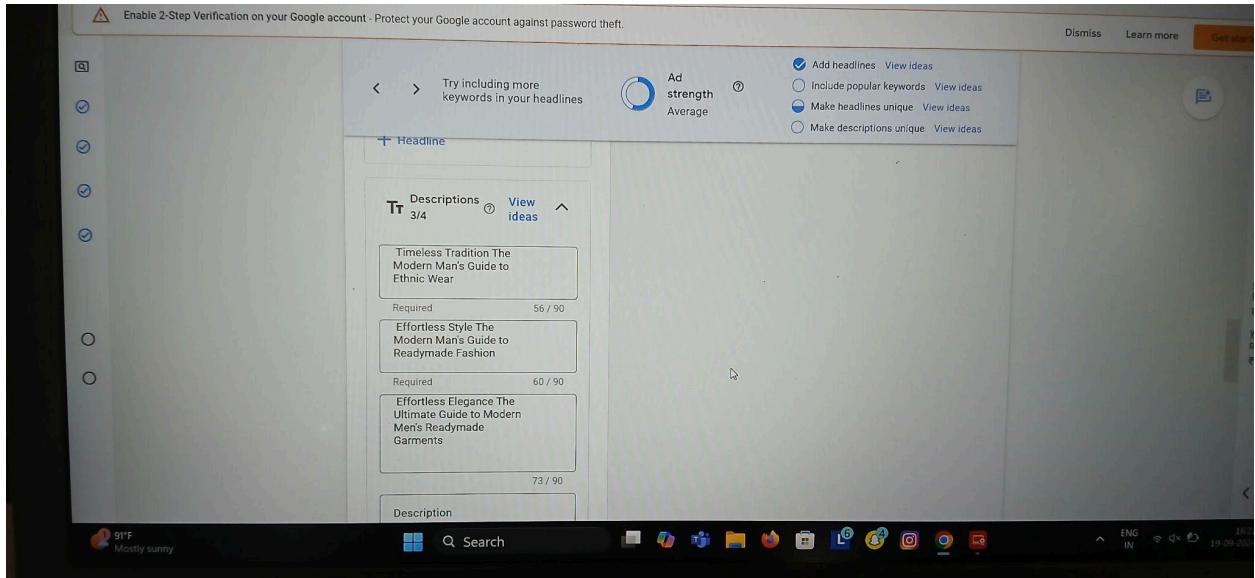
Sponsored  
mordenethnic.blogspot.com  
Headline 1 - Headline 2  
Description 1. Description 2  
Men's Outfits Men's Fashion Trends

Ad group 1  
Weekly conv. 155  
Cost/Conv. \$27.44...  
Weekly cost \$176.58



The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar lists campaign components like Ad group 1, Ad group 2, and Ad group 3. The main area displays keyword suggestions for men's wear, with 'best outfit' and 'men wear' selected. A note at the top right says 'For optimal ad performance, include these keywords in your headlines'. Below the suggestions, there are four boxes: 'ethnic wear' (Required 11/30), 'men's formal wear' (Required 17/30), 'men's casual wear' (Required 17/30), and 'men's traditional wear' (Required 17/30). On the right side, there are sections for Ad strength (Average), Ad group 1 statistics (Weekly conv. 138, Cost./Conv. ₹199.56), and a summary bar showing 86.7% completion.

This screenshot shows the Google Ads interface with a different set of keyword suggestions. The main area lists 'children casual wear' (20/30), 'children formal wear' (20/30), 'best outfit near me' (19/30), and 'garments shops near me' (22/30). A 'Headline' box is present at the bottom with 0/30 characters used. The right side features the same Ad strength section and summary bar as the first screenshot.



Google Ads New campaign

Search for a page or campaign

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Budget

Select the average you want to spend each day.

₹4,704.01

₹3,920.00 Recommended

₹3,136.00

Set custom budget

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

88.4%  
Campaign optimization score

Weekly estimates  
Estimates are based on your keywords and daily budget.

Ad group 1

Weekly conv. Cost./Conv. Weekly cost  
144 ₹190.69 ₹27,440.00

Dismiss Learn more Get started

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Budget

Select the average you want to spend each day.

₹4,704.01

₹3,920.00 Recommended

₹3,136.00

Set custom budget

Set your average daily budget for this campaign

₹5000

Weekly conv. 162 Cost./Conv. ₹216.45 Weekly cost ₹35,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

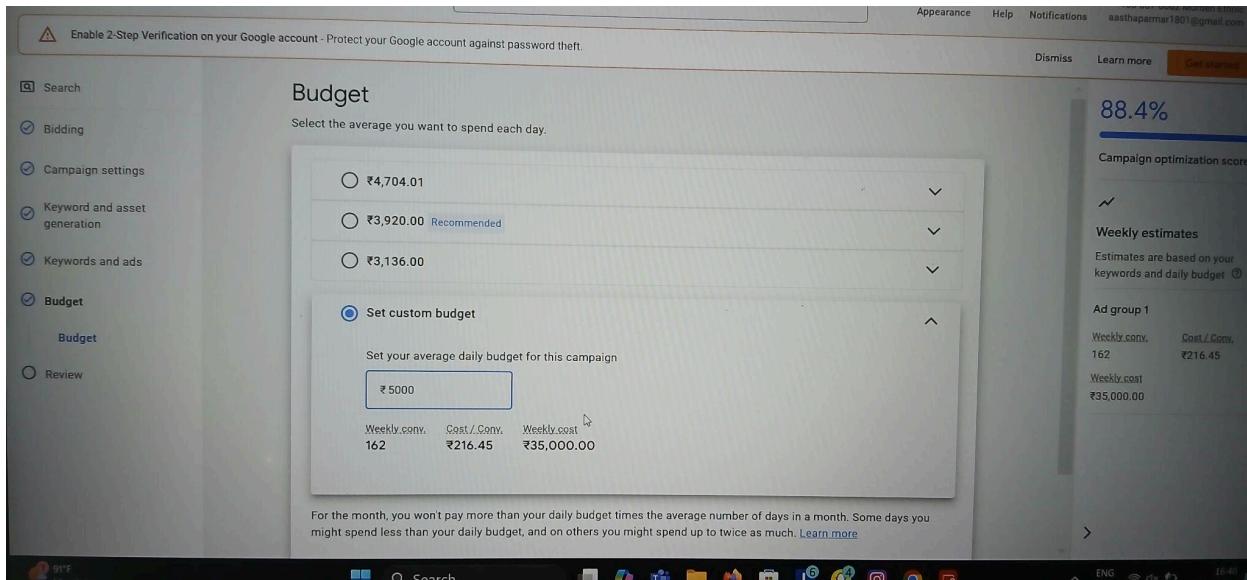
Dismiss Learn more Get started

88.4% Campaign optimization score

Ad group 1

Weekly conv. 162 Cost./Conv. ₹216.45

Weekly cost ₹35,000.00



ads.google.com/aw/signup/tagging?ocid=6732016923&url=http%3A%2F%2Fmordernethnic.blogspot.com&campaignId=217... Search

Google Ads Set up with a Google ...

Search for a page or campaign

Update your tax info Fix it Set up conversion tracking View

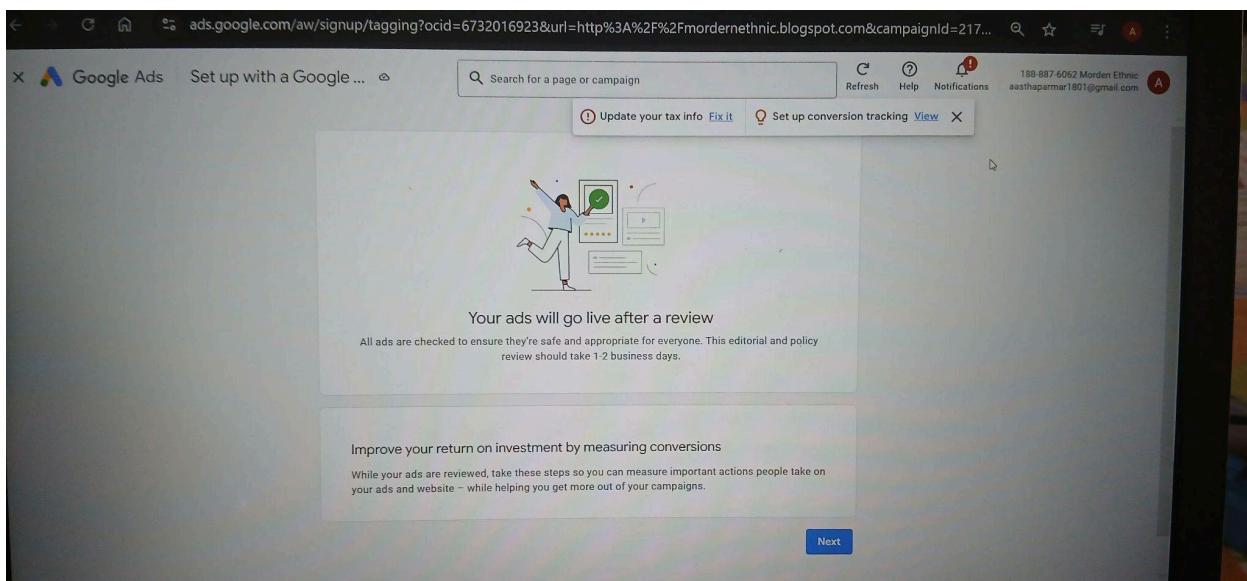
Your ads will go live after a review

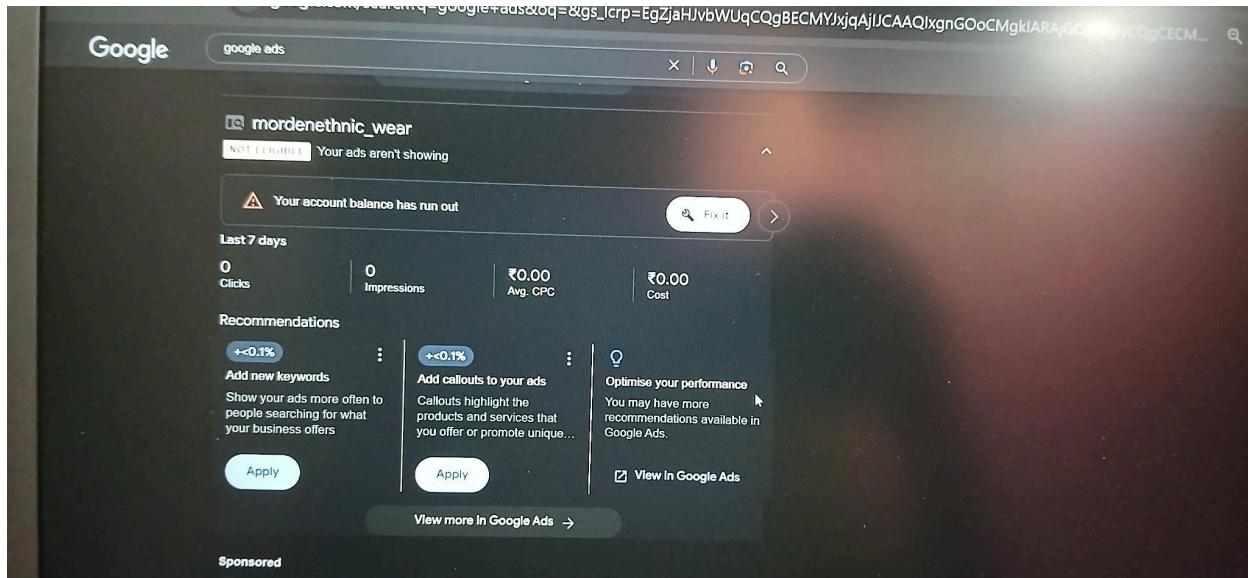
All ads are checked to ensure they're safe and appropriate for everyone. This editorial and policy review should take 1-2 business days.

Improve your return on investment by measuring conversions

While your ads are reviewed, take these steps so you can measure important actions people take on your ads and website – while helping you get more out of your campaigns.

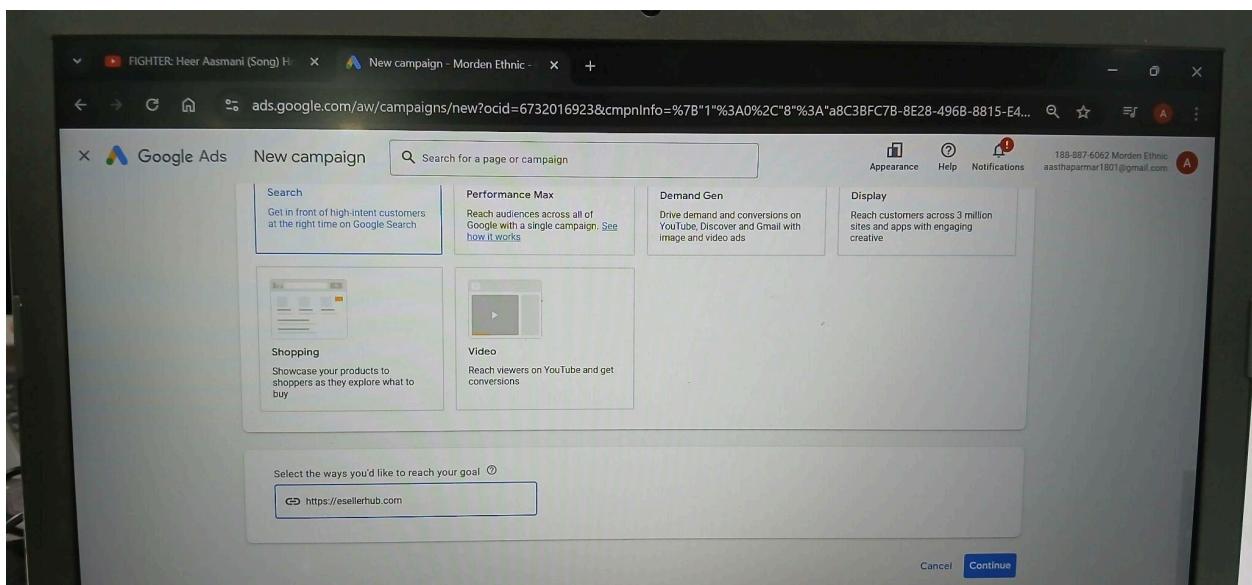
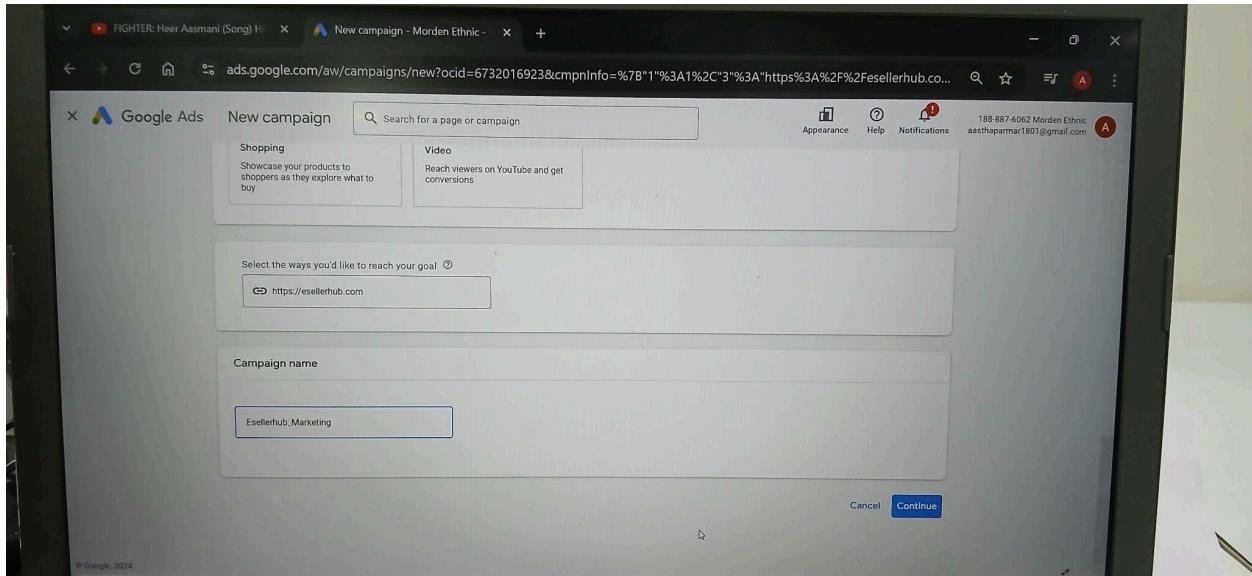
Next





Que.05 - Create an ad for <http://esellerhub.com/> to get the maximum Clicks.

# ANSWER:-



[ads.google.com/aw/campaigns/new/search/draft?ocid=6732016923&cmpnInfo=%7B%1%3A1%2C3%3A%2F%2Fe...](https://ads.google.com/aw/campaigns/new/search/draft?ocid=6732016923&cmpnInfo=%7B%1%3A1%2C3%3A%2F%2Fe...)

Google Ads New campaign Search for a page or campaign Appearance Help Notifications 188-887-4062 Morden Ethnic aasthapharmar1801@gmail.com A

Bidding

Search  
Bidding  
Campaign settings  
Keyword and asset generation  
Keywords and ads  
Budget  
Review

Bidding

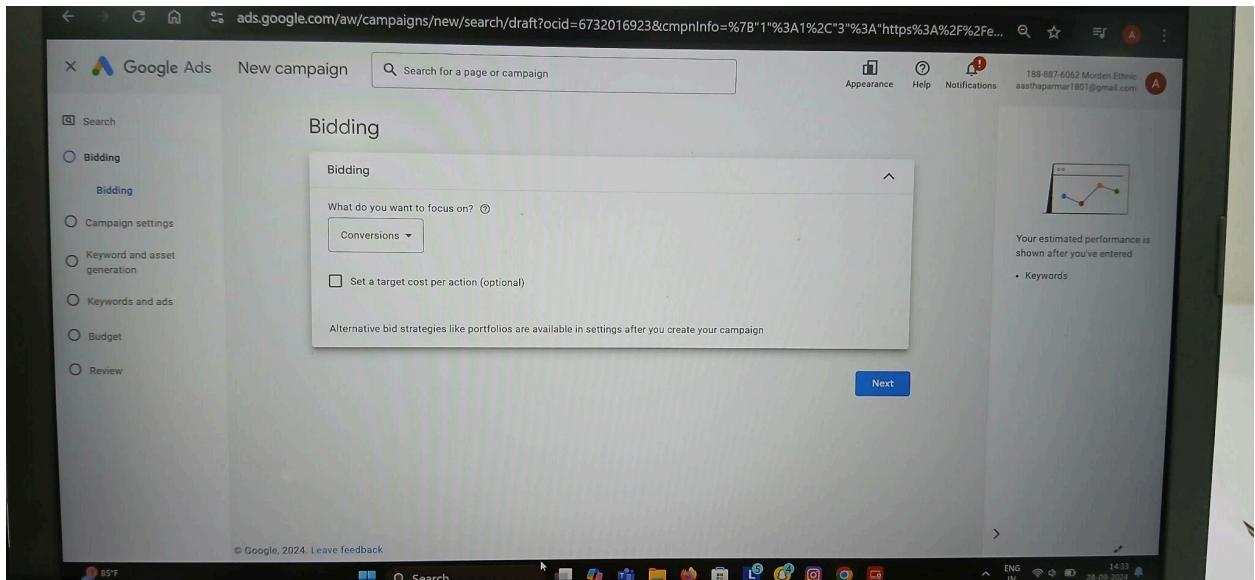
What do you want to focus on? Conversions  
 Set a target cost per action (optional)

Alternative bid strategies like portfolios are available in settings after you create your campaign

Next

Your estimated performance is shown after you've entered  
• Keywords

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[ads.google.com/aw/campaigns/new/search/draft?campaignId=281496733853208&ocid=6732016923&cmpnInfo=%7B%1%3A...](https://ads.google.com/aw/campaigns/new/search/draft?campaignId=281496733853208&ocid=6732016923&cmpnInfo=%7B%1%3A...)

Google Ads New campaign Search for a page or campaign Appearance Help Notifications 188-887-4062 Morden Ethnic aasthapharmar1801@gmail.com A

Campaign settings

To reach the right people, start by defining key settings for your campaign

Network

Locations  
Languages  
Audiences  
Broad match keywords

Keyword and asset generation  
Keywords and ads  
Budget  
Review

Networks

Search Network  
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords  
 Include Google search partners

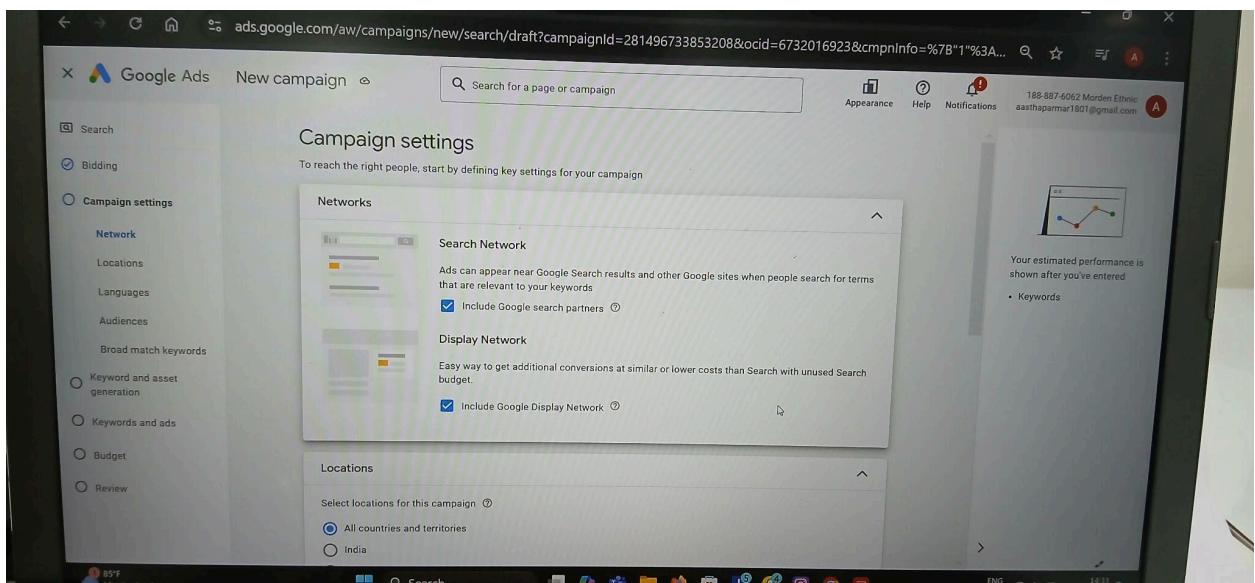
Display Network  
Easy way to get additional conversions at similar or lower costs than Search with unused Search budget  
 Include Google Display Network

Locations

Select locations for this campaign  
 All countries and territories  
 India

85°F

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Locations

Select locations for this campaign

All countries and territories

India

Enter another location

Locations (5)

Location	Reach
Ahmedabad, Gujarat, India city	26,800,000
Gandhinagar, Gujarat, India city	475,000
Jamnagar, Gujarat, India city	2,250,000
Rajkot, Gujarat, India city	2,510,000
Surat, Gujarat, India city	4,600,000

Enter a location to include or exclude Advanced search

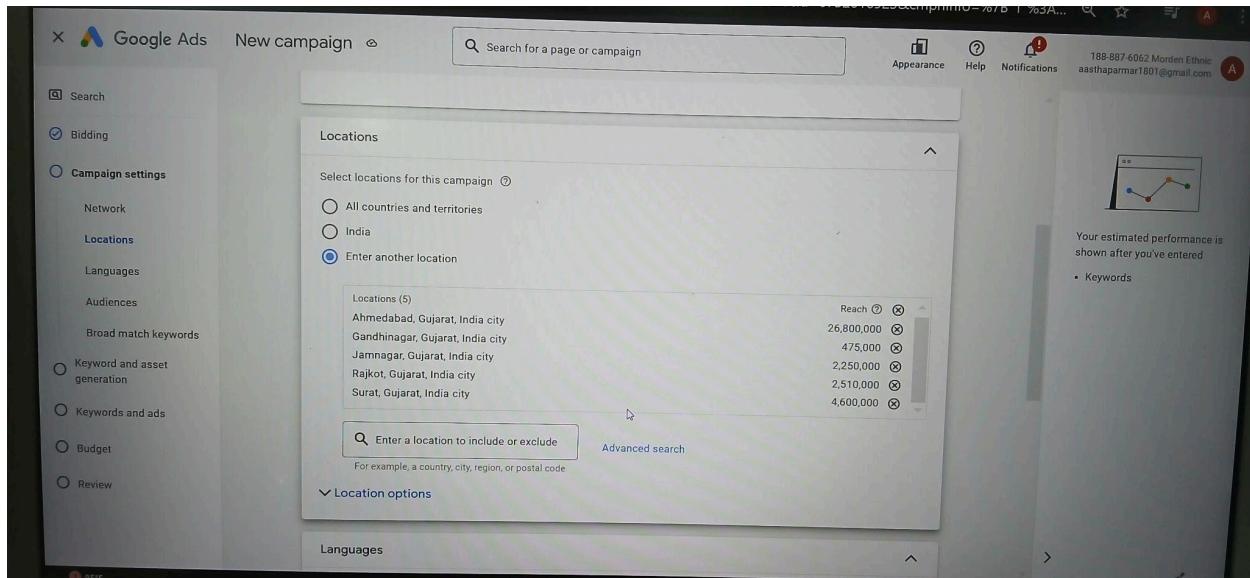
For example, a country, city, region, or postal code

Location options

Languages

Your estimated performance is shown after you've entered

- Keywords



ads.google.com/aw/campaigns/new/search/draft?campaignId=281496733853208&ocid=6732016923&crmpnInfo=%7B%1%3A...

Google Ads New campaign

Search for a page or campaign

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Location options

Languages

Select the languages your customers speak.

Start typing or select a language

English X Hindi X Gujarati X

Audience segments Select audience segments to add to your campaign.

Broad match keywords

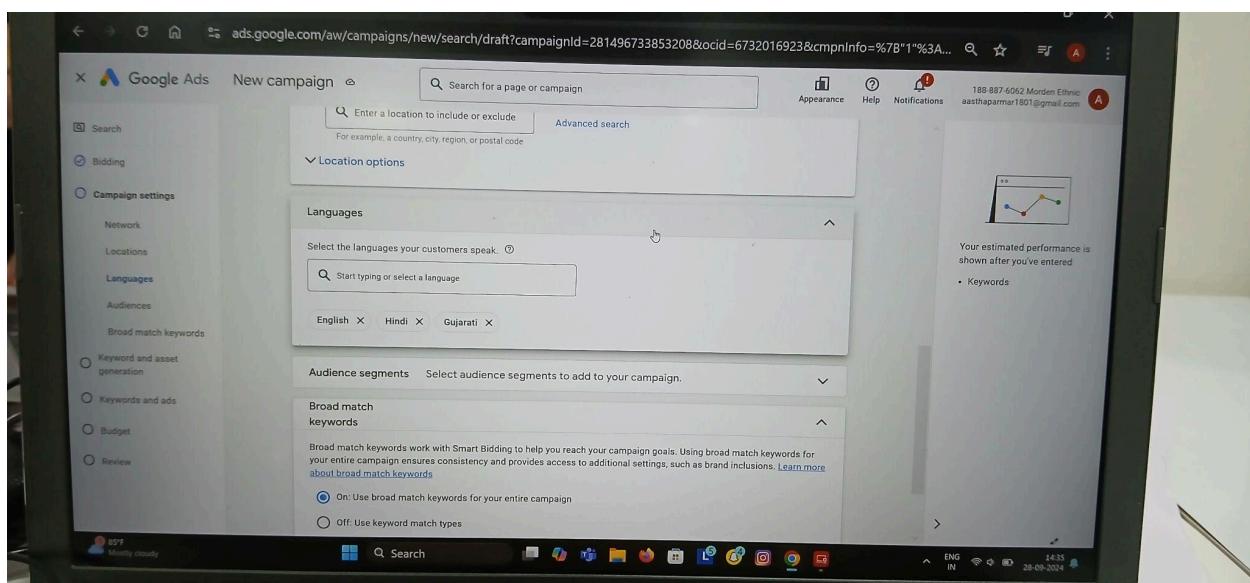
Broad match keywords work with Smart Bidding to help you reach your campaign goals. Using broad match keywords for your entire campaign ensures consistency and provides access to additional settings, such as brand inclusions. [Learn more](#)

On: Use broad match keywords for your entire campaign

Off: Use keyword match types

85°F Mostly cloudy

ENG IN 14:35 20-09-2024



Screenshot of Google Ads Keyword and asset generation interface.

The sidebar shows the following navigation:

- Search
- Bidding
- Campaign settings
- Keyword and asset generation
- Keyword and asset generation
- Keywords and ads
- Budget
- Review

The main content area is titled "Keyword and asset generation". It includes a "Get help creating your ad" section (BETA) with instructions about Google AI's role in generating content. It also asks where people will go when they click the ad, with a "Final URL (required)" field containing "https://esellerhub.com".

A "What makes your products or services unique?" section contains a text input field describing eSellerHub's offerings. A note states: "Our target audience is online sellers who are looking for a comprehensive eCommerce software solution to manage their businesses. Our unique selling points are our wide range of features, our commitment to customer service, and our affordable pricing."

On the right, there is a graph icon and a note: "Your estimated performance is shown after you've entered". Below it is a list: "Keywords".

At the bottom right of the main window, there are "Skip" and "Generate" buttons. The status bar at the bottom shows "784 / 3000".

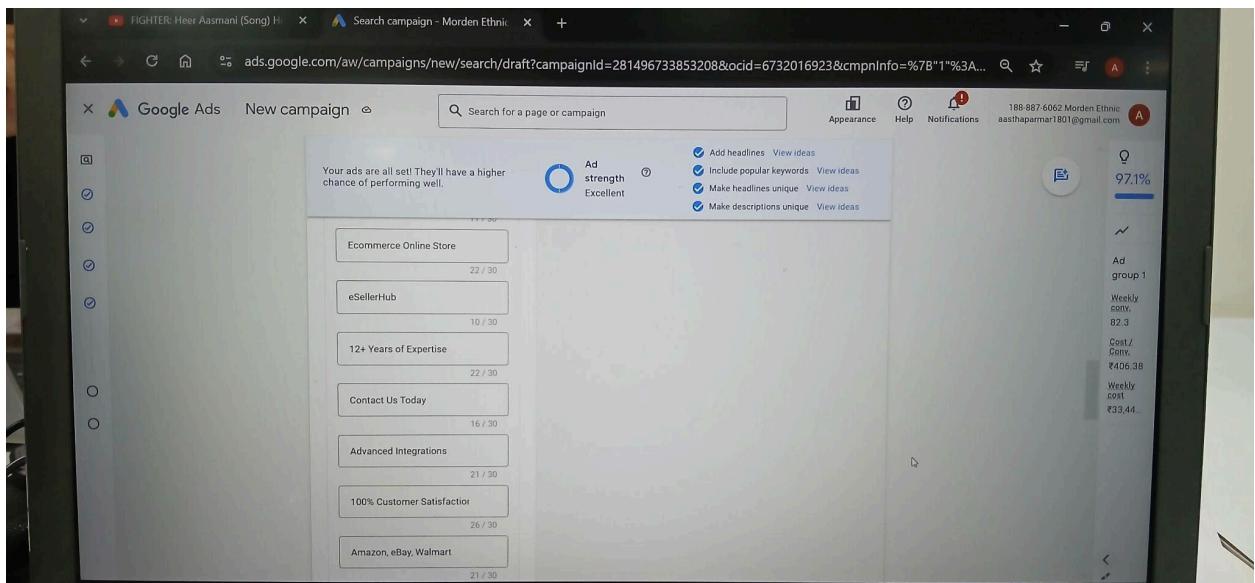
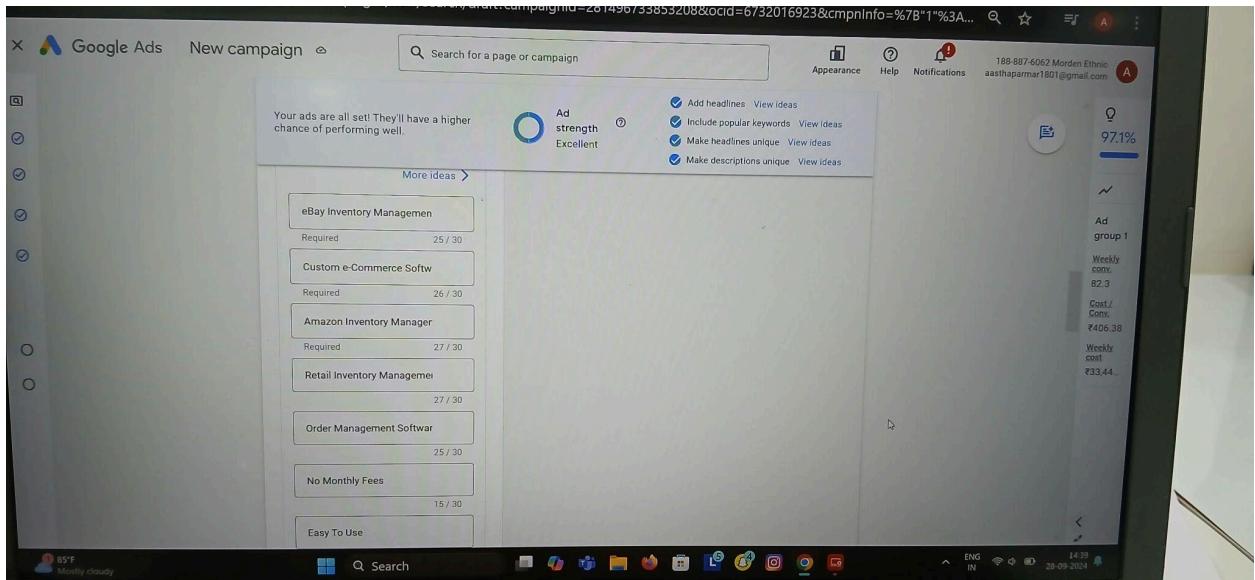
Screenshot of Google Ads Keyword and asset generation interface, showing the "Generate" step.

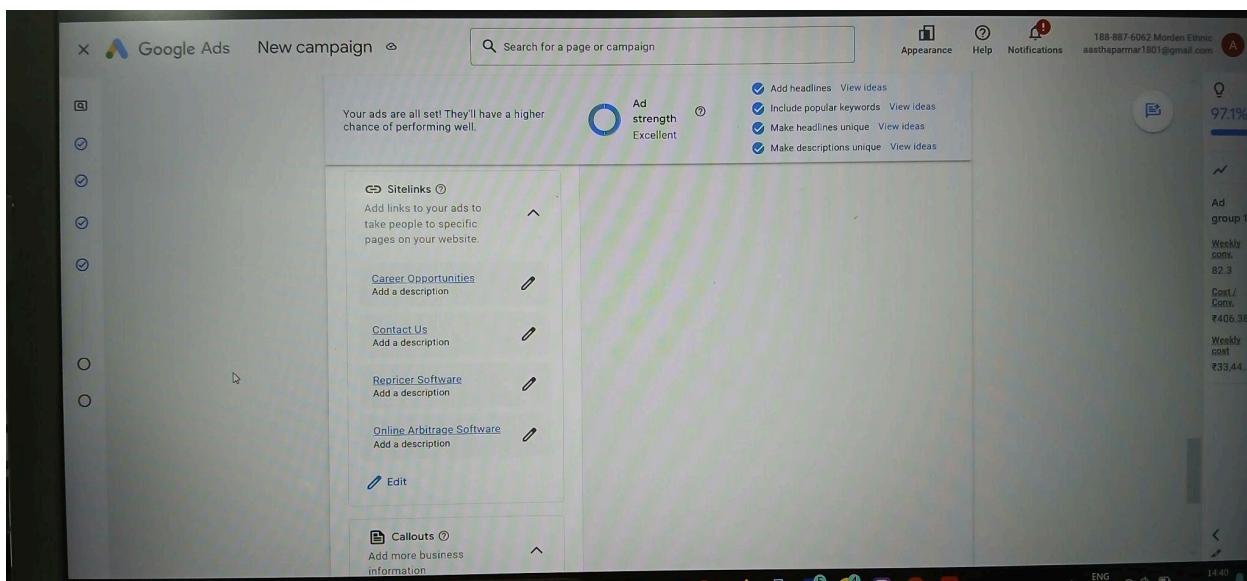
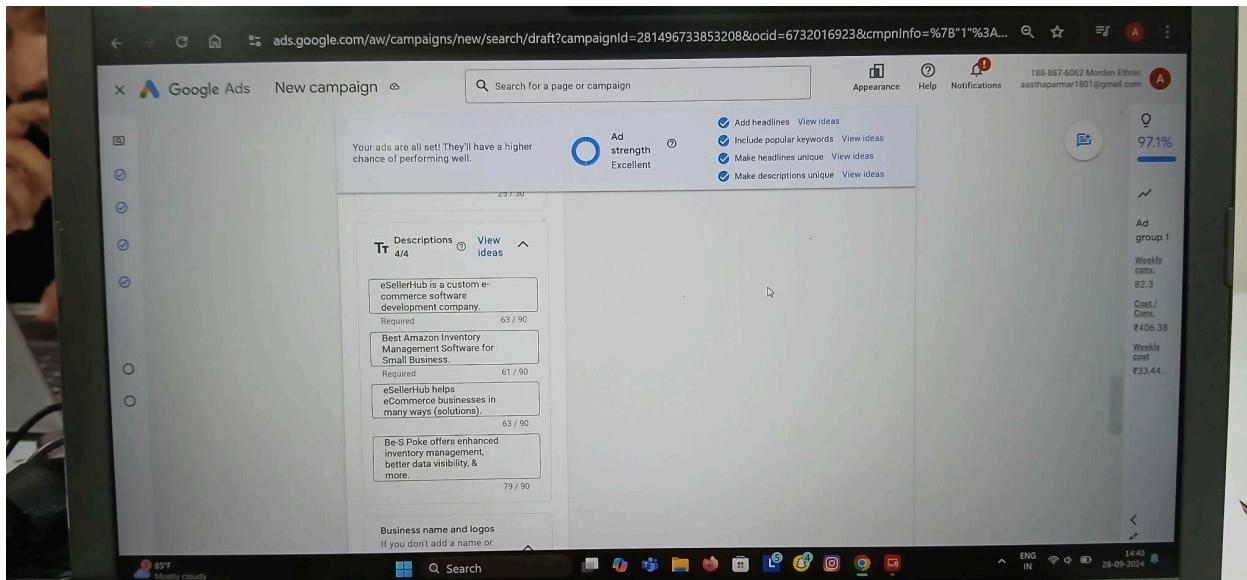
The sidebar and main content area are identical to the previous screenshot, including the navigation menu, ad creation form, and product description section.

At the bottom right of the main window, there is a large blue "Generate" button.

The screenshot shows the Google Ads interface for creating a new campaign. In the top right corner, there are user details: "188-887-6062 Morden Ethnic" and "aasthaparmar1801@gmail.com". The main area is titled "Keywords" and includes a section for "Get keyword suggestions (optional)". A "Final URL" field contains "https://esellerhub.com". Below it, under "Add products or services to advertise", there is a list: "amazon inventory management software", "inventory management software for small business", and "Inventory Management". A sidebar on the right displays performance metrics: "97.1%", "Ad group 1", "Weekly conv. 82.3", "Cost/Conv. ₹406.38", and "Weekly cost ₹33,44...".

This screenshot continues from the previous one, showing the "Ads" section. It displays a message: "Your ads are all set! They'll have a higher chance of performing well." An "Ad strength" indicator shows "Excellent". To the right, there are four checked options: "Add headlines" (View ideas), "Include popular keywords" (View ideas), "Make headlines unique" (View ideas), and "Make descriptions unique" (View ideas). The "Preview" section shows a mobile device screen with a light green heatmap overlay. On the left, there are sections for "Final URL" (set to "https://esellerhub.com") and "Display path" (set to "www.esellerhub.com"). The bottom navigation bar includes icons for Home, Search, Campaigns, Ads, Tools, and Help.





ads.google.com/aw/campaigns/new/search/draft?campaignId=281496733853208&ocid=6732016923&cmpnInfo=%7B"1"%3A...

Google Ads New campaign

Budget

Select the average you want to spend each day.

₹5,733.48

₹4,777.90 Recommended

Average daily budget

Weekly conv. Cost / Conv. Weekly cost  
82.3 ₹406.38 ₹33,445.30

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

₹3,822.32

Set custom budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

Appearance Help Notifications 188-887-6062 Morden Ethnic aasthapharma1801@gmail.com A

97.1% Campaign optimization score

Weekly estimates Estimates are based on your keywords and daily budget.

Ad group 1

Weekly conv. Cost / Conv.  
82.3 ₹406.38

Weekly cost ₹33,445.30

14:41 28-09-2024 ENG INI

ads.google.com/aw/signup/tagging?ocid=6732016923&url=https%3A%2F%2Fesellerhub.com&campaignId=21750875472&ca...

Google Ads Set up with a Google ...

Search for a page or campaign

Your ads will go live after a review

All ads are checked to ensure they're safe and appropriate for everyone. This editorial and policy review should take 1-2 business days.

Improve your return on investment by measuring conversions

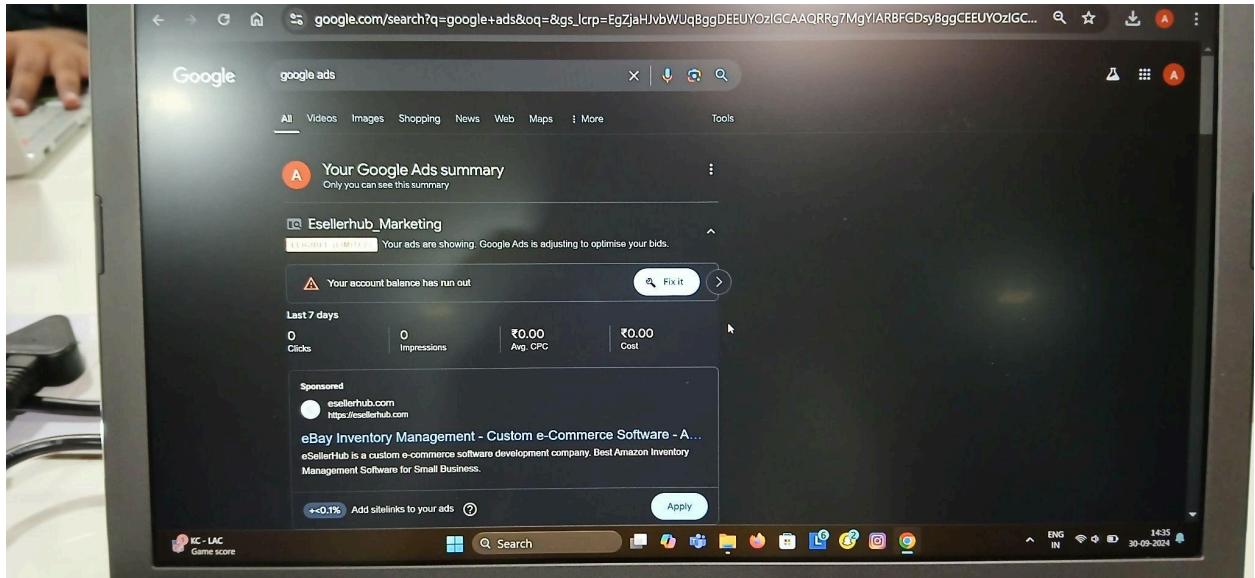
While your ads are reviewed, take these steps so you can measure important actions people take on your ads and website – while helping you get more out of your campaigns.

Choose how you'd like to set up conversion measurement

Set up now with WordPress RECOMMENDED

Recommended for you because we found your website is built with WordPress

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Que.06 - Create an ad for  
<http://desinger2developer.com>

- # Create an ad for the display network.
- # Choose a proper Target audience.
- # Expected conversion: need medium user Engagement within the budget.
- # Budget: 5000.

ANSWER:-