

## “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":



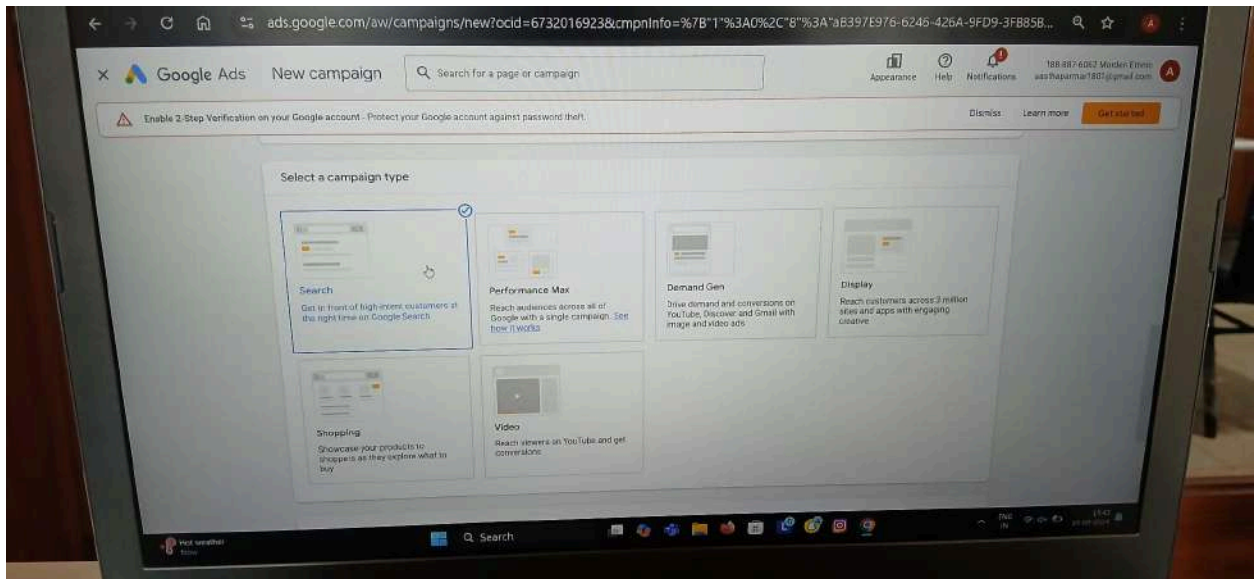
A good Quality Score suggests that your ads are effectively reaching your intended audience, which can improve overall campaign performance.

#### 4. “Account Management” :-

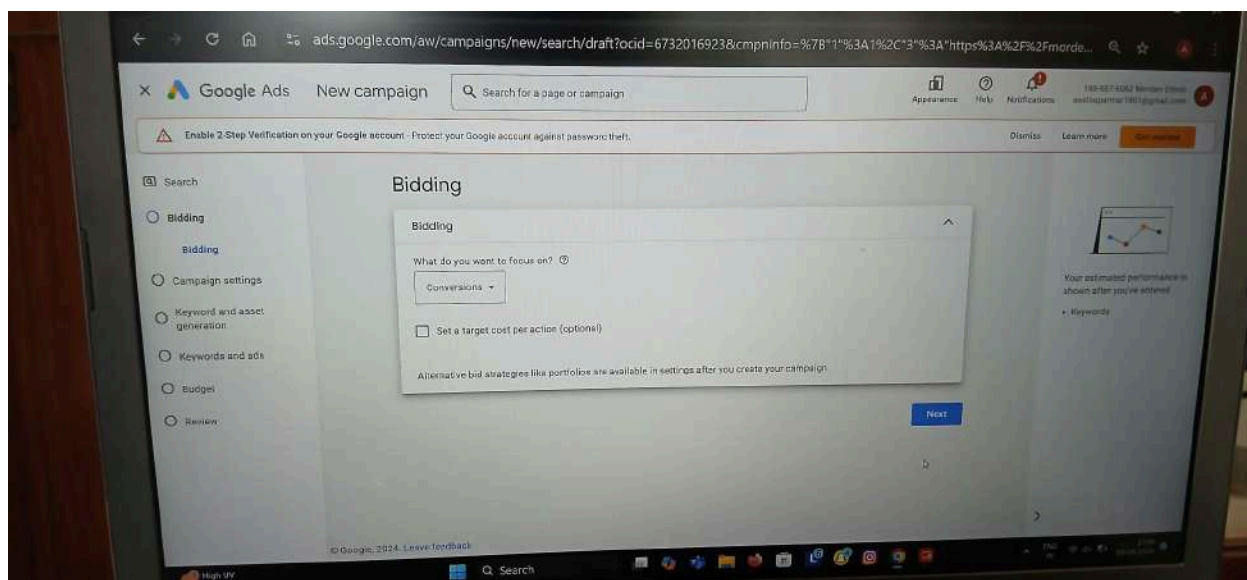
Monitoring Quality Scores can help identify areas for improvement in your ad campaigns, enabling better strategy and optimization.

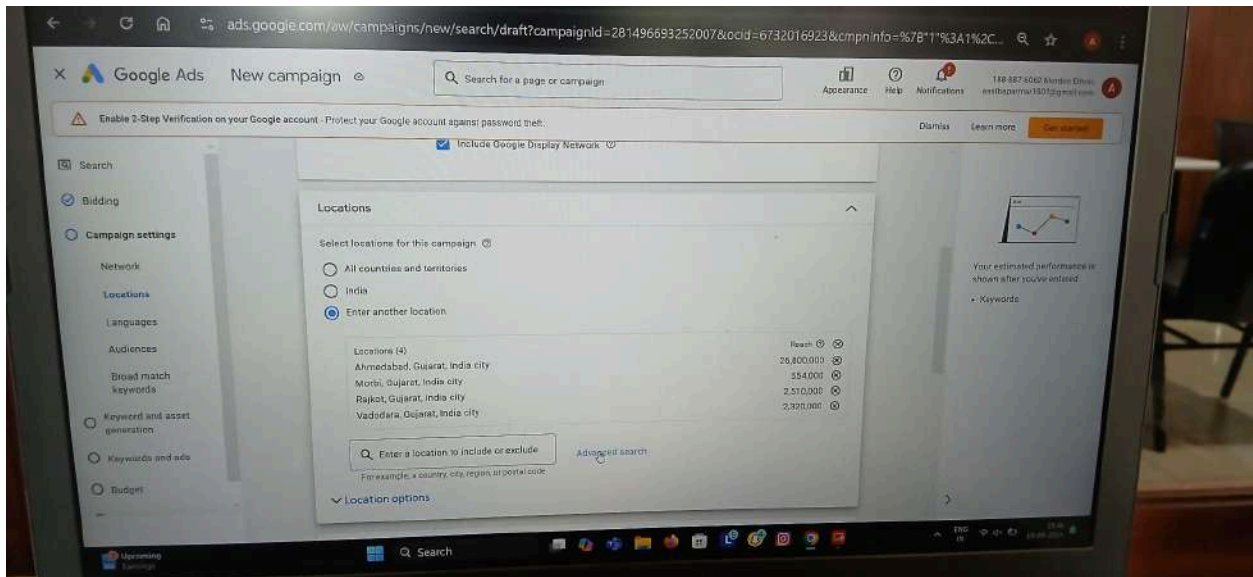
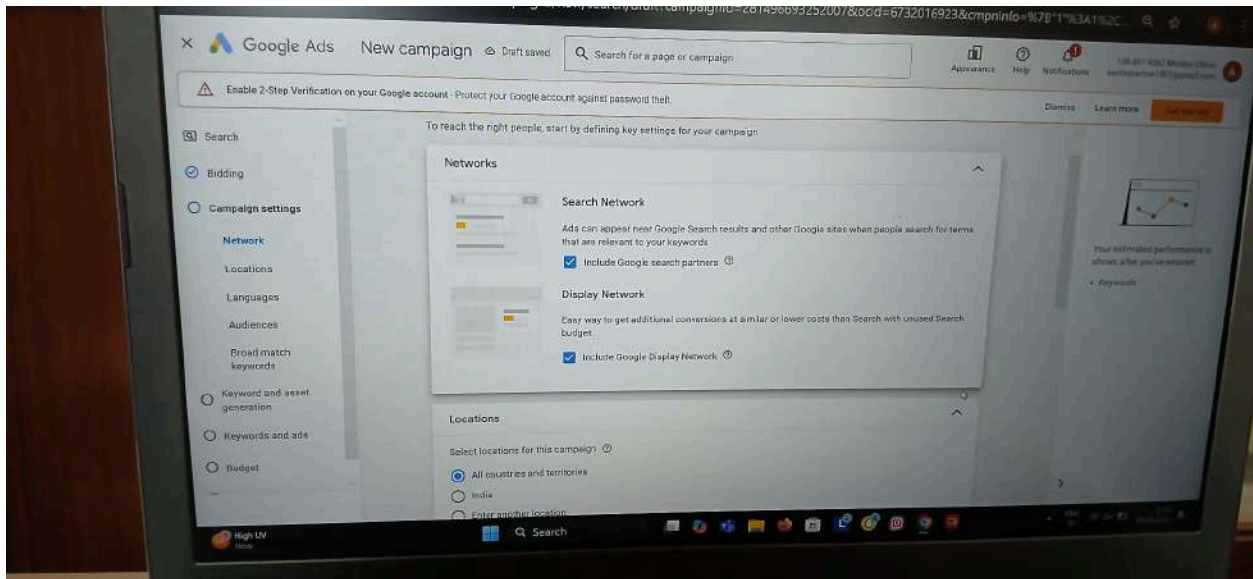
In summary, maintaining a high Quality Score is crucial for achieving effective and efficient advertising results, maximizing your budget, and improving the overall performance of your campaigns.

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

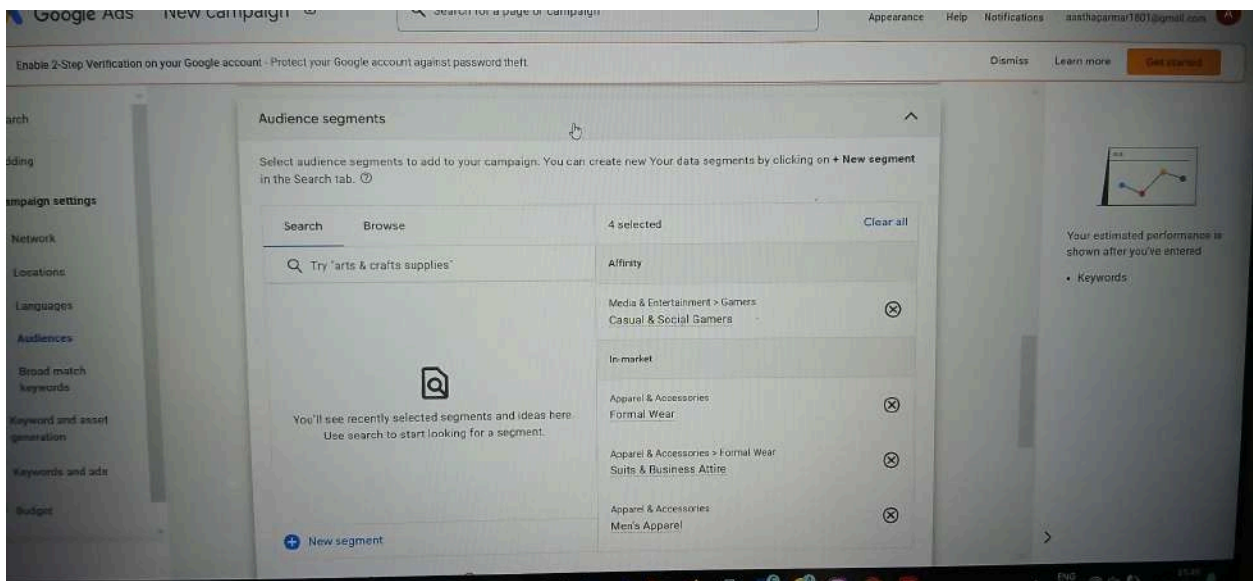
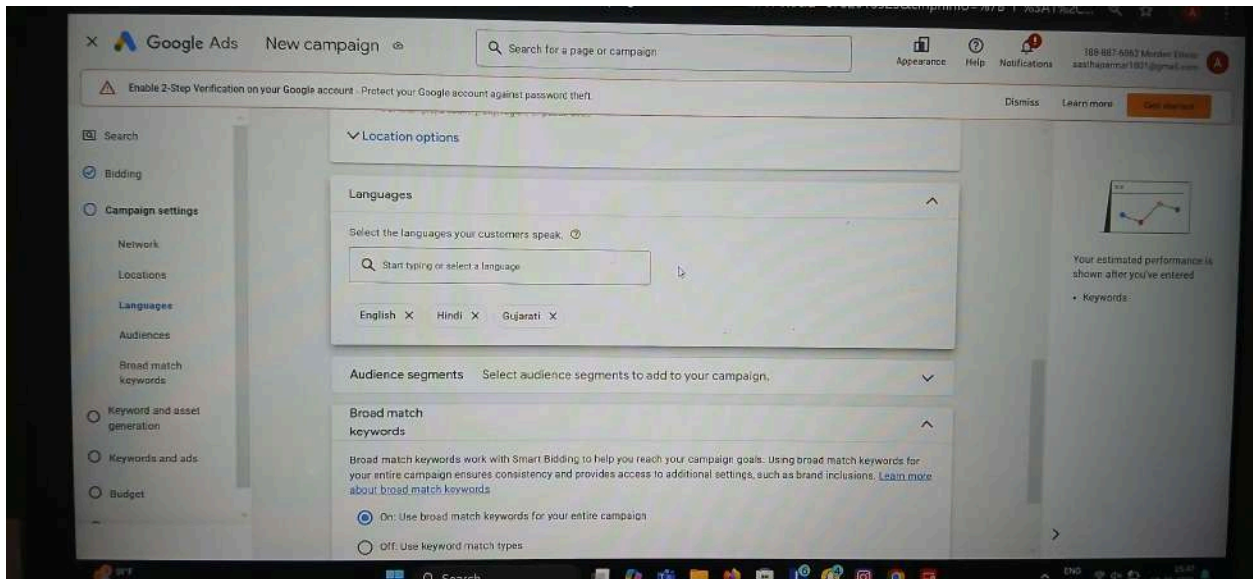
[illegible]











Google Ads

New campaign

Search for a page or campaign

Appearance

Help

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188 887 4062 Morden Ethno  
aasthaparnia1801@gmail.com

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Dismiss

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Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

Broad match keywords

Ad rotation

Keyword and asset generation

Keywords and ads

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 about broad match keywords](#)

☒ 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

Google Ads

New campaign

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☐ 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.

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](#)

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Your estimated performance is shown after you've entered

Keywords

© Google, 2024. [Leave feedback](#)

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Network

Locations

Languages

Audiences

Broad match keywords

Ad rotation

Start and end dates

Ad Schedule

Keyword and asset generation

### 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.

### Ad schedule

All days 09:00 to 21:00 X

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 you changed and adds new ones, resetting any performance data

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Search

Bidding

Campaign settings

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)\*

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

Keyword and asset generation is only available in English.

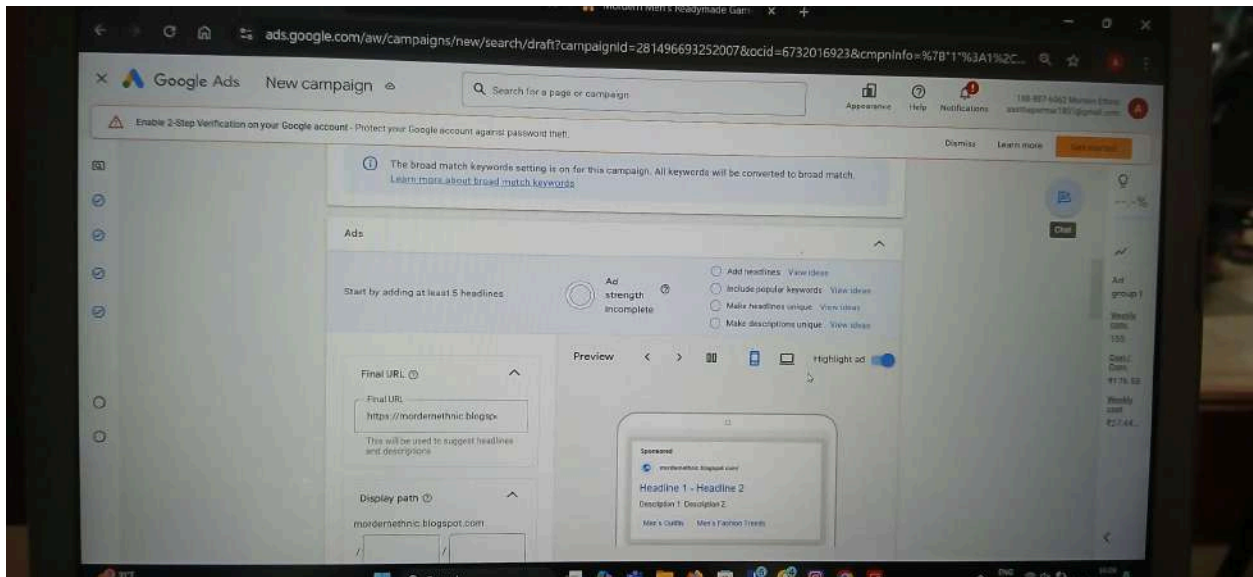
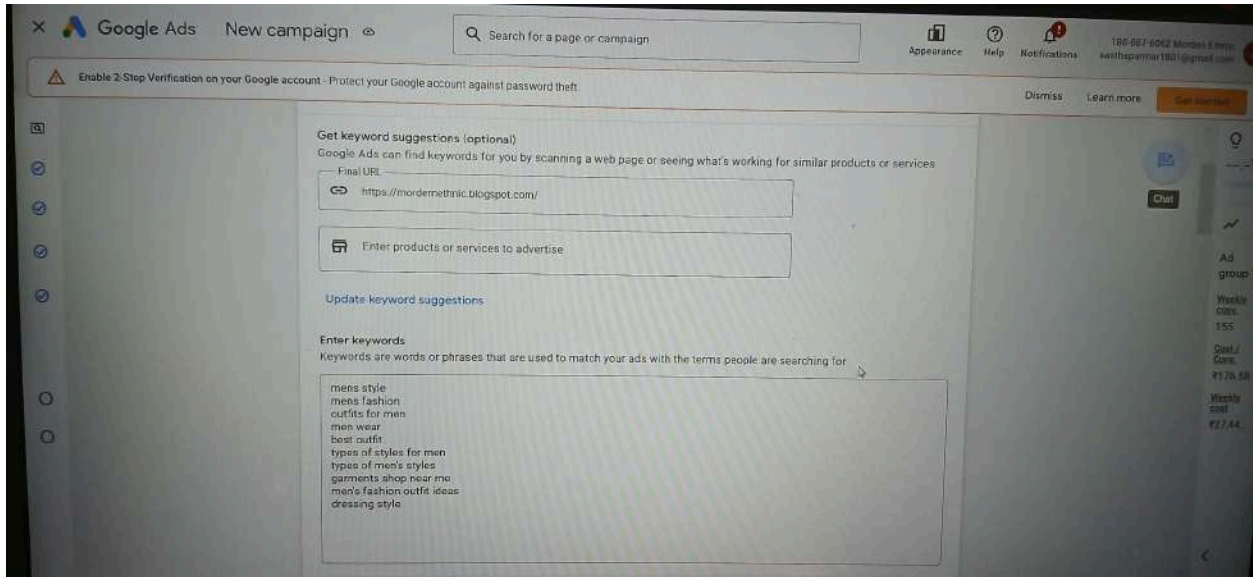
What makes your products or services unique?

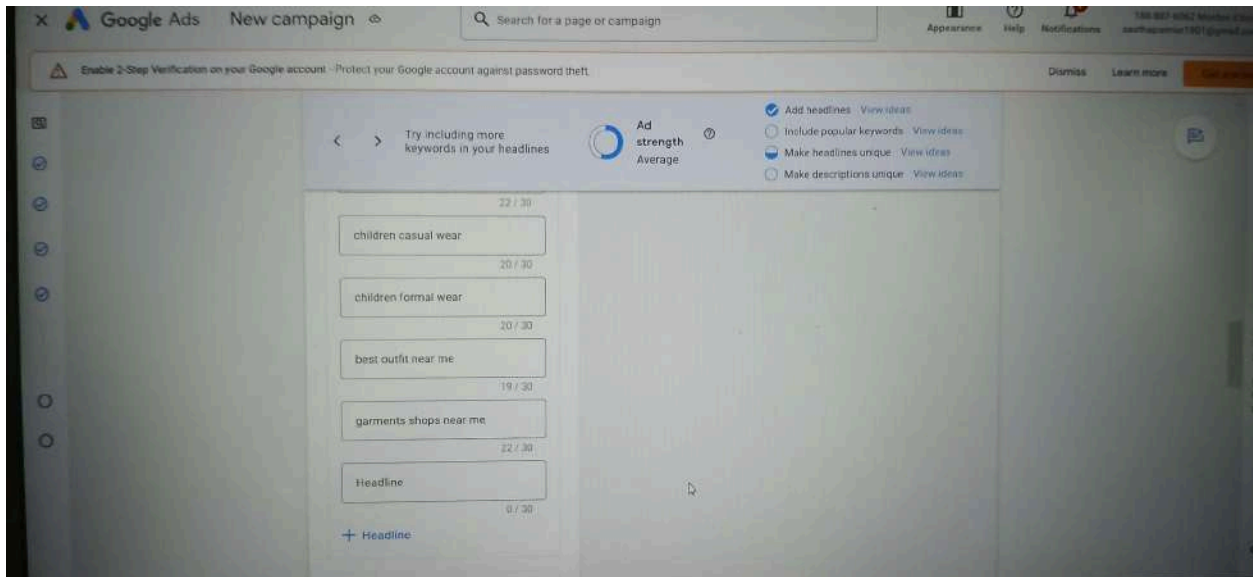
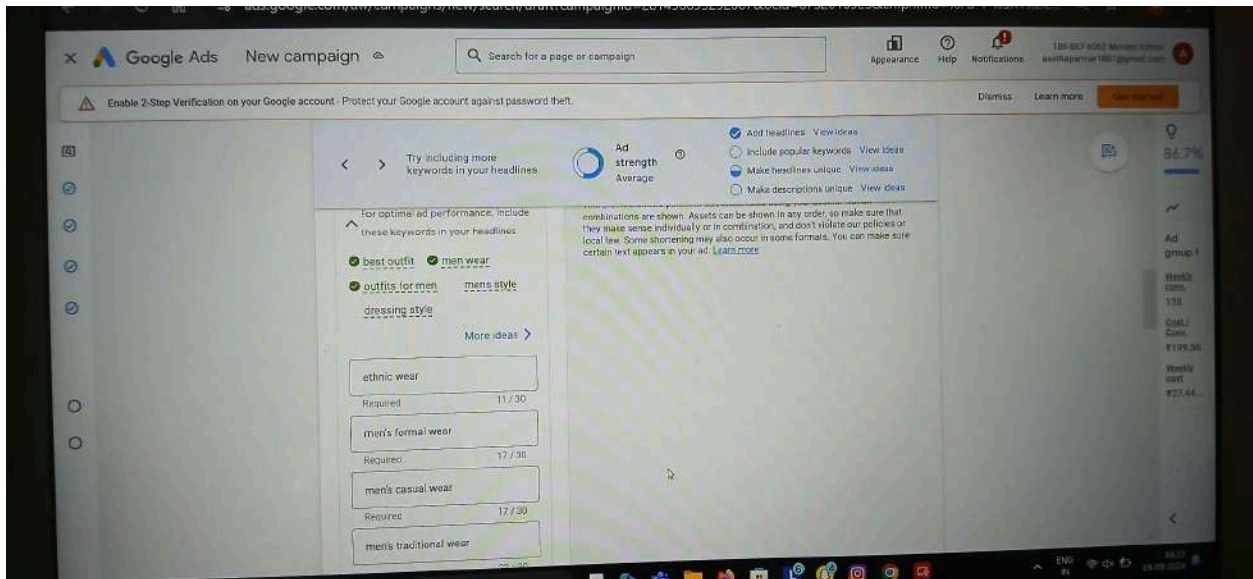
Describe the product or service to advertise (required)\*

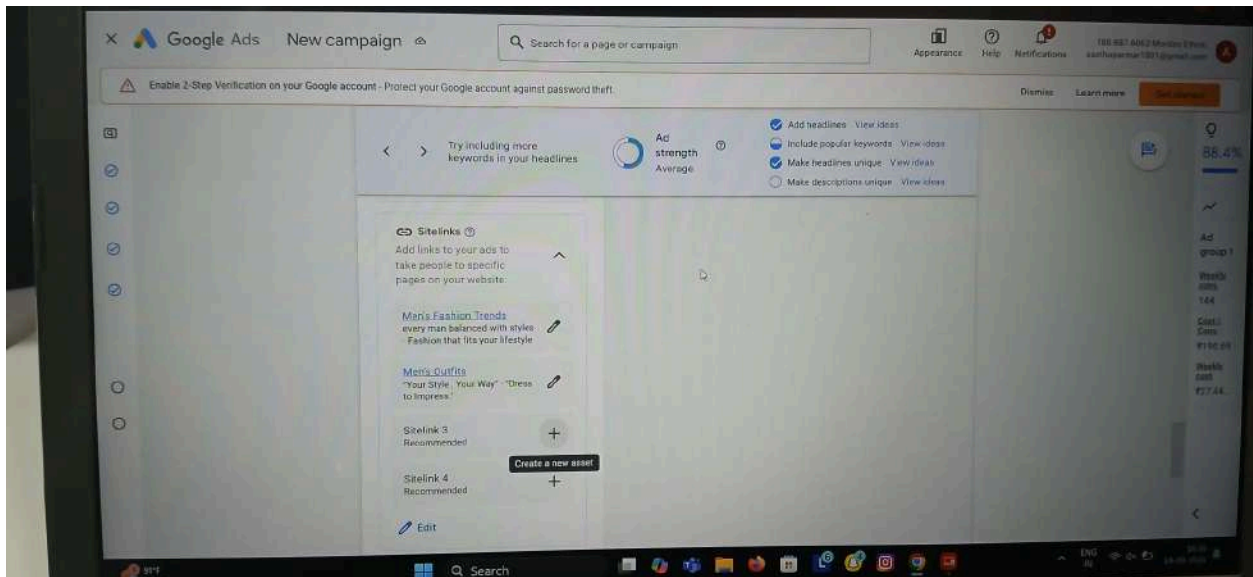
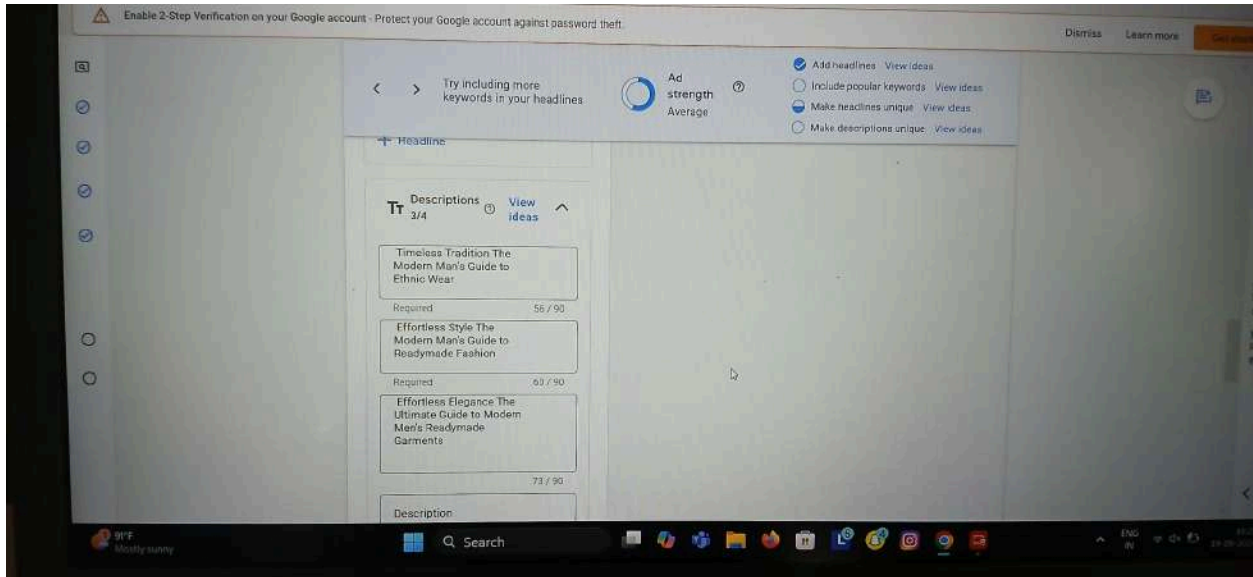
Your estimated performance shown after you've entered

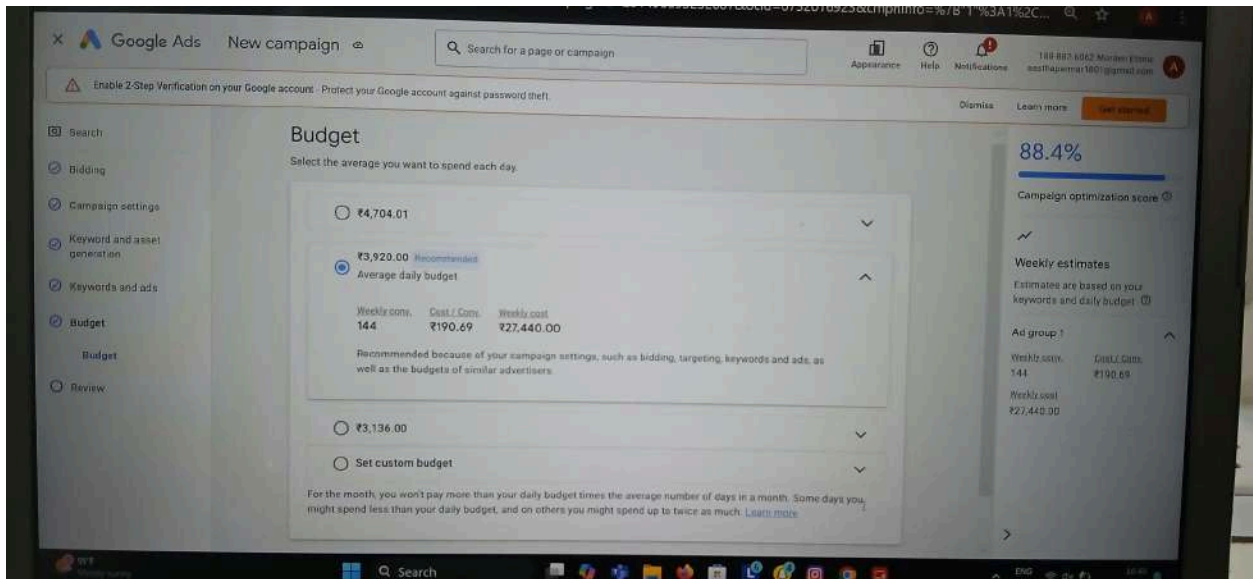
Keywords











Enable 2-Step Verification on your Google account - Protect your Google account against password theft.

Appearance Help Notifications [Account](#)

Diaries Learn more [Get started](#)

## 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

Weekly conv.	Cost./Conv.	Weekly cost
162	₹216.45	₹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](#)

88.4%

Campaign optimization score

Weekly estimates

Estimates are based on your keywords and daily budget.

Ad group 1

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

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

Google Ads Set up with a Google ...

Search for a page or campaign

Update your tax info [Fix it](#) Set up conversion tracking [View](#) X

### Your ads will go live after a review

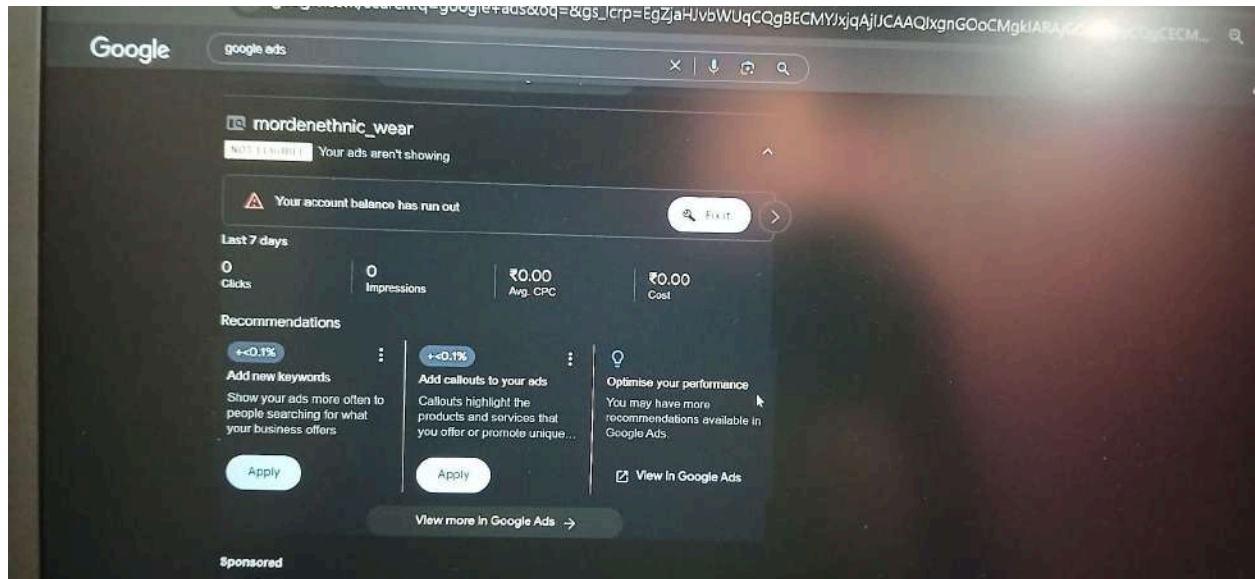
All ads are checked to ensure they're safe and appropriate for everyone. This editorial and policy review should take 1-2 business days.

### 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.

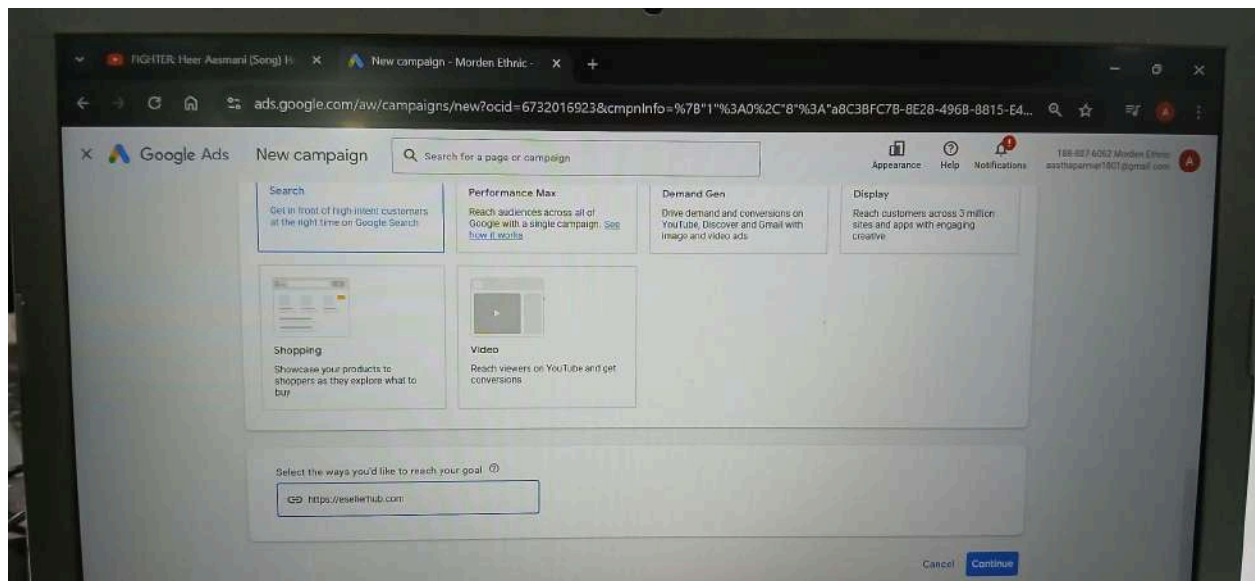
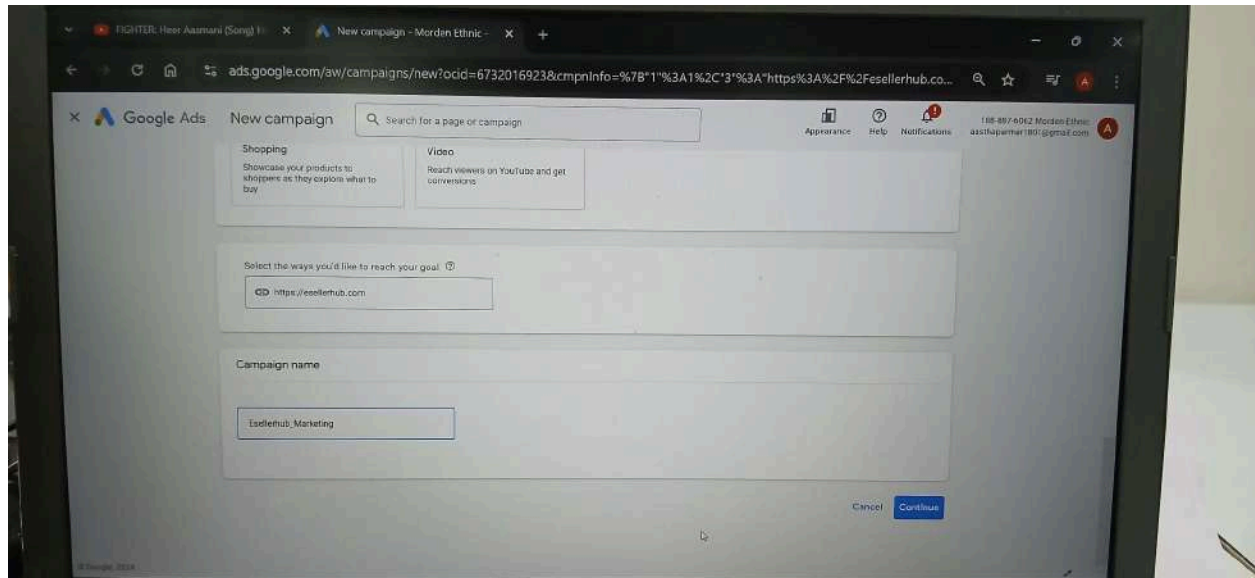
[Next](#)

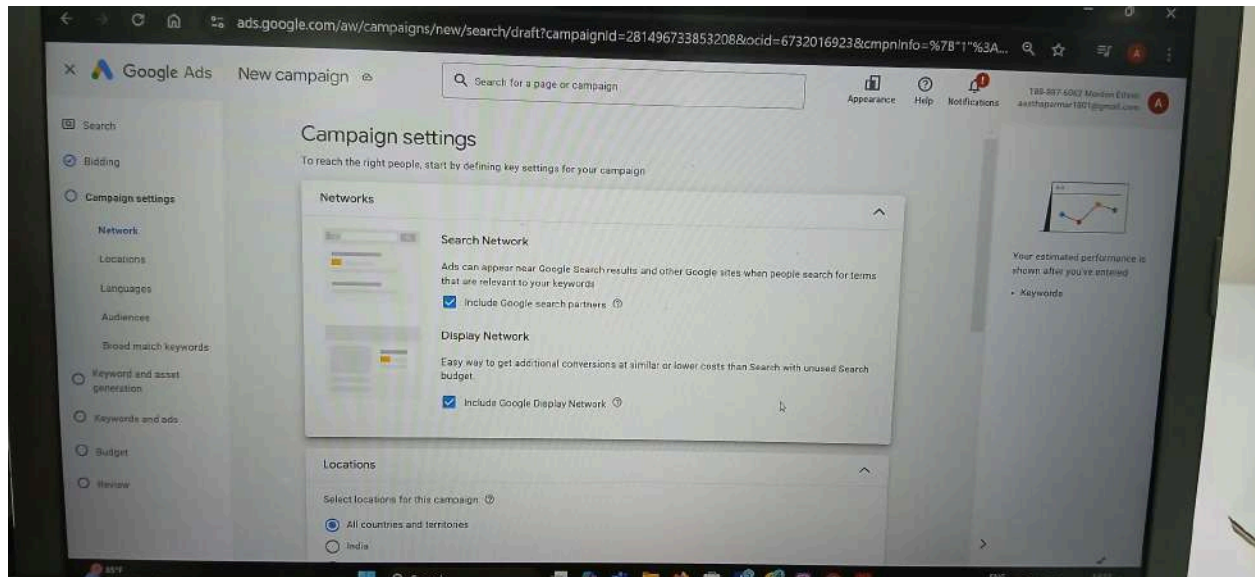
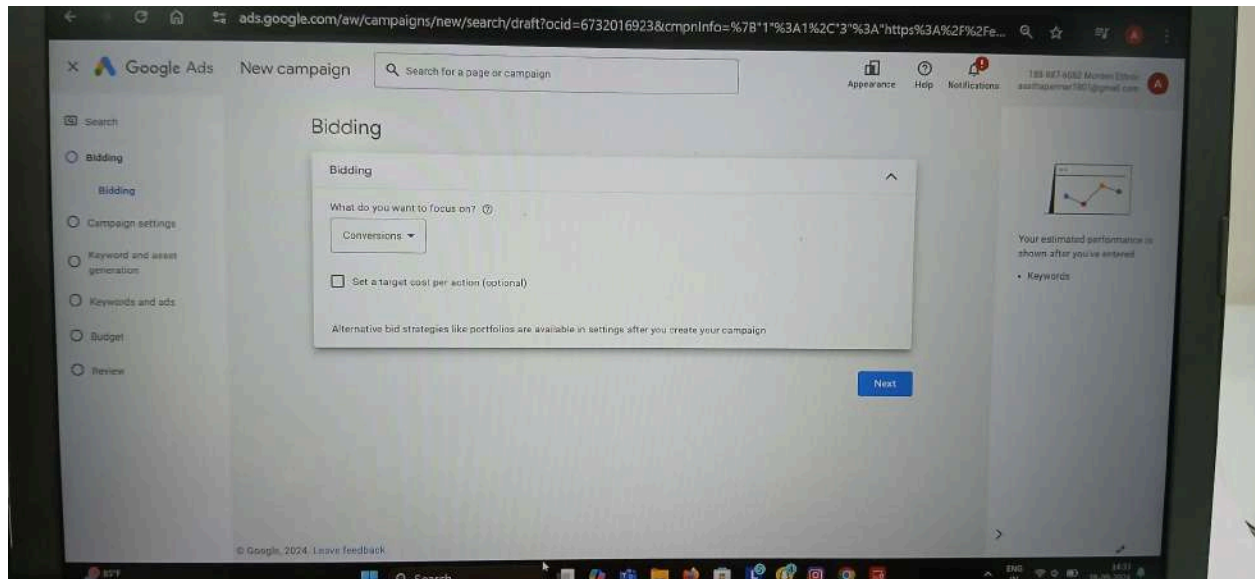




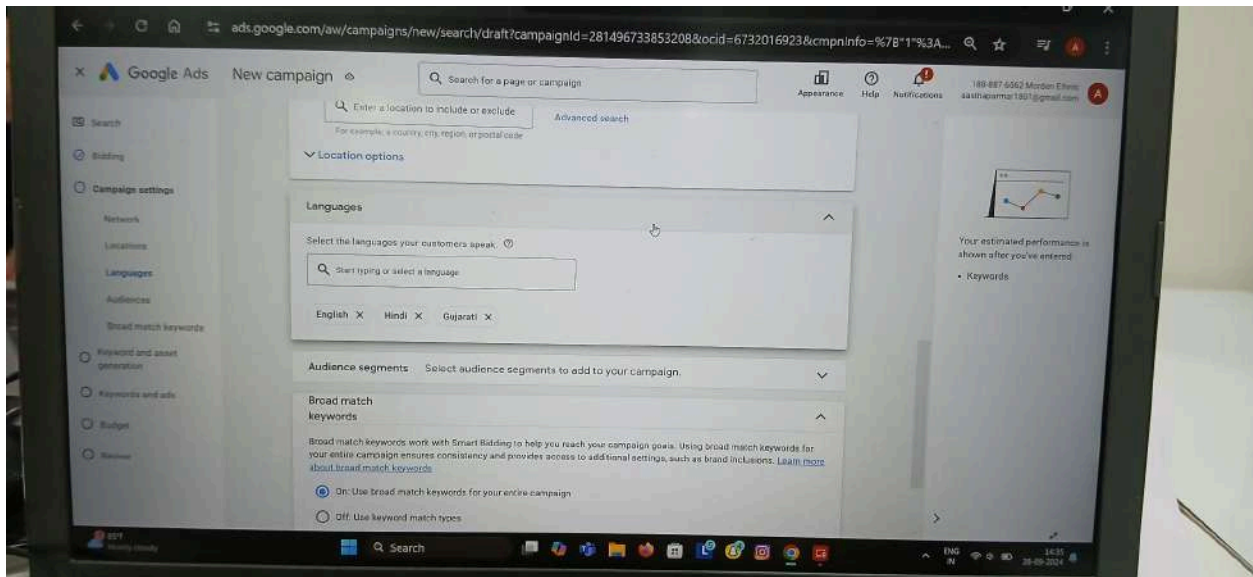
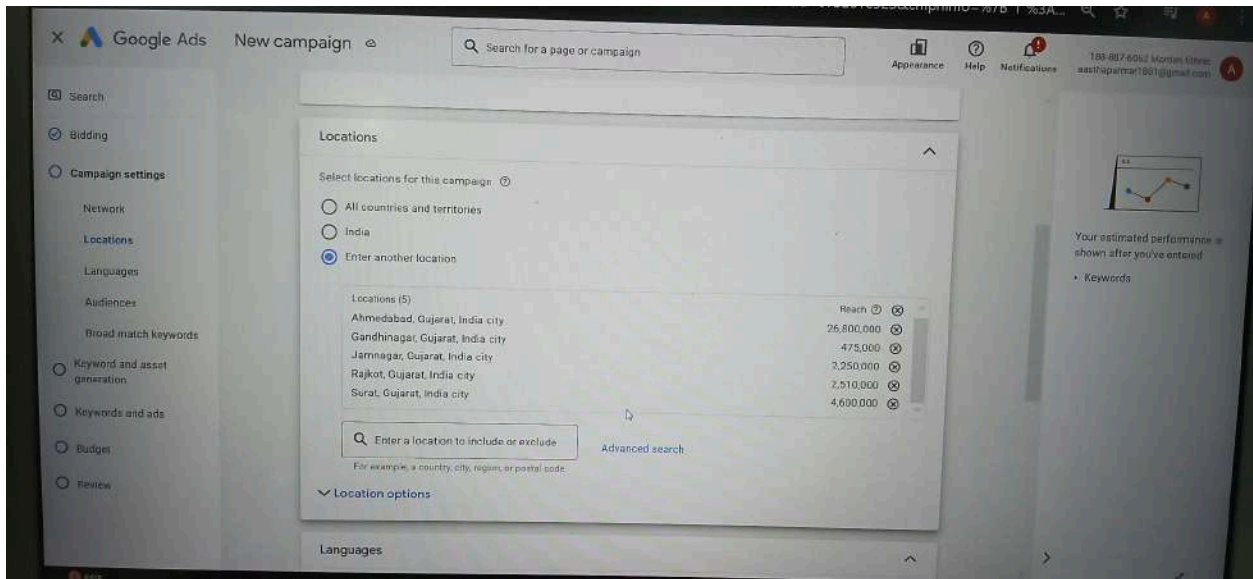
Que.05 - Create an ad for <http://esellerhub.com/> to get the maximum Clicks.

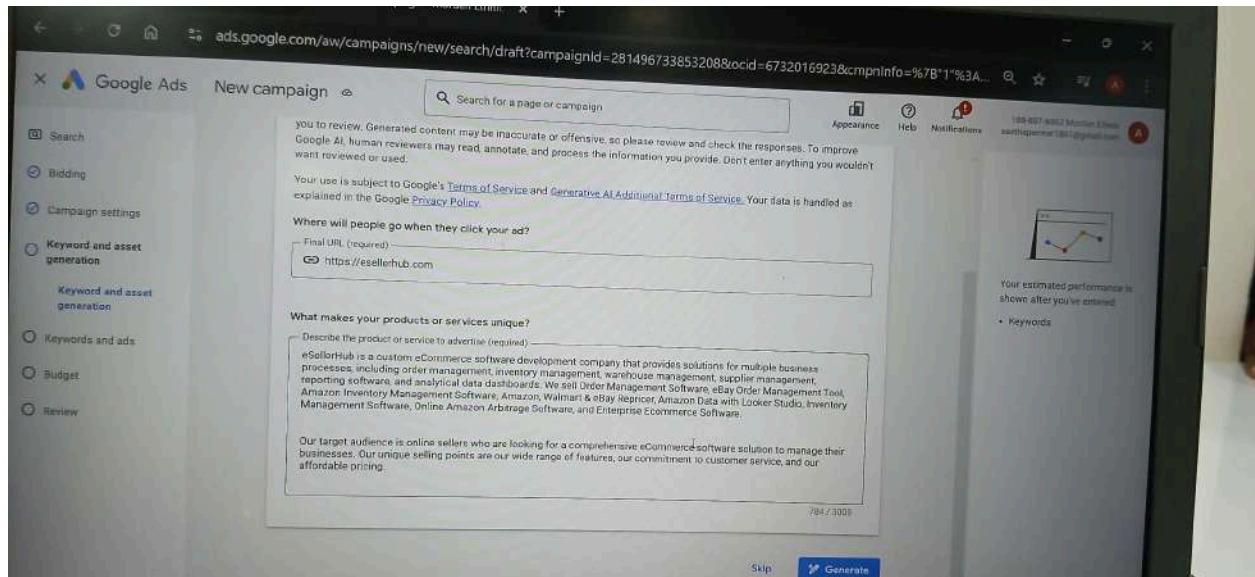
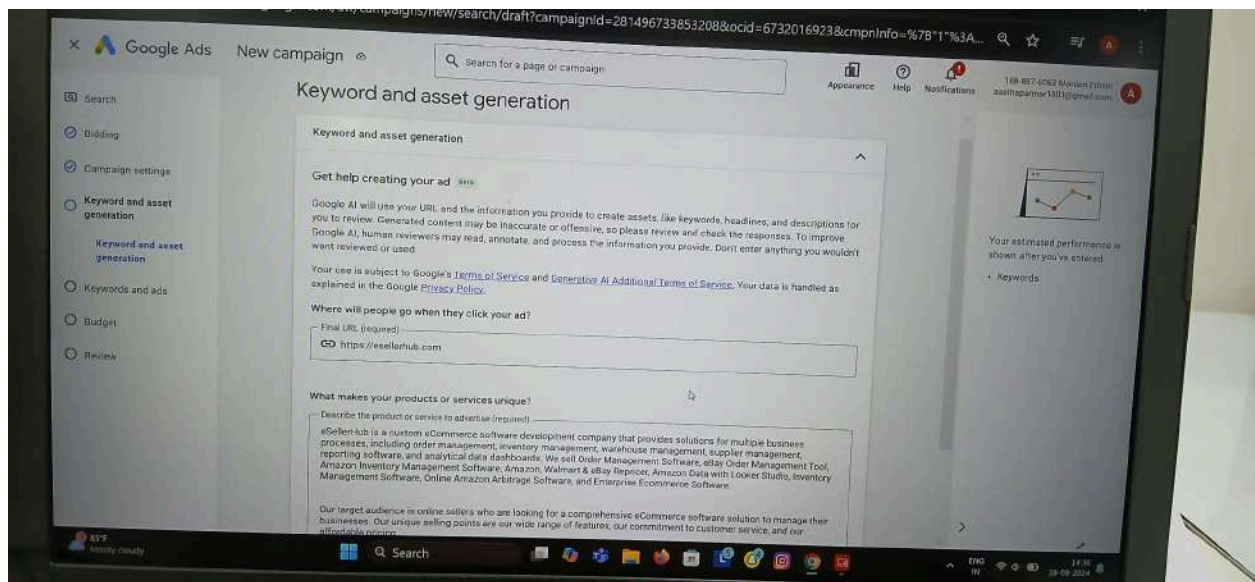
ANSWER:-

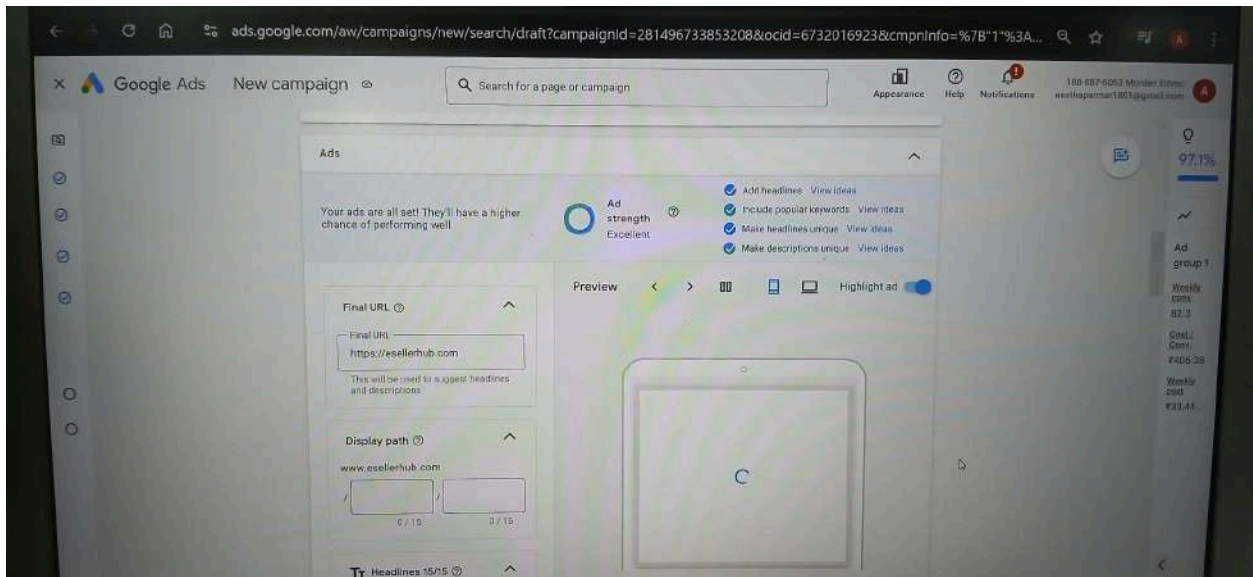
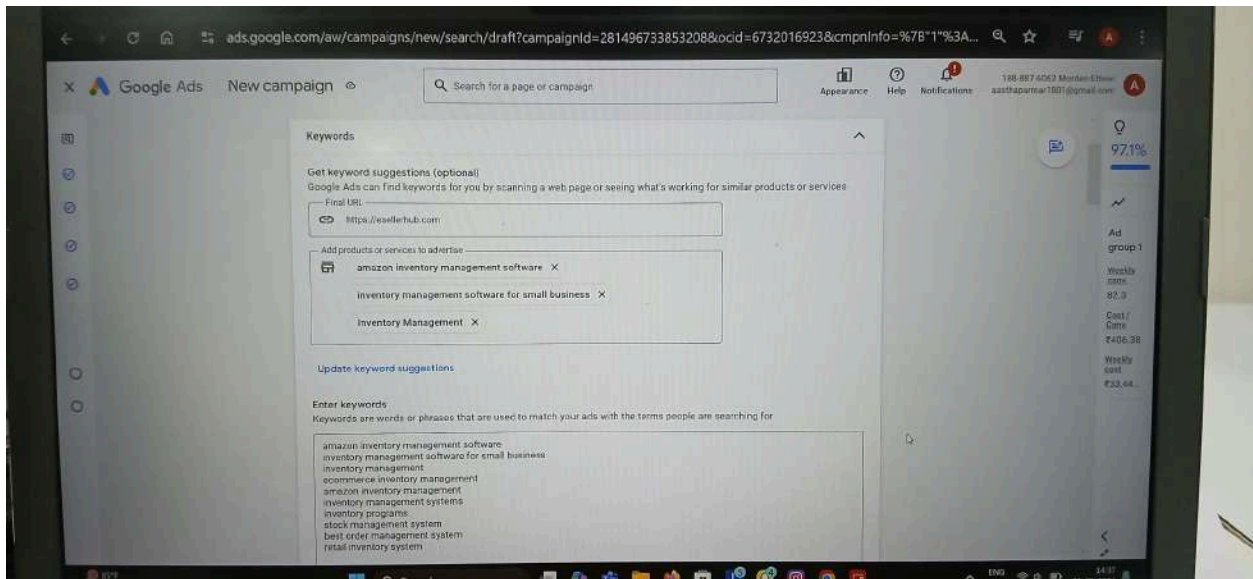


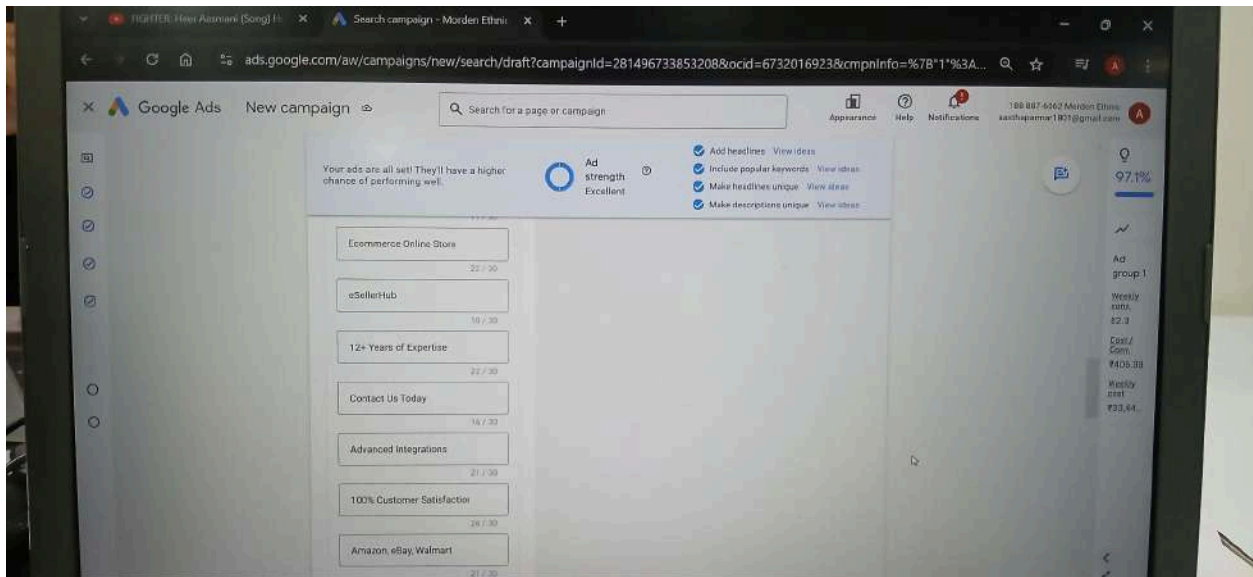
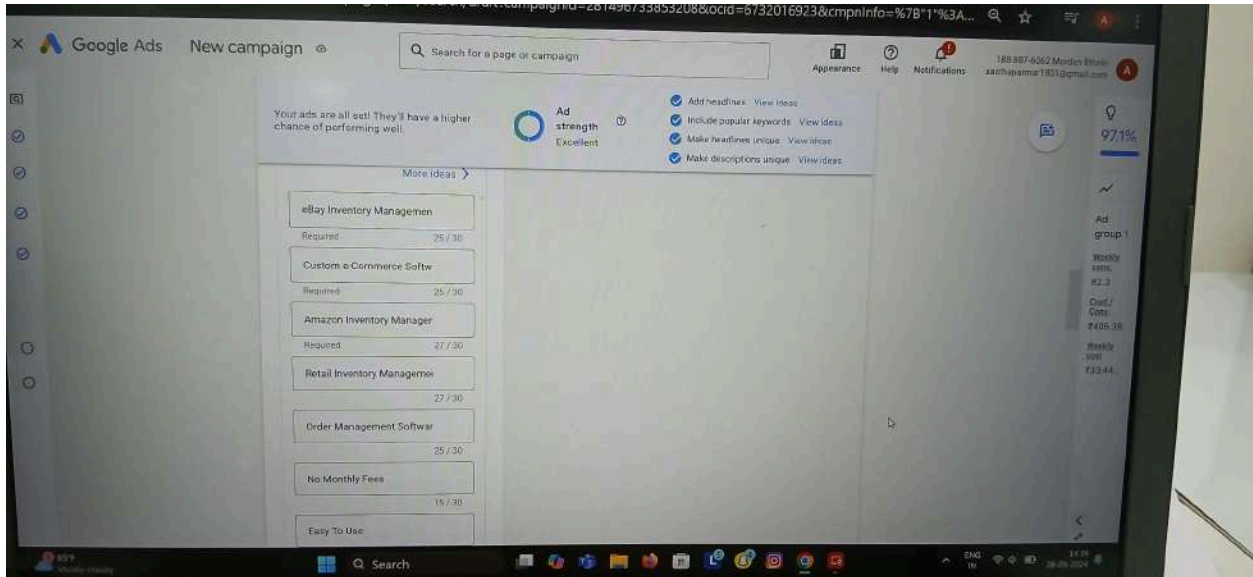




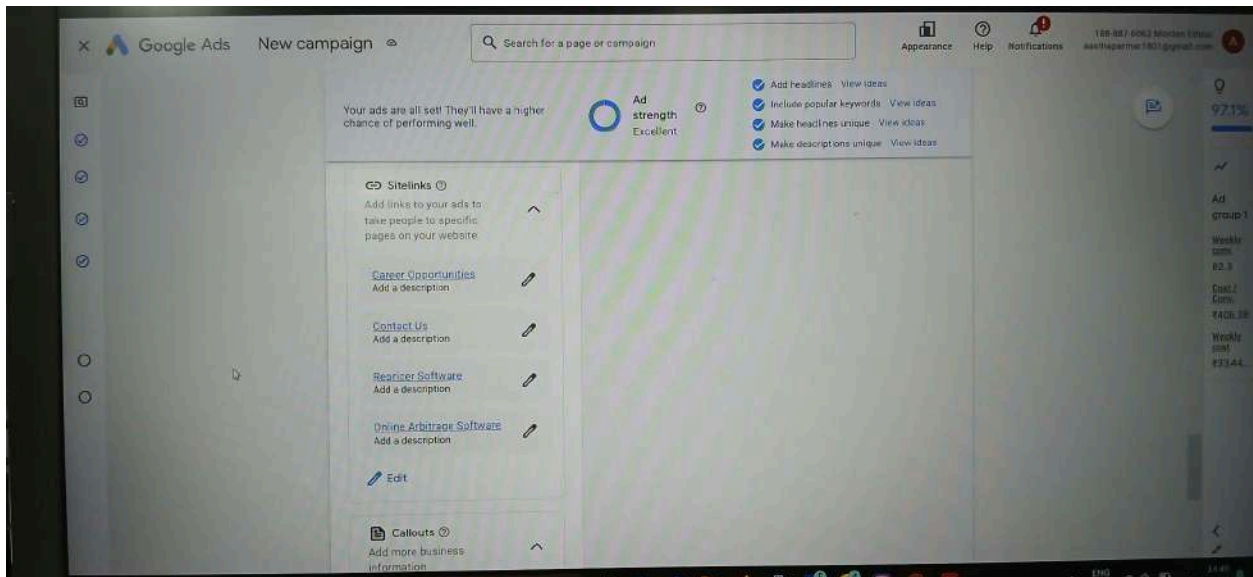
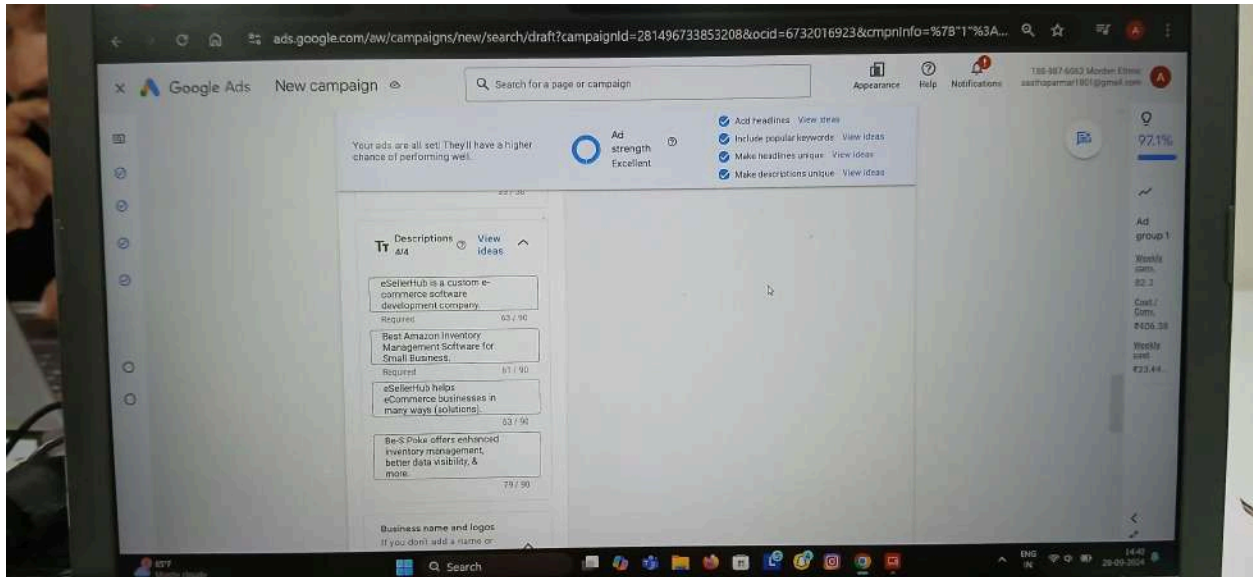












ads.google.com/new/campaigns/new/search/draft?campaignId=281496733853208&ocid=6732016923&cmpinfo=%7B%22%3A...

Google Ads New campaign

Search for a page or campaign

Appearance Help Notifications 188-887-6062 Morden Elv... aashajammar1801@gmail.com

Search

Bidding

Campaign settings

Keyword and asset generation

Keywords and ads

Budget

Review

### 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

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

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

Google Ads Set up with a Google ...

Search for a page or campaign

Refresh Help Notifications 188-887-6062 Morden Elv... aashajammar1801@gmail.com



### Your ads will go live after a review

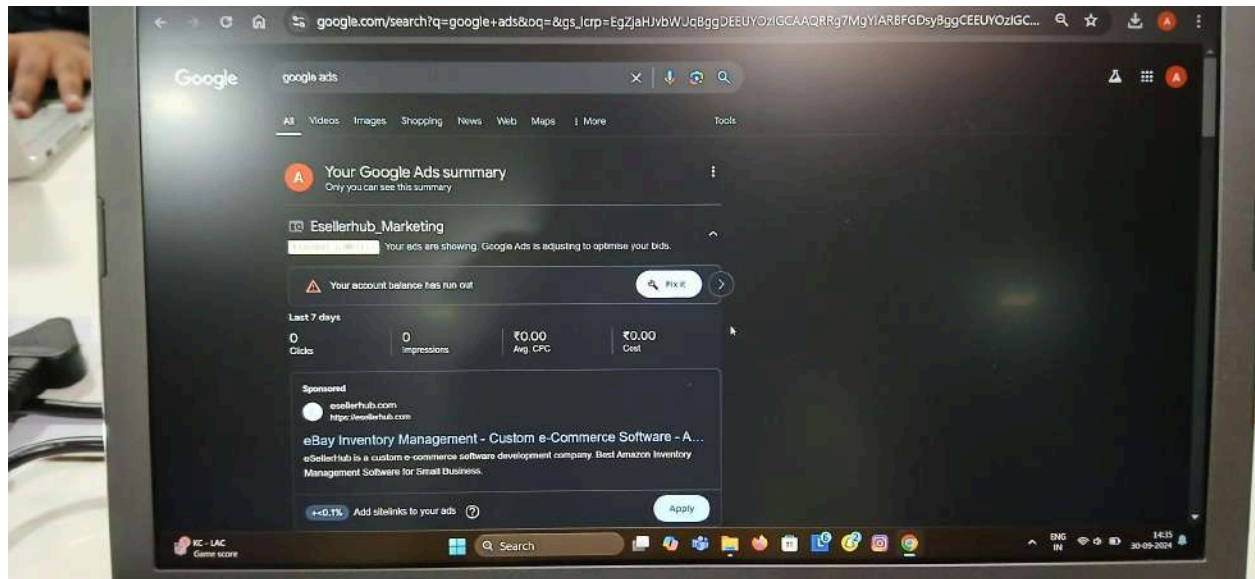
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Choose how you'd like to set up conversion measurement

☒ **Set up now with WordPress** [How to set up](#)  
Recommended for you because we found your website is built with WordPress



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:-