

Module-4

1. What are the main factors that can affect PPC bidding?

Ans:- Keyword Competition – Highly competitive keywords have higher bid prices due to increased demand.

Quality Score – Google Ads considers CTR (Click-Through Rate), ad relevance, and landing page experience to determine the Quality Score. A higher Quality Score can lower costs.

Ad Rank– Determines the position of your ad in search results. The bid amount, Quality Score, and expected impact of ad extensions influence it.

Bid Strategy – Manual vs. automated bidding strategies can impact how much you pay per click.

Target Audience & Location – Bidding costs vary based on geographic location, demographics, and user intent.

Device Type – Costs can differ between mobile, desktop, and tablet users.

Industry & Seasonality – Some industries have higher CPC (Cost-Per-Click) rates, and seasonal trends can increase competition.

Ad Schedule – The time and day your ads are shown can influence bid prices due to varying user activity.

Landing Page Experience – A well-optimized landing page with a good user experience can improve the Quality Score and reduce CPC.

Competitor Bidding – If competitors increase their bids, it can drive up the cost of winning ad placements.

2. How does a search engine calculate actual CPC?

Ans:- A search engine calculates actual CPC (Cost-Per-Click) based on the Ad Rank of the next highest competitor and your Quality Score. The formula for actual CPC is:

Formula for Actual CPC:

$$\text{Actual CPC} = \frac{\text{Competitor Ad Rank}}{(\text{Your Quality Score} + 0.01)}$$

Key Factors Affecting CPC in India:

1. Industry Type – Some industries, like real estate, finance, and education, have higher CPCs.
2. Competition – More advertisers bidding on the same keyword increase CPC.
3. Geographic Targeting – CPC varies between metro cities (Delhi, Mumbai, Bangalore) and smaller towns.
4. Device Targeting – Mobile vs. desktop bids may differ.
5. Quality Score – Higher CTR (Click-Through Rate), ad relevance, and landing page experience reduce CPC.
6. Seasonal Demand – Festive seasons like Diwali, New Year, and wedding season may increase CPC due to higher demand.

Example Calculation

- Your **Ad Rank** = 40
- Competitor's **Ad Rank** = 30
- Your **Quality Score** = 6

$$\text{Actual CPC} = \frac{30}{6} + 0.01 = 5.01$$

3. What is a quality score and why it is important for Ads?

Ans:- What is a Quality Score?

Quality Score is a rating given by **Google Ads** (or other search engines) that measures the **relevance and quality** of your keywords, ads, and landing pages. It is scored from **1 to 10**, with **10 being the highest**.

Why is Quality Score Important?

1. Lower Cost-Per-Click (CPC) – A higher Quality Score reduces the amount you pay per click.
2. Better Ad Placement – Ads with a higher Quality Score get better positions in search results.
3. Higher Ad Rank – Ad Rank = Quality Score × Max Bid, meaning a high Quality Score helps you rank higher even with a lower bid.
4. Better ROI (Return on Investment) – With lower costs and better placements, you get more value from your ad budget.

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

Ans:-

https://drive.google.com/file/d/1GabWbTfcZSZxHBR7AGzhWUBp_3Lc_zxiK/view?usp=sharing