

# DIGITAL MARKETING ASSIGNMENT

## MODULE 4

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

### Ans. 1. Keyword Competitiveness

- **What it means:** Highly searched or competitive keywords cost more.
- **Why it matters:** If many advertisers are bidding on the same keyword, the cost-per-click (CPC) goes up.

### 2. Quality Score (Google Ads)

- **What it is:** A score (1–10) Google assigns based on:
  - Ad relevance
  - Landing page experience
  - Expected click-through rate (CTR)
- **Why it matters:** A high quality score lowers your CPC and improves ad ranking, even with lower bids.

### 3. Bid Amount

- **What it is:** The maximum amount you're willing to pay per click.
- **Why it matters:** Higher bids can help you win better ad positions, but they're not the only factor due to quality score considerations.

### 4. Ad Relevance

- **What it means:** How closely your ad matches the user's search intent.
- **Why it matters:** Google prioritizes relevant ads — this can improve CTR and quality score, reducing costs.

### 5. Landing Page Experience

- **What it includes:** Page speed, mobile-friendliness, content relevance, and overall user experience.
- **Why it matters:** Poor landing pages can lower your quality score, increase bounce rate, and raise your CPC.

### 6. Click-Through Rate (CTR)

- **What it means:** The percentage of people who see your ad and actually click on it.
- **Why it matters:** Higher CTRs improve your quality score, which can reduce your bid cost.

### • **How does a search engine calculate actual CPC?**

**Ans.** The Actual CPC is the real amount you pay *per click*, and it's usually less than your maximum bid.

Actual CPC = (Ad Rank of the next competitor below you ÷ Your Quality Score) + \$0.01

• **Ad Rank:** A value Google uses to determine your ad's position. It's calculated as:

**Ad Rank = Quality Score × Max Bid**

- **Quality Score:** A score from 1 to 10 based on:
  - Ad relevance
  - Expected click-through rate (CTR)
  - Landing page experience
- **Next competitor's Ad Rank:** The advertiser just below you in the auction.
- **\$0.01:** The smallest amount over the next advertiser's price needed to beat them.
- **What is a quality score and why it is important for Ads?**

**Ans. Quality Score** is a metric (from **1 to 10**) that search engines like **Google** use to rate the **quality and relevance** of your ads, keywords, and landing pages.

### **Main Components of Quality Score:**

1. **Expected Click-Through Rate (CTR)**
  - How likely your ad is to be clicked when shown.
2. **Ad Relevance**
  - How closely your ad matches the user's search intent and keywords.
3. **Landing Page Experience**

- Relevance, usability, loading speed, and transparency of the page your ad links to.

- **Why is Quality Score Important?**

- 1. Lower Cost-Per-Click (CPC)**

- A higher Quality Score reduces your **actual CPC**.
- Google rewards high-quality ads by making them **cheaper** to run.

- 2. Better Ad Positions**

- Higher Quality Scores help you rank **higher on the search results**, even if your bid is lower than competitors.

- 3. Higher Return on Investment (ROI)**

- More relevant ads mean more clicks and conversions, with less wasted spend.

- 4. Improved User Experience**

- Google wants users to find ads helpful. Better Quality Score = better experience for the user.

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

TOPS Career Center - Welcome x Digital Marketing Assignment x google ads - Google Search x


google.com/search?q=google+ads&rlz=1C1VDKB\_enIN1071IN1071&oq=google+ads&gs\_lcrp=EgZjaHJvbWUqDwgAEEUYOxiDARixAxiABDIPCAA...

Google google ads

AI Mode All Images Videos News Shopping Short videos Show more Tools

**Your Google Ads summary**  
Only you can see this summary


**Website traffic-Performance Max-2**  
ELIGIBLE Your ads are showing

 Your account balance has run out [Fix it](#)

Last 7 days

0	₹0.00	0.00%	₹0.00
Conversions	Cost/conv.	Conversion rate	Cost

Sponsored

 GAMING ARENA  
<https://bilalqureshi13606.wixsite.com>

**Battleground Mobile IN - Online Games - Beds & Headboards**

Thunderstorm warning ENG 11:36 AM 22-Aug-25

TOPS Career Center - Welcome x Digital Marketing Assignment x google ads - Google Search x


google.com/search?q=google+ads&rlz=1C1VDKB\_enIN1071IN1071&oq=google+ads&gs\_lcrp=EgZjaHJvbWUqDwgAEEUYOxiDARixAxiABDIPCAA...

Google google ads

Last 7 days

0	₹0.00	0.00%	₹0.00
Conversions	Cost/conv.	Conversion rate	Cost


Sponsored

 GAMING ARENA  
<https://bilalqureshi13606.wixsite.com>

**Battleground Mobile IN - Online Games - Beds & Headboards**

Best Gaming Experience in Battleground Mobile India. Play the best shooter games on Battleground Mobile IN!

[Gamer Gallery](#)

Ad strength: Average  Improve your ad to 'Excellent' to see **6% more conversions** on average [Improve your ad](#)

Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. Ad previews shown may not reflect actual campaign or account targeting settings. [Learn more](#)

[View more in Google Ads](#) →

Sponsored ENG 11:38 AM 22-Aug-25

- Create an ad for [www.tops-int.com](http://www.tops-int.com) to get the maximum Clicks.

- Create an ad for [www.tops-int.com](http://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.**



[illegible]

Location options

Type here to search

TOPS Career Center - We... Digital Marketing Assign... google ads - Google Se... Display campaign - Gam... Top Computer Courses li...

ads.google.com/aw/campaigns/new/display?ocid=7149319885&cmpnInfo=%7B%1%3A2%2C%3%3A%2F%2Fwww.tops-int.com%2F%2... 11:59 AM 22-Aug-25

Search for a page or campaign

Appearance Help Notifications

**Optimise: Prefer best performing ads**

☐ Do not optimise: Rotate ads indefinitely

☐ Optimise for conversions (Not supported)

☐ Rotate evenly (Not supported)

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

**Ad schedule**

All days 12:00 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 that you changed and adds new ones, resetting any performance data

**Weekly estimates**

**Available impressions**

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

Impressions  
6.3B +  
-100M since last update

**Your estimated performance**

To see estimated performance, enter the following settings:

- Budget

Leave feedback

Devices Computers + 1 more



ads.google.com/aw/campaigns/new/display?campaignId=281497903459380&ocid=7149319885&cmpnInfo=7%B71%3A2%2C3%3A%3Ahttps%3A...

Search for a page or campaign

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

### Edit targeted demographics

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 type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown	<input checked="" type="checkbox"/> 35 - 44	<input 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](#)

#### Weekly estimates

**Available impressions**

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

Impressions: 42M  
0 since last update

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**Your estimated performance**

Based on your targeting, settings and daily budget of ₹600.00

Clicks: 820 - 3.2K	Conversions: Unavailable
Average CPA: Unavailable	

[Leave feedback](#)



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ads.google.com/aw/campaigns/new/display?campaignId=281497903459380&ocid=7149319885&cmpnInfo=%7B%3A%3A%3Ahttps%3A...

Search for a page or campaign

Appearance Help Notifications

Tie your brand to your ad by adding a 1:1 logo

Ad strength Average

Images Headlines Video Descriptions

Headlines Add up to 5 headlines

Suggested headlines

You have entered the maximum number of headlines.

Offices In Gujarat

Required 18 / 30

Learn with TOPS Technologies

28 / 30

Expert in Digital Marketing

27 / 30

Learn Computer Courses

22 / 30

Preview Share preview Preview ads

Display Gmail YouTube

100% Job

Weekly estimates

Estimates aren't currently available

Leave feedback

TOPS Career Center - We... Digital Marketing Assign... google ads - Google Se... Display campaign - Gam... Top Computer Courses in... +

ads.google.com/aw/campaigns/new/display?campaignId=281497903459380&ocid=7149319885&cmpnInfo=%7B%3A%3A%3Ahttps%3A...

Search for a page or campaign

Appearance Help Notifications

Tie your brand to your ad by adding a 1:1 logo

Ad strength Average

Images Headlines Video Descriptions

100% Job Assistance

Required 19 / 30

Long headline

Other Ways TOPS Has Proven To Be Valuable

Required 41 / 90

Descriptions Add up to 5 descriptions

Suggested descriptions

You have entered the maximum number of descriptions.

Learn coding, design, data science & more. 100% job-focused tr

Required 89 / 90

Preview Share preview Preview ads

Display Gmail YouTube

100% Job Assistance

Weekly estimates

Estimates aren't currently available

Leave feedback



