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 \div 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
 - o 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.

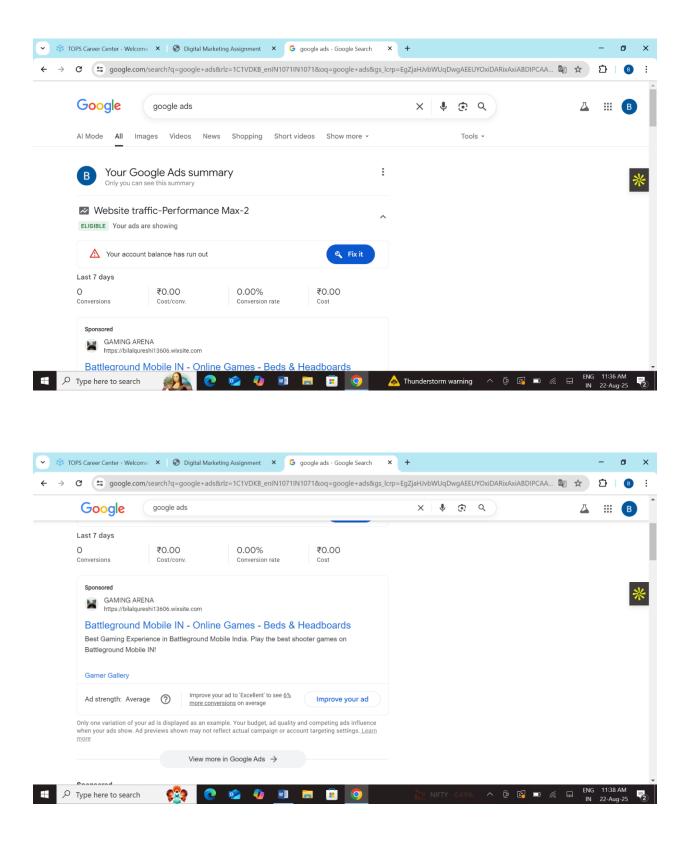
3. Higher Return on Investment (ROI)

 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



• Create an ad forwww.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.

