

Module-4

1. Main Factors that Affect PPC Bidding

Answer:

- **Keyword Relevance** – Ads must match user intent with relevant keywords.
 - **Landing Page Quality** – Fast, mobile-friendly, and relevant landing pages with clear CTAs.
 - **Quality Score** – Google's rating of keyword, ad, and landing page relevance.
 - **CTR (Click-Through Rate)** – Higher CTR signals better ad performance.
 - **Ad Extensions** – Adding sitelinks, call buttons, etc., improves visibility and ranking.
 - **Bidding Strategy** – Manual CPC, Enhanced CPC, Target CPA, ROAS, etc.
 - **Competition & Industry** – More competitive keywords cost more.
-

2. How Search Engines Calculate Actual CPC

Answer:

- Advertisers set a **maximum bid** (the highest amount they're willing to pay).
 - Google runs an **Ad Auction** each time a search happens.
 - The **Ad Rank** is calculated as:
Ad Rank = Max Bid × Quality Score
 - The actual CPC is usually **less than the maximum bid** and depends on:
 - Competitor's Ad Rank just below yours.
 - Your Quality Score (higher score = lower CPC).
 - Example: If your max bid is ₹25, you may only pay ₹20, depending on the auction results.
-

Module-4

3. What is a Quality Score & Why It's Important?

Answer:

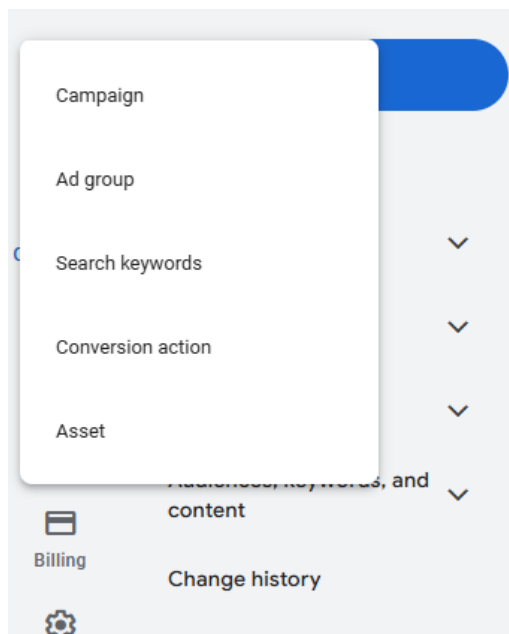
Score is Google's rating (1–10) of the **relevance and quality** of your keywords, ad copy, and landing pages.

- **Why Important?**
 - **Lower CPC** – A high score reduces cost per click.
 - **Better Ad Rank** – Higher scores improve ad placement.
 - **More Clicks & Conversions** – High-quality ads get better engagement.
 - **Higher ROI** – You spend less for more visibility and results.
-

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

Answer:

[Click Here](#)



Module-4

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



App promotion

Get more installs, engagement and pre-registration for your app



Awareness and consideration

Reach a broad audience and build interest in your products or brand



Local store visits and promotions

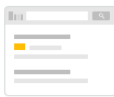
Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Select a campaign type



Search

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)



Demand Gen

Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads



Video

Drive website traffic from YouTube with your video ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

This is the web page people will go to after clicking your ad ?

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

Cancel

Continue

Module-4

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (6)

20 km around (22.153913, 69.924947) (custom) radius

20 km around (22.192065, 70.374013) (custom) radius

20 km around (22.255629, 69.096852) (custom) radius

20 km around (22.533697, 70.415211) (custom) radius

Jamnagar, Gujarat, India city

🔍 Enter a location to include or exclude

Advanced search

^ Location options

Include ⓘ

☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations

Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

English ✕

Gujarati ✕

Hindi ✕

EU political ads

Doesn't have EU political ads

▼

Ad rotation

Optimize: Prefer best performing ads

▼

Ad schedule

Mon - Fri, 8:00 AM - 8:00 PM

▼

Devices

Show on all devices

▼

Campaign URL options

No options set

▼

Start and end dates

Start date: September 20, 2025

End date: September 27, 2025

▼

⚙️ More settings

Next

Module-4

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximize conversions ▾

☐ Set a target cost per action



This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

Targeted segments (14)

What their interests and habits are
Frequently Visits Salons

What they are actively researching or planning
Beauty & Personal Care + 12 more

Demographics

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

Targeted demographics

Gender
Female, Unknown gender

Module-4

Content

Keywords



Suggest terms related to your products or services to target relevant websites ⓘ

Targeted keywords (26)



beauty tips for women + 25 more

Topics



Suggest webpages, apps, and videos about a certain topic ⓘ

Targeted topics (6)



+ 5 more

Placements



Suggest websites, videos, or apps where you'd like to show your ads ⓘ

Targeted placements (9)



thehairstyler.com + 8 more

Optimized targeting

On



Next

Module-4

Campaign Review

Publish campaign

Campaign name	RBZ Website traffic-Display-ads
Campaign type	Display
Objective	Website traffic
Goal	Page views
Final URL	https://radhebeautyzone.blogspot.com/

Campaign settings

Locations	6 locations
Languages	English, Gujarati and Hindi
EU political ads	Doesn't have EU political ads
Ad schedule	Mon - Fri, 8:00 AM - 8:00 PM
Start and end dates	September 20, 2025 - September 27, 2025

Budget and bidding

Budget	₹5,000.00/day
Bidding	Maximize conversions

Ad group 1

Targeting

Audiences	Frequently Visits Salons + 13 more
Demographics	Gender (Female + 1 more)
Keywords	free blog + 25 more
Topics	+ 5 more
Placements	thehairstyler.com + 8 more
Optimized targeting	On

Ads

Ad creation	1 responsive display ad
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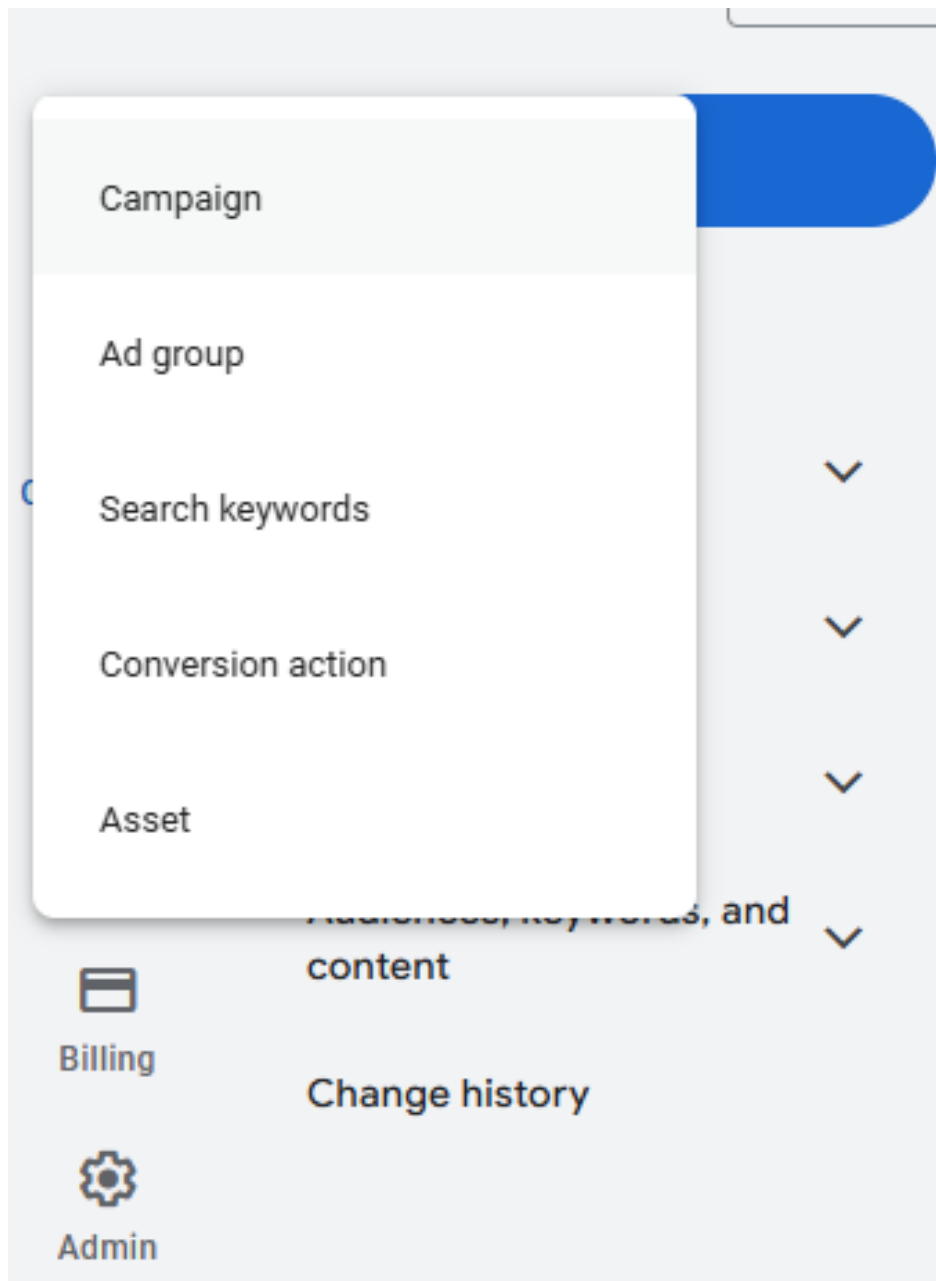
Publish campaign

Module-4

5. Create an ad for www.tops-int.com to get the maximum Clicks.

Answer:


[Click Here](#)




Module-4

Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign

**Sales**


Drive sales online, in app, by phone, or in store

**Leads**


Get leads and other conversions by encouraging customers to take action

**Website traffic**


Get the right people to visit your website

**App promotion**


Get more installs, engagement and pre-registration for your app

**Awareness and consideration**

Reach a broad audience and build interest in your products or brand

**Local store visits and promotions**


Drive visits to local stores, including restaurants and dealerships.



**Create a campaign without guidance**

You'll choose a campaign next

Use these conversion goals to improve Leads

Review your goals for this campaign

 This change overrides your account goals setup


Conversion Goals	Conversion Source	Conversion Actions
 Page views	Website	 1 action

[Add goal](#)


Cancel **Continue**

Module-4


Select a campaign type




Search
Generate leads on Google Search with text ads



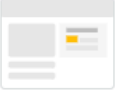
Performance Max
Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)




Demand Gen
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads



Video
Generate leads on YouTube with your video ads




Display
Reach potential customers across 3 million sites and apps with your creative




Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

Select the ways you'd like to reach your goal ²

☒ Website visits



☒ Phone calls



Example: (201) 555-0123

☐ Store visits

☐ Lead form submissions

Campaign name

tops technologies Leads-Search-

Cancel

Continue

Module-4

Bidding

Bidding

What do you want to focus on? ?

Clicks ▾

☐ Set a maximum cost per click bid limit

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

Customer acquisition

☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)

Next

Campaign settings

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

Networks

☒ Google Search Partners Network (recommended)

Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.

☒ Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign ?

☐ All countries and territories

☐ India

☒ Enter another location

Locations (6)

Ahmedabad, Gujarat, India city

Gandhinagar, Gujarat, India city

Nagapur, Maharashtra, India city

Rajkot, Gujarat, India city

Surat, Gujarat, India city

Reach ? ⊗

22,900,000 ⊗

750,000 ⊗

26,000 ⊗

4,430,000 ⊗

11,700,000 ⊗

🔍 Enter a location to include or exclude

[Advanced search](#)

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

▼ [Location options](#)

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Languages	English, Hindi and 2 more	▼
EU political ads	Doesn't have EU political ads	▼
Audience segments	Select audience segments to add to your campaign.	▼
Ad rotation	Optimize: Prefer best performing ads	▼
Start and end dates	Start date: September 23, 2025 End date: September 30, 2025	▼
Ad schedule	All days, 8:00 AM - 8:00 PM	▼
Campaign URL options	No options set	▼
Page feeds	Add page feeds to your campaign	▼

Next

AI Max for Search campaigns



Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search Campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

- 📈 Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
- 🔍 Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
- 📊 Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)



Use a conversion or conversion value-based bidding strategy to avoid limiting the performance boost of AI Max

[Go to bidding](#)



Optimize your campaign with AI Max BETA

Asset Optimization



Text customization

Use text from your website, landing pages, ads, and provided assets to create customized ad copy. [Learn more about text customization](#)



Final URL BETA

Send traffic to the most relevant URLs on your website when it's likely to result in better performance
Requires text customization to be turned on to ensure ad copy matches landing page

[Add URL exclusions](#)

Brands

Limiting to: 0 brand lists
Excluding: 0 brand lists



Next

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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)*

 <https://www.tops-int.com/>

Keyword and asset generation is not available in all languages

What makes your products or services unique?

Describe the product or service to advertise (required)*

TOPS Technologies is India's leading institute for computer courses, offering a wide range of programs in software development, design, data science, and more. We provide 100% job-focused training with a strong emphasis on practical skills and industry-relevant knowledge. Our commitment to student success is evident in our 15 years of experience, 1 Lac+ student placements, and partnerships with 3000+ companies. We offer both classroom and online training options, and our JobFest and CampusFest events provide students with valuable opportunities to connect with potential employers. We are dedicated to helping our students achieve their career goals and become successful in the IT industry.

[Skip](#)

 [Generate](#)

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Keywords and ads



Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Add details to match your ads to the right searches

Keywords



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://www.tops-int.com/>

Add products or services to advertise



it training institutes in india X

computer courses in india X

top computer courses in india X

digital marketing X

[Update keyword suggestions](#)

Enter keywords

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

computer courses with placement
best technology courses
computer training and job placement
top it technologies
online it training and placement
best it training courses
it training with placement
pay after placement courses in nagpur
it courses in nagpur with placement
it courses in nagpur
top it training courses
it classes in nagpur
best training institute in pune with placement
computer courses with job placement

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



Add more keywords: Show your ads more often to people searching for what your business offers ?

[View](#)

[Apply all](#)

Module-4

Ad group settings for AI Max BETA

✓

AI Max is turned on for your campaign

Search term matching BETA

Expanding your keywords with Google AI

▼

Brand inclusions

Add brand lists

▼

Locations of interest

Rajkot, Gujarat, India + 5 more

▼

URL inclusions

No URL inclusions

▼

Ads

Ad · www.tops-int.com

100% Job-Focused Training | IT Career...

Best IT Training Institute in Nagpur wit...

TopS Technologies is India's leading in...

Next

Budget

Select the average you want to spend each day.

☐

₹4,302.75

▼

☒

₹3,586.82 Recommended

^

☐

₹2,866.33

▼

☐

Set custom budget

▼

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

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

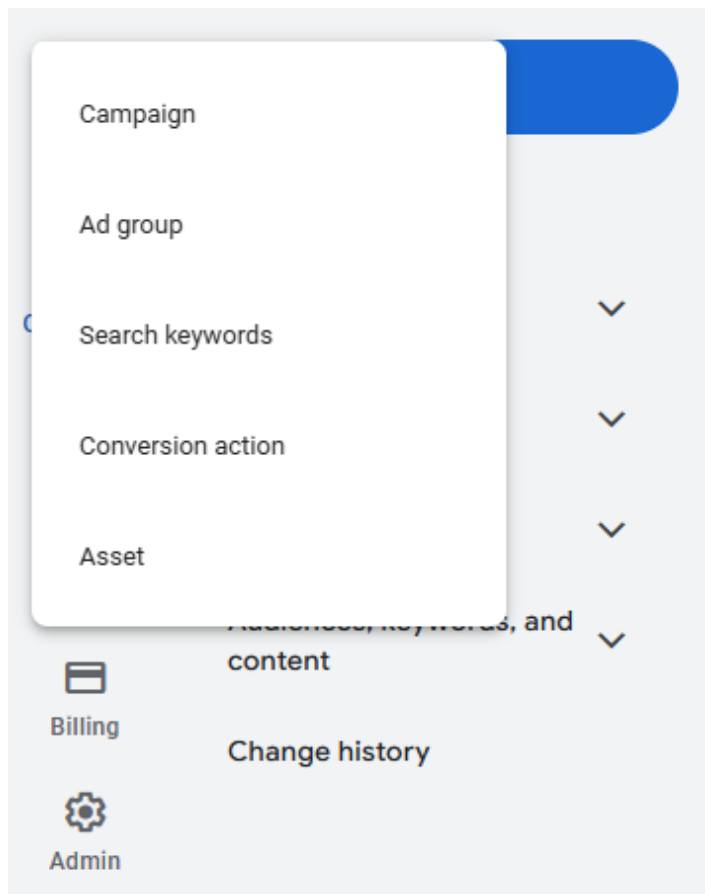
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6. Create an ad for www.tops-int.com

- 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.

Answer:

[Click Here](#)



Module-4

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



App promotion

Get more installs, engagement and pre-registration for your app



Awareness and consideration

Reach a broad audience and build interest in your products or brand



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Use these conversion goals to improve Website traffic

Review your goals for this campaign

This change overrides your account goals setup

Conversion Goals

Conversion Source

Conversion Actions



Page views

Website




1 action




[Add goal](#)

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Select a campaign type




Search
Drive website traffic from Google Search with text ads




Performance Max
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)




Demand Gen
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads



Video
Drive website traffic from YouTube with your video ads




Display
Reach potential customers across 3 million sites and apps with your creative



Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

This is the web page people will go to after clicking your ad ⓘ



Cancel

Continue

Campaign name

Cancel

Continue

Module-4

Campaign settings

Locations

Select locations for this campaign ?

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (6)

Ahmedabad, Gujarat, India city
Gandhinagar, Gujarat, India city
Nagpur, Maharashtra, India city
Rajkot, Gujarat, India city
Surat, Gujarat, India city



[Advanced search](#)

▼ [Location options](#)

Languages

Select the languages your customers speak. ?

English × Hindi × Gujarati × Marathi ×

EU political ads Doesn't have EU political ads ▼

Ad rotation Optimize: Prefer best performing ads ▼

Ad schedule All days, 8:00 AM - 8:00 PM ▼

Devices Show on all devices ▼

Campaign URL options No options set ▼

Dynamic ads Business type: Education No data feed ▼

Start and end dates Start date: September 21, 2025 End date: September 28, 2025 ▼

Content exclusions Parked domains ▼

[Next](#)

Module-4

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

Automatically maximize conversions ▾

☐ Set a target cost per action



This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

Targeted segments (9)

Who they are
Current College Students

What they are actively researching or planning
Computer Training and Courses + 7 more

Demographics

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

Targeted demographics

Module-4

Content

Keywords



Suggest terms related to your products or services to target relevant websites ?

Targeted keywords (16)



it course + 15 more

Topics



Suggest webpages, apps, and videos about a certain topic ?

Targeted topics (3)



Education + 2 more

Placements



Suggest websites, videos, or apps where you'd like to show your ads ?

Targeted placements (20)



educationindialive.com + 19 more

Optimized targeting

On



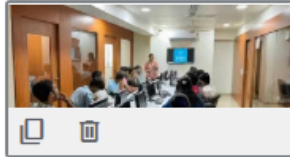
Next

Module-4


Ads

Ad creation

+ New ad



Your ads are all set! They'll have a higher chance of performing well.

Ad strength  Excellent

☒ Images

☒ Videos

☒ Headlines

☒ Descriptions

Final URL

https://www.tops-int.com/

Required

Business name

Tops Technologies pvt ltd

Required

25 / 25

Images

Add up to 15 images [Learn more](#)


At least 1 landscape image is required
At least 1 square image is required

 Edit


Suggested images

Select all



 From your URL



 From your URL

Logos

Add up to 5 logos

Preview

Share

Preview ads



Display



Gmail



YouTube




Module-4

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

☒ Images ☒ Headlines
☒ Videos ☒ Descriptions



Edit

Headlines
Add up to 5 headlines
Suggested headlines [More ideas](#)

You have entered the maximum number of headlines.

Offices In India

Required16 / 30

Learn Computer Courses

22 / 30

Top Computer Courses in India

29 / 30

Learn with TOPS Technologies

28 / 30

Get certified today

19 / 30


Long headline

Other Ways TOPS Has Proven To Be Valuable

Required41 / 90

Preview [Share](#) [Preview ads](#)

Display Gmail YouTube



Module-4

[illegible]