

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

Ans: Pay-Per-Click (PPC) bidding is influenced by a variety of factors that impact both the cost-per-click (CPC) and the placement of your ad. Here are the main factors that affect PPC bidding:

1. Quality Score

Google Ads and other platforms assign a Quality Score (QS) based on:

- Ad relevance (how closely your ad matches the search intent)
- Expected CTR (click-through rate)
- Landing page experience (relevance, speed, mobile-friendliness, etc.)

Higher Quality Scores = lower CPCs and better ad positions.

2. Keyword Competition

- The more advertisers bidding on the same keyword, the higher the cost.
- Competitive industries (e.g. legal, insurance, finance) tend to have much higher CPCs.

3. Bid Amount

- Your maximum bid directly influences your ad's placement.
- However, platforms like Google Ads use a second-price auction, so you usually pay slightly more than the next highest bidder.

4. Ad Rank

Ad Rank = Bid × Quality Score (simplified).

- Higher Ad Rank means better placement, but it doesn't always mean higher cost.
- Google sometimes gives better placement to lower bidders if their Quality Score is much higher.

5. Targeting Settings

- Geography: More competitive regions can increase CPC.
- Device: Bids can vary across mobile, desktop, and tablet.
- Time of day/day of week: Certain times have higher intent and more competition.
- Demographics: Targeting specific ages, income levels, or genders can impact costs.

6. Ad Format and Extensions

- Using ad extensions (sitelinks, callouts, structured snippets) can increase CTR and improve Ad Rank.
- Richer ad formats often outperform standard text ads.

7. Seasonality and Trends

- PPC costs may rise during peak seasons (e.g., holidays, back-to-school, tax season).
- Real-time trends (e.g., product launches, viral events) can also cause bidding surges.

8. Account Structure and Strategy

- Well-structured campaigns (tightly themed ad groups, negative keywords, etc.) lead to better performance and lower CPCs.
- Poor structure can lead to irrelevant clicks and wasted spend.

9. Budget Constraints

- If your budget is too low, you might not be competitive in auctions.
- Daily budget caps can cause your ads to stop showing during high-traffic times.

10. Auction-Time Factors (Google Ads specific)

- Includes factors like user's search context, device, location, time of search, etc.
- Google evaluates these in real-time to determine if your ad should show and at what cost.

2. How does a search engine calculate actual CPC?

Ans: Search engines like Google Ads use a second-price auction model to calculate your Actual Cost-Per-Click (CPC) — meaning you typically pay just enough to beat the next highest bidder, not your full maximum bid.

Actual CPC Formula (Simplified)

For Google Ads, the Actual CPC is calculated as:

$$\text{Actual CPC} = (\text{Ad Rank of the competitor below you} \div \text{Your Quality Score}) + \$0.01$$

Here's a step-by-step breakdown:

1. Advertisers enter bids for a keyword (e.g., \$2.00, \$3.00).
2. Google assigns each advertiser an Ad Rank based on:
 - Bid amount
 - Quality Score (CTR, relevance, landing page)
 - Other factors (ad extensions, user signals, etc.)
3. Ads are ranked from highest to lowest Ad Rank.
4. Your actual CPC is determined by the Ad Rank of the advertiser below you, adjusted for your Quality Score.

Example:

Let's say:

- You: Max bid = \$3.00, Quality Score = 8
- Your competitor below you: Ad Rank = 18

Then:

$$\text{Actual CPC} = (18 \div 8) + \$0.01 = \$2.26$$

Even though you were willing to pay up to \$3.00, you only paid \$2.26 — just enough to maintain your position above the next advertiser.

Why This Matters:

- Better Quality Score = lower CPC for the same position
- Poor Quality Score = you may have to bid much higher to compete
- This incentivizes advertisers to focus on relevance and user experience, not just high bids

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

Ans: Quality Score is a rating (1–10) that search engines like Google Ads assign to your keywords based on how relevant and useful your ads, keywords, and landing pages are to a user's search query.

It's Google's way of estimating the overall user experience your ad provides.

Key Components of Quality Score:

1. Expected Click-Through Rate (CTR)
 - How likely your ad is to be clicked compared to others.
 - Based on historical performance.
2. Ad Relevance
 - How closely your ad matches the intent behind the keyword.
 - Are you answering what the user is searching for?

3. Landing Page Experience

- How useful, relevant, fast, and user-friendly your landing page is.
- Includes page speed, mobile responsiveness, and content quality.

Why Quality Score Is Important:

Benefit	Description
Lower CPCs	Higher Quality Scores mean you pay less per click than competitors with lower scores.
Better Ad Positions	Even with a lower bid, a high QS can place you above higher bidders.
Higher ROI	Better relevance = higher CTR = better conversion potential.
Prevents Waste	Poor QS means ads may not show at all, protecting users from irrelevant results.

What Happens with a Low Quality Score?

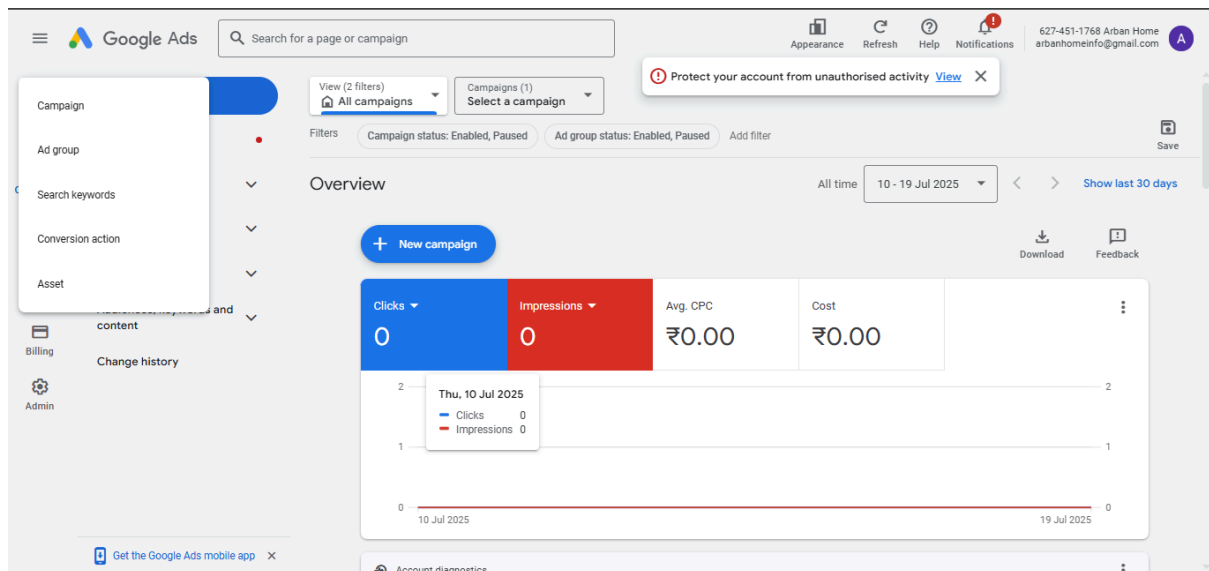
- You pay more for clicks.
- Your ads may not appear at all.
- Even high bids may not compensate for poor relevance or bad landing page experience.

Quick Tips to Improve Quality Score:

- Use relevant keywords in ads and on landing pages.
- Improve landing page speed and usability.
- Write a compelling ad copy that matches search intent.
- Use keyword grouping to make ads more targeted.
- Optimize for mobile users.

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

Ans:



The screenshot shows the 'What's your campaign objective?' selection screen. It prompts the user to 'Choose your objective' and 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are seven objective cards available: Sales, Leads, Website traffic (selected with a blue border and checkmark), App promotion, Awareness and consideration, Local shop visits and promotions, and Create a campaign without guidance.

Google Ads

Q Search for a page or campaign

Appearance


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A

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

Google Ads

Q Search for a page or campaign


Appearance

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
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
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Shopping

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

Select the ways you'd like to reach your goal 

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Cancel Continue

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

Select the ways you'd like to reach your goal 

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Campaign name

SEO_TRENDS_CAMP

Cancel Continue

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Search

Bidding

Customer acquisition

Campaign settings

AI Max

Keyword and asset generation

Keywords and ads

Budget

Review

Bidding

What do you want to focus on?

Conversions

☐ Set a target cost per action (optional)

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 optimise for acquiring new customers. [Learn more about customer acquisition](#)

Next

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Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

AI Max

Keyword and asset generation

Keywords and ads

Budget

Review

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

[Location options](#)

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Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

Start and end dates

AI Max

Keyword and asset generation

Keywords and ads

Budget

Review

Languages

Select the languages that your customers speak.

English Hindi Bengali Gujarati Malayalam Marathi Punjabi Tamil Telugu

Audience segments

Select audience segments to add to your campaign.

Start and end dates

Start date

21 Jul 2025

End date

☒ None

☐ Select a date

Your ads will continue to run unless you specify an end date.

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Search

Bidding

Campaign settings

Network

Locations

Languages

Audiences

Start and end dates

AI Max

Start and end dates

Start date

21 Jul 2025

End date

None

21 Aug 2025

Your ads will continue to run unless you specify an end date.

More settings

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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

Optimise your campaign with AI Max

Asset optimisation

Text customisation

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

Final URL

Send traffic to the most relevant URLs on your website when it's likely to result in better performance

Requires text customisation to be turned on to ensure that ad copy matches landing page

[Add URL exclusions](#)

Brands

Limiting to: 0 brand lists

Excluding: 0 brand lists

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Keyword and asset generation

Get help creating your ad

Google AI will use your URL and the information that 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 that you provide. Don't enter anything that 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://seotrendsdeep.blogspot.com/

The landing page is not supported

What makes your products or services unique?

Describe the product or service to advertise (required)*

Early trend detection so you can capitalize before your competitors

Actionable recommendations for on-site, mobile, and content improvement

Tools that streamline SEO efforts, freeing you to focus on growth

Ideal For:

Marketers, content creators, and SEO pros who want to stay future-ready in today's rapidly changing search landscape.

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Keywords and ads

Ad groups help you organise 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://seotrendsdeep.blogspot.com/

Add products or services to advertise

SEO Services for Blogs & Brands | Optimize with AI
AI SEO Tools | Trend Monitoring | Real-Time Updates
AI-Powered SEO Trend Analysis
Real-Time SEO Tools for Google Algorithm Updates
SEO Content Optimization Services
Keyword Research with AI Insights
On-Page SEO Audits and Reports
Competitor Trend Tracking
Technical SEO Monitoring Tools
SEO Strategy Consulting for Blogs and Businesses

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Enter keywords

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

best ai tools for seo content
optimize blog content for seo
how to improve seo with ai
ai content optimization for websites
content strategy for seo growth
google seo optimization tools
seo content optimization for small business
video seo optimization tools
ai seo solutions for marketers
improve search rankings with ai
seo content writing services
hire seo content expert
content marketing and seo agency
affordable seo optimization tools

Ad group settings for AI Max

AI Max is turned on for your campaign

Search term matching Expanding your keywords with Google AI

Brand inclusions Add brand lists

Locations of interest Add locations of interest

URL inclusions No URL inclusions

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Create ads to get more website traffic

Ads

Add more headlines to increase your chances for better performance

Ad strength Poor

Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas

Final URL
https://seotrendsdeep.blogspot.com/

Display path
seotrendsdeep.blogspot.com
AI SEO Service / SEO Content

Preview

Sponsored
seotrendsdeep.blogspot.com/
Boost Rankings with AI SEO - Get SEO Trends That Rank - Smart SEO Content Tools
AI tools for faster, smarter SEO content. Perfect for blogs, sites, and marketers. Stay ahead of Google updates with real-time SEO insights and smart suggestions.

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○

Ad strength

Poor

○ Add headlines

View ideas

○ Include popular keywords

View ideas

○ Make headlines unique

View ideas

✓ Make descriptions unique

View ideas

Sitelinks

ⓘ

Add links to your ads to take people to specific pages on your website.

^

AI SEO Content Tools

Boost rankings with AI-powered SEO · Optimize blogs, pages, and more

✎

SEO Trend Insights

Track real-time Google updates · Stay ahead with smart tools

✎

Sitelink 3

Recommended

+

Sitelink 4

Recommended

+

Sitelink 5

Recommended

+

Sitelink 6

Recommended

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URL inclusions

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Google AI selects the best performing landing page from your website. To use only certain pages, create URL rules or choose custom labels from your page feeds.

Add URL inclusions

Create ads to get more website traffic

Ads

^

Ad · seotrendsdeep.blogspot.com/al_...

AI SEO Content Optimizer | Boost Ran...

Optimize your content with AI tools bu...

Stay ahead of Google updates with re...

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Search

✓ Bidding

✓ Campaign settings

✓ AI Max

✓ Keyword and asset generation

✓ Keywords and ads

✓ Budget

Budget

○ Review

✓

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Budget

Select the average that you want to spend each day.

₹3,411.65

▼

₹2,843.04 Recommended

^

Average daily budget

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

₹2,274.43

▼

Set custom budget

▼

① New budgets are shown based on changes made to your campaign.

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](#)

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All changes saved

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Google Ads

Set up with a Google tag

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Your ads will go live after a review

All ads are checked to ensure that 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 that you can measure important actions that people take on your ads and website – while helping you get more out of your campaigns.

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Set up with a Google tag

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A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

Option 1: Install a tracking ID through your hosting service or commerce platform

Sign in to your website builder, web hosting service, or commerce platform and paste your tracking ID into the analytics section.

AW-17333459846

Option 2: Install a Google tag in your website code

Paste your Google tag before the closing `</head>` tag on every page of your website that you want to track.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-17333459846">
</script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-17333459846');
</script>
```

Back

Test connection