

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

Ans:-

PPC (pay-per-click) bidding can be influenced by a range of factors. Understanding these can help you optimize your campaigns and get the best return on investment. Here are some of the main factors:

1.**Keyword Competition:** Highly competitive keywords tend to have higher costs-per-click (CPC) because more advertisers are bidding on them. Tools like Google Ads' Keyword Planner can help assess competition levels.

2.**Quality Score:** This is a metric used by Google Ads to gauge the relevance and quality of your ads and keywords. Higher quality scores can lead to lower CPCs and better ad placements.

3.**Ad Rank:** Ad Rank is determined by your bid amount and Quality Score. Higher Ad Ranks can improve your ad position and visibility.

4.**Bid Strategy:** The bidding strategy you choose (e.g., manual CPC, enhanced CPC, CPA targeting) can influence how much you pay and how your bids are adjusted.

5.**Budget:** Your daily or monthly budget affects how often your ads are shown and can influence your bidding strategy. A limited budget might mean lower bids or fewer impressions.

6.**Targeting Options:** Geographic, demographic, and device targeting can affect bidding. For instance, targeting high-value locations or demographics might increase competition and CPC.

7.**Ad Extensions:** Using ad extensions (like site links, callouts, and structured snippets) can improve your Quality Score and ad performance, potentially lowering your CPC.

8.**Seasonality and Trends:** Demand for certain keywords can fluctuate based on seasons or trends. For example, bids might rise during peak shopping seasons or events.

9.**Landing Page Experience:** The relevance and quality of your landing page impact your Quality Score. A well-optimized landing page can help reduce CPC.

10.**Historical Performance:** Past performance data, such as click-through rates (CTR) and conversion rates, can influence bidding strategies and ad visibility.

11.**Competitor Actions:** Competitor bidding behavior can affect your CPC. If competitors increase their bids, you may need to adjust yours accordingly to maintain ad visibility.

12.**Ad Copy:** The effectiveness of your ad copy in attracting clicks can influence Quality Score and, subsequently, your bidding costs.

By monitoring and optimizing these factors, you can better manage your PPC campaigns and achieve more efficient results.

Que-2). How does a search engine calculate actual CPC?

Ans:-

The actual CPC (Cost Per Click) in a search engine advertising campaign is determined by a combination of your bid amount and the competition from other advertisers. Here's a simplified breakdown of how search engines like Google Ads calculate actual CPC:

Ad Rank Calculation: Each ad's position is determined by its Ad Rank, which is calculated using the following formula:

$$\text{Ad Rank} = \text{Bid Amount} \times \text{Quality Score}$$

- **Bid Amount:** The maximum amount you're willing to pay per click.
- **Quality Score:** A measure of the relevance of your ads, keywords, and landing page, typically ranging from 1 to 10.

DIGITAL MARKETING ASS. MODULE 4 PPC

Auction Process: When a user performs a search, an auction is triggered. Google Ads uses Ad Rank to determine which ads are displayed and in what order. The higher the Ad Rank, the better the ad position.

Determination of Actual CPC: The actual CPC you pay is based on the Ad Rank of the ad below yours. To ensure you stay above the competition and win the ad placement, you pay just enough to surpass the Ad Rank of the advertiser below you. The formula to determine the actual CPC is:

Actual CPC = $\frac{\text{Ad Rank of the Ad Below}}{\text{your quality score}} + \text{A Small Amount}$

- **Ad Rank of the Ad Below:** The Ad Rank of the competitor's ad in the position directly below yours.
- **Your Quality Score:** Your ad's Quality Score, which affects the CPC you actually pay.

Incremental Adjustment: The "A Small Amount" is often a minimal increment that ensures you're paying slightly more than the next highest Ad Rank, securing your position.

In summary, while you set a maximum bid amount, the actual CPC you pay is influenced by your Quality Score and the Ad Rank of the competitors. This system ensures that you pay the least amount

necessary to maintain your ad position relative to competitors.

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

Ans:-

Quality Score is a critical metric used by search engines like Google Ads to evaluate the relevance and effectiveness of your ads, keywords, and landing pages. It plays a significant role in determining your ad placement and cost. Here's a detailed look at what Quality Score is and why it matters:

What is Quality Score?

Quality Score is a rating given by search engines (such as Google) that reflects the overall quality and relevance of your ads. It's a key factor in the ad auction process and is based on a scale from 1 to 10, with 10 being the highest possible score.

Factors Influencing Quality Score

1.**Click-Through Rate (CTR)**: This is a measure of how often people click on your ad when it's shown. Higher CTR indicates that your ad is relevant and appealing to users.

2.**Ad Relevance**: This assesses how closely your ad matches the intent

behind the user's search query. The more relevant your ad is to the keywords, the higher the ad relevance score.

3.Landing Page Experience: This evaluates the quality and relevance of the landing page your ad directs users to. Factors include how relevant the landing page is to the ad, the ease of navigation, and the quality of the content.

4.Historical Performance: The historical performance of your account can also impact your Quality Score. Consistent high performance in terms of CTR and relevance over time can contribute to a better score.

Why is Quality Score Important?

1.Impact on Ad Placement: Quality Score plays a crucial role in determining your Ad Rank, which affects your ad placement on search engine results pages (SERPs). A higher Quality Score can improve your ad position without necessarily increasing your bid amount.

2.Cost Efficiency: A higher Quality Score can lead to lower costs per click (CPC). This is because search engines reward relevant ads with lower CPCs, allowing you to achieve better results at a lower cost.

3.Ad Visibility: Ads with higher Quality Scores are more likely to appear in top positions or at the top of the page, improving visibility and

increasing the likelihood of user engagement.

4.**Improved ROI:**By enhancing the relevance and quality of your ads and landing pages, you can improve user experience, increase conversions, and achieve a better return on investment (ROI).

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

Ans:-

Link:-

https://ads.google.com/aw/overview?ocid=6672068386&euid=1222042990&__u=8006448510&uscid=6672068386&__c=9375789714&authuser=0&workspaceId=0&subid=in-en-awhp-g-aw-c-home-signin!o2-adshp-hv-q4-22


DIGITAL MARKETING ASS. MODULE 4 PPC

Your Google Ads summary ⋮

Only you can see this summary

Earn money Online ^

PENDING Your ads are under review

 Your account has been suspended

 Fix it



Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

Sponsored



toponlinebsns.blogspot.com

https://toponlinebsns.blogspot.com/earn_from_home/earn_online

business ideas - Drop shipping - E- commerce

"Explore top online business ideas like e-commerce, digital marketing, and freelancing". " Find the perfect idea to launch your business."

Edit ad

DIGITAL MARKETING ASS. MODULE 4 PPC



Your Google Ads summary

Only you can see this summary



Earn money Online



PENDING

Your ads are under review



Your account has been suspended



Fix it



Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

Sponsored



toponlinebsns.blogspot.com
toponlinebsns.blogspot.com/

E- commerce - Start online business - SaaS (Software as a Service)

"Explore top online business ideas like e-commerce, digital marketing, and freelancing". "Unlock unique online business ideas and start your successful venture today".

Edit ad

Que-5). Create an ad for <http://esellerhub.com/> to get the maximum Clicks.

Ans:-

Link:-

https://ads.google.com/aw/overview?ocid=6672068386&euid=1222042990&__u=8006448510&uscid=6672068386&__c=9375789714&authuser=0&workspaceId=0&subid=in-en-awhp-g-aw-c-home-signin!o2-adshp-hv-q4-22

DIGITAL MARKETING ASS. MODULE 4 PPC

<

>

Try adding at least 2 descriptions

Ad strength

Excellent

☒ Add headlines [View ideas](#)

☒ Include popular keywords [View ideas](#)

☒ Make headlines unique [View ideas](#)

☐ Make descriptions unique [View ideas](#)

This will be used to suggest headlines and descriptions

Display path

esellerhub.com

/ E commerce / E seller

10 / 15 8 / 15

Headlines 15/15

For optimal ad performance, include these keywords in your headlines

☒ inventory management

Headline suggestions with top keywords

For optimal ad performance, include these keywords in your headlines

☒ [inventory management](#) ☒ [inventory software](#)

☒ [inventory management software](#)

☒ [warehouse inventory management software](#)

☒ [order management system](#) ☒ [order management software](#)

☒ [inventory systems](#) ☒ [inventory tracking](#)

☒ [order tracking software](#)

☒ [multi channel inventory management software](#)

97.1%

Ad group 1

Weekly clicks 2,991

Avg. CPC ₹7.42

Weekly cost ₹22,20...

Bidding

Bidding

What do you want to focus on?

Clicks

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit

₹ 5,000.00

Next

© Google 2024 [Leave feedback](#)


DIGITAL MARKETING ASS. MODULE 4 PPC


Ads

Ad • esellerhub.com//e_commerce/e_...
inventory management | inventory soft...
eSellerHub offers a comprehensive su...
"Unlock the full potential of your onlin...

Website traffic

PENDING Your ads are under review

 Your account has been suspended

 Fix it

Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

Sponsored



esellerhub.com

https://esellerhub.com/e_commerce/e_seller

inventory management - inventory software - order management s...

eSellerHub offers a comprehensive suite of tools for managing, growing your online store.

"Unlock the full potential of your online business with eSellerHub."

Edit ad

**Que 6). Create an ad for <http://www.designer2developer.com>
o Create an ad for the display network.**

DIGITAL MARKETING ASS. MODULE 4 PPC

o Choose a proper Target audience.

o Expected conversion: need maximum user engagement within the budget.

o Budget: 5000

Ans:-








Link:-

https://ads.google.com/aw/overview?ocid=6672068386&euid=1222042990&__u=8006448510&uscid=6672068386&__c=9375789714&authuser=0&workspaceId=0&subid=in-en-awhp-g-aw-c-home-signin!o2-adshp-hv-q4-22

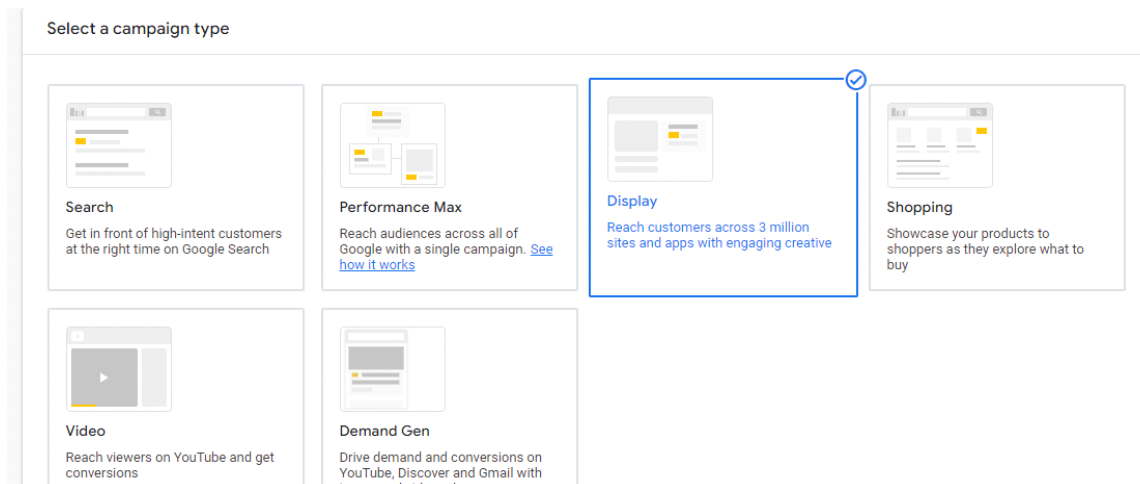
o Create an ad for the display network

Choose your objective

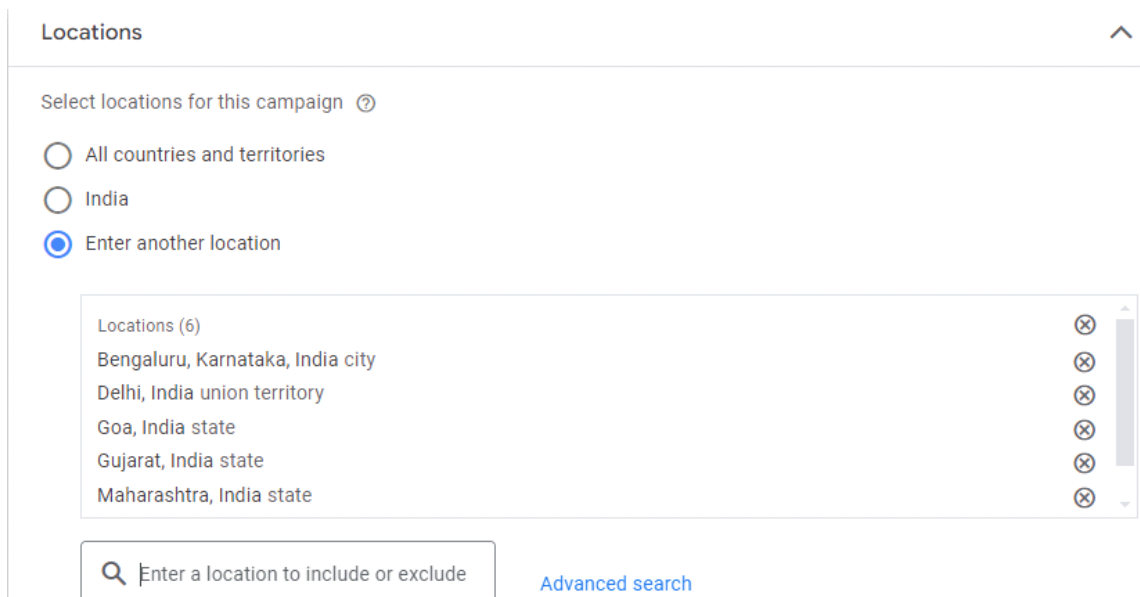
Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 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 a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

DIGITAL MARKETING ASS. MODULE 4 PPC



o Choose a proper Target audience.



o Expected conversion: need maximum user engagement within the budget.

o Budget: 5000

DIGITAL MARKETING ASS. MODULE 4 PPC

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5000

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 \(not recommended\)](#)

DIGITAL MARKETING ASS. MODULE 4 PPC

● Ad group 1



Enterprise Apps Development
HTML5 Game Development.
Board Game Development

Ad	Status	Impressions	Clicks ▾	CTR ▾
Under Review	Pending	0	0	0.00%

[Ads](#) [Assets](#) < 1 / 1

📊 web site traffic

PENDING Your ads are under review

⚠ Your account has been suspended

🔍 Fix it

Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

[View more in Google Ads →](#)

