MODULE:- 4

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

ANSWER :-

Main factors affecting PPC bidding :

- **Competition**
- **Quality Score**
- **Keyword choice**
- **Target audience (location, device, demographics)**
- **Budget**
- **Time & seasonality**
- **Ad Rank**
- **Industry trends**

2. How does a search engine calculate actual CPC?

ANSWER:-

A search engine calculates Actual CPC (Cost Per Click) using this formula:

Actual CPC = (Ad Rank of the advertiser below you ÷ Your Quality Score) + ₹1 (or $0.01)

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

ANSWER :-

Quality Score is a rating (1–10) given by Google that measures how relevant and useful your ad, keyword, and landing page are to the user.

It is based on:

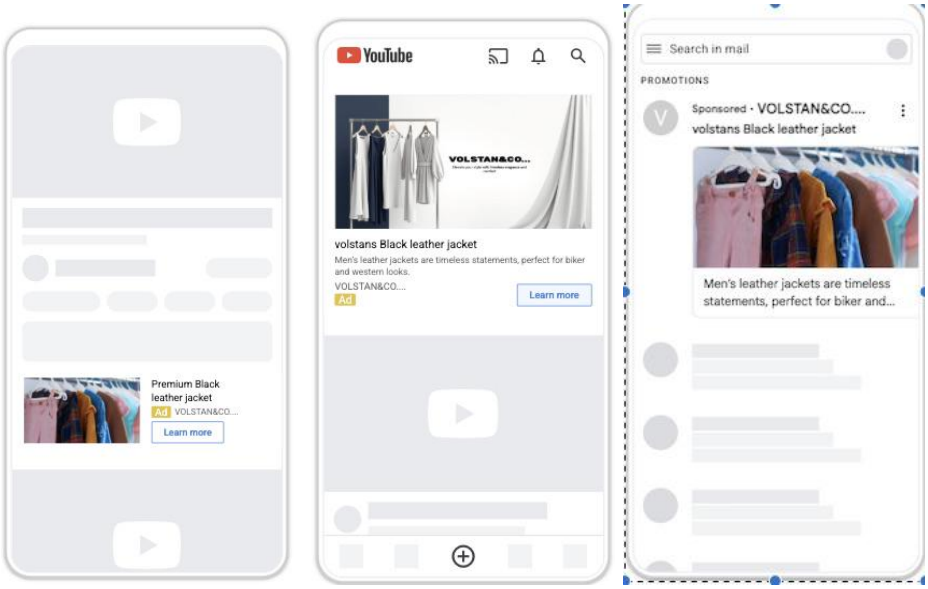
1. **Expected CTR (Click-Through Rate)**
2. **Ad Relevance**
3. **Landing Page Experience**

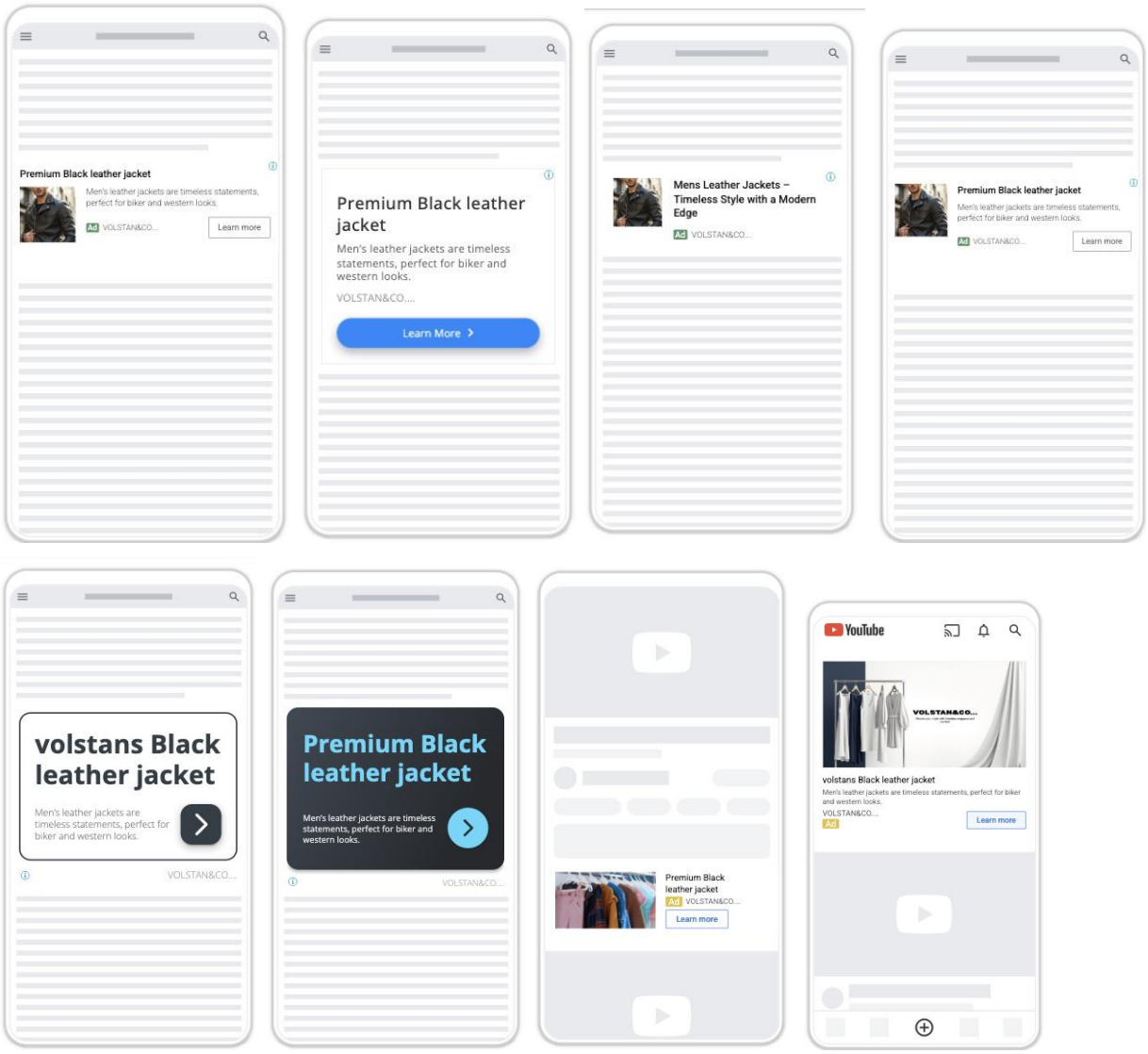
Why is it important?

- **Lower CPC: A higher Quality Score reduces your cost per click.**
- **Higher Ad Rank: Helps your ads appear in better positions.**
- **Better Performance: Relevant ads get more clicks and conversions.**
- **Budget Efficiency: You get better results without increasing your budget.**

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

ANSWER :-

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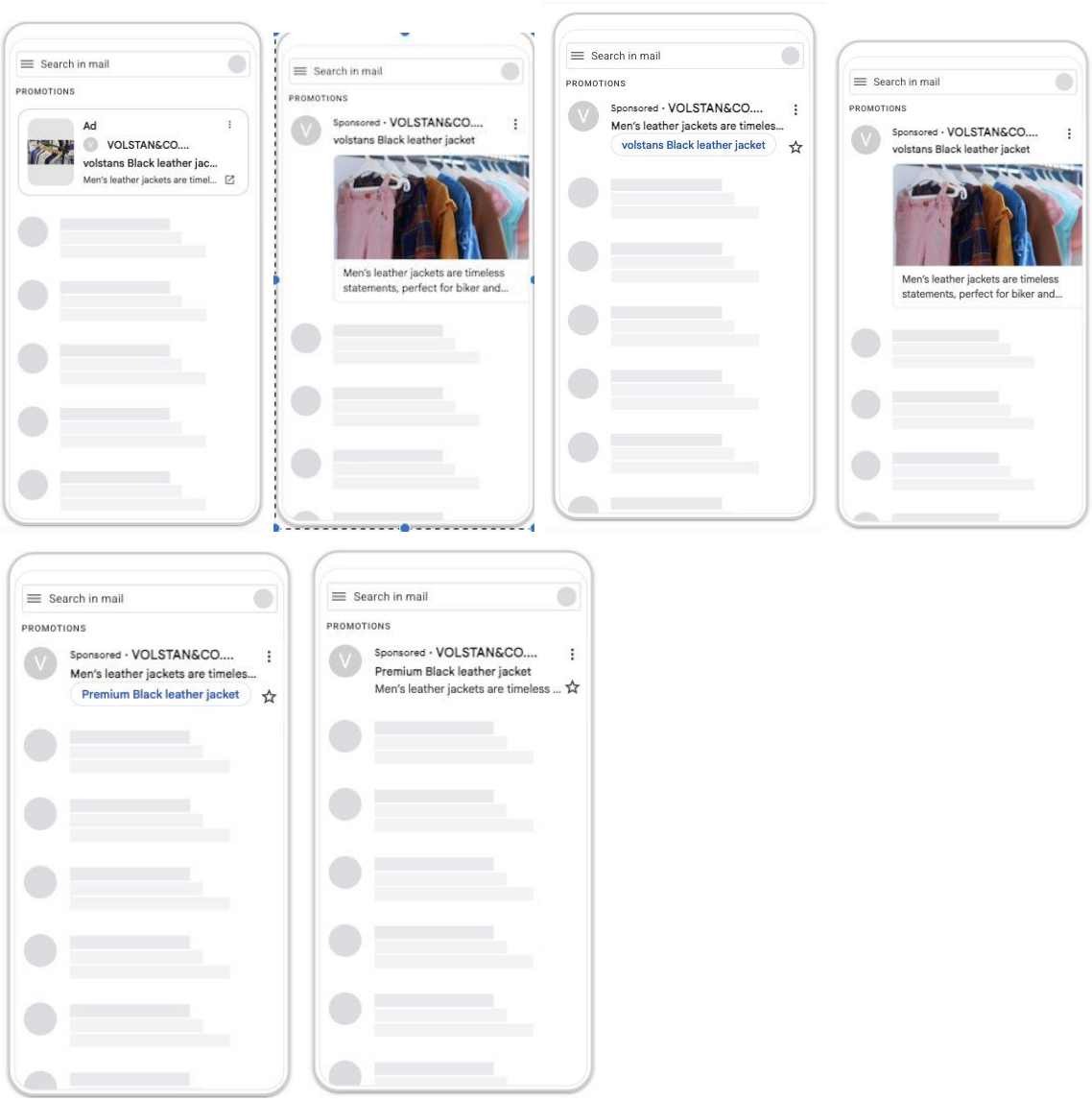


5. Create an ad forwww.tops-int.com to get the maximum Clicks.

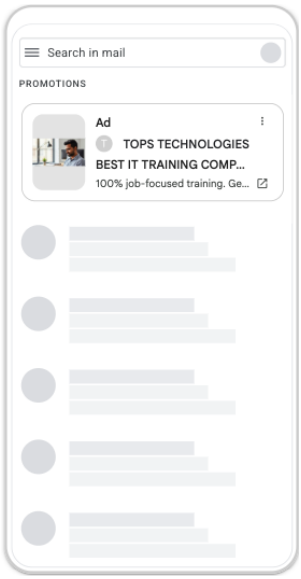
- **Create an ad for www.tops-int.com**

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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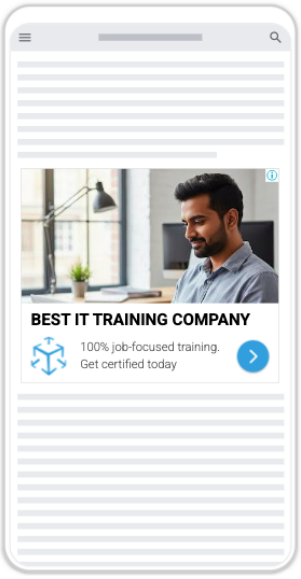
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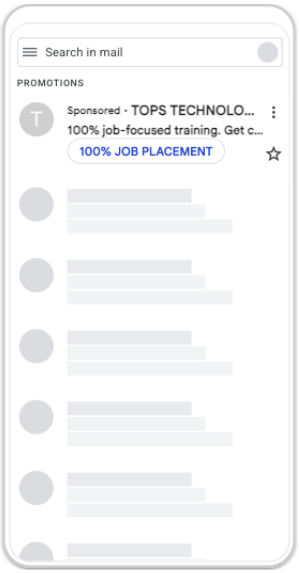
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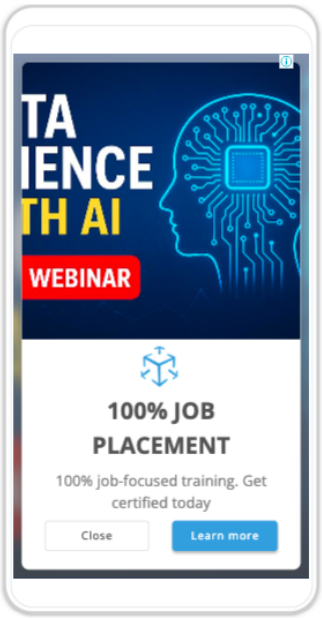
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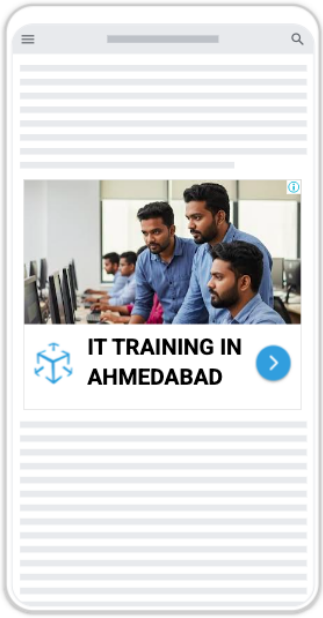
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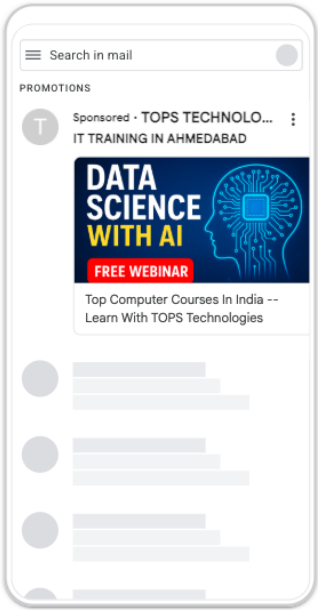
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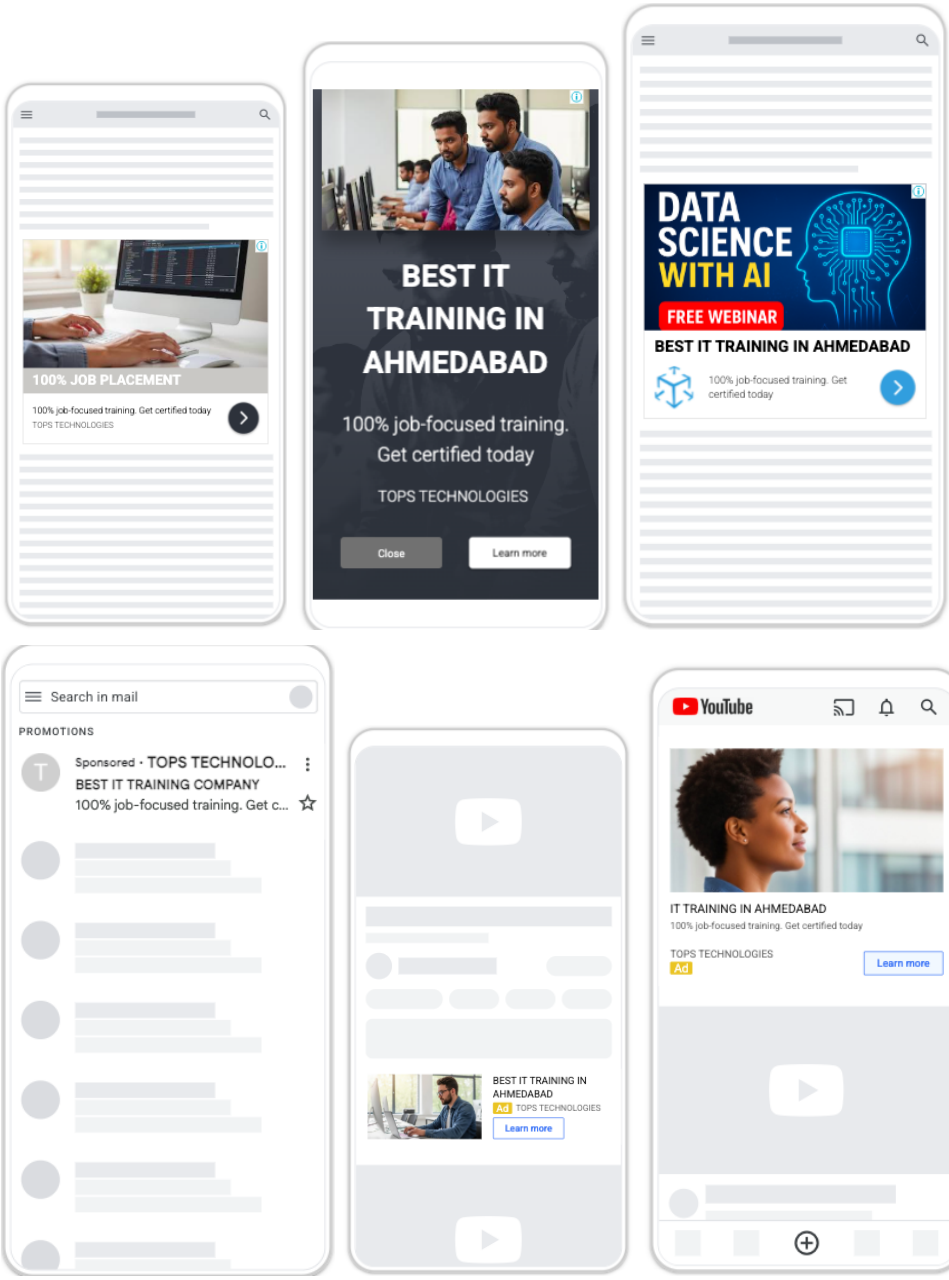
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