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

**=>** PPC Means Pay-per-click. There are 2 factors that impact how much you pay and how competitive your ads are

Here's a Some main factors: Keyword Competition, Bid Amount, Quality Score, Ad Rank, Targeting Settings etc.

**2. How does a search engine calculate actual CPC?**

=> CPC Mean cost-per-click (CPC)

**Formula for Actual CPC:**

Actual CPC=Ad Rank of the competitor / Quality Score+$0.01\

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

=> quality score is rated on a **scale from 1 to 10**, with **10 being the highest**.

### 🧪 ****Components of Quality Score****:

Google evaluates three key factors:

1. **Expected Click-Through Rate (CTR)**

How likely users are to click your ad when it’s shown.  
✅ High CTR = user interest = better score

1. **Ad Relevance**

How closely your ad matches the intent behind the keyword.  
✅ Keywords must align with ad text

1. **Landing Page Experience**

Is your landing page useful, relevant, and easy to navigate?  
✅ Fast load time, mobile-friendly, clear info