Module-4

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

Answer :

→ Main Factors That Affect PPC Bidding

1. **Keyword Competitiveness**
    - Highly competitive keywords (especially in lucrative industries) naturally have higher CPCs.
    - Seasonal spikes (festivals, holidays) can also drive up bids temporarily.

2. **Quality Score**
    - Google Ads and other platforms reward high-quality ads (relevance, CTR, landing page experience) with lower CPCs.
    - A better Quality Score can outperform higher bids from competitors.

3. **Ad Relevance & CTR**
    - The closer your ad matches the user's intent, the better your CTR.
    - Higher CTR signals to the platform that your ad deserves a better position at a lower cost.

4. **Landing Page Experience**
    - Fast-loading, mobile-optimized, and conversion-focused pages reduce bounce rate.
    - Platforms factor this into your ad rank and CPC.

5. **Target Audience & Demographics**
    - Location, device, age, income level, and time-of-day targeting can all influence bid prices.
    - Niche audiences may cost more but deliver better ROI.

6. **Ad Rank Thresholds**
    - Each auction has minimum thresholds you must meet for your ad to appear.
    - If competition raises their bids, your minimum threshold can increase too.

7. **Bidding Strategy**
    - Manual CPC, enhanced CPC, target CPA, or target ROAS strategies allocate budget differently.

- Automated strategies can sometimes overspend if not monitored properly.

8. **Industry & Seasonality**
   - Certain industries (finance, insurance, real estate) have inherently high CPCs.
   - Seasonality (Black Friday, Diwali, tax season) drives up competition and costs.

9. **Competitor Activity**
   - Aggressive bidding or entry of new competitors in your space can suddenly raise CPC.
   - Monitoring competitors can help adjust bids proactively.

10. **Budget Constraints & Ad Scheduling**

- If your daily budget is limited, the platform may throttle your impressions.
- Adjusting ad scheduling to peak hours can help control spend and increase conversion rates.

Q : 2 How does a search engine calculate actual CPC?

Answer :

→ How a Search Engine Calculates Actual CPC

Search engines like Google Ads don't charge you your maximum bid — instead, they use an auction model to decide how much you actually pay per click.

The core formula:

Actual CPC = Ad Rank of Competitor Below You / Your Quality Score + (small increment)

~> Step-by-Step Breakdown

1. **Ad Rank Determines Position**
   - Each advertiser's Ad Rank = (Max Bid × Quality Score).
   - Higher Ad Rank = better ad position.

2. **Competitor Below You Sets Your Price**
   - You only need to outbid the competitor directly below you, not everyone in the auction.
   - This keeps CPCs efficient and fair.
3. **Quality Score Discounts CPC**

- If your ad's Quality Score is higher than competitors', you'll pay less for the same position.

4. **Small Increment**
   - Search engines add a minimal amount (like $0.01) to ensure you beat the competitor below you.

~ Example

- Your Max Bid: $5
- Your Quality Score: 8
- Competitor Below's Ad Rank: 30

$$\textbf{Actual CPC} = \frac{30}{8} + 0.01 = \$3.76$$

You pay $3.76 per click (not $5) because your higher Quality Score earned you a discount.

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

Answer :

What Is Quality Score?

Quality Score is a metric used by platforms like Google Ads to measure the **overall relevance and quality** of your keywords, ads, and landing pages. It's rated on a scale of **1–10** and reflects how well your ad experience matches a user's intent.

It's calculated from three main components:

1. **Expected Click-Through Rate (CTR)** – Likelihood users will click your ad.
2. **Ad Relevance** – How closely your ad copy matches the user's search intent.
3. **Landing Page Experience** – Relevance, usability, and performance of your landing page.

🔹 Why Is Quality Score Important?

1. **Lower CPC (Cost Per Click)**
   - Higher Quality Score = lower actual CPC.
   - You can win better ad positions while paying less than competitors.

2. **Better Ad Position**
   - Ad Rank = Max Bid × Quality Score.

- A strong Quality Score boosts Ad Rank even with modest bids.

3. **Higher ROI**
   - You get more qualified clicks for the same budget.
   - Leads to more conversions and better campaign profitability.

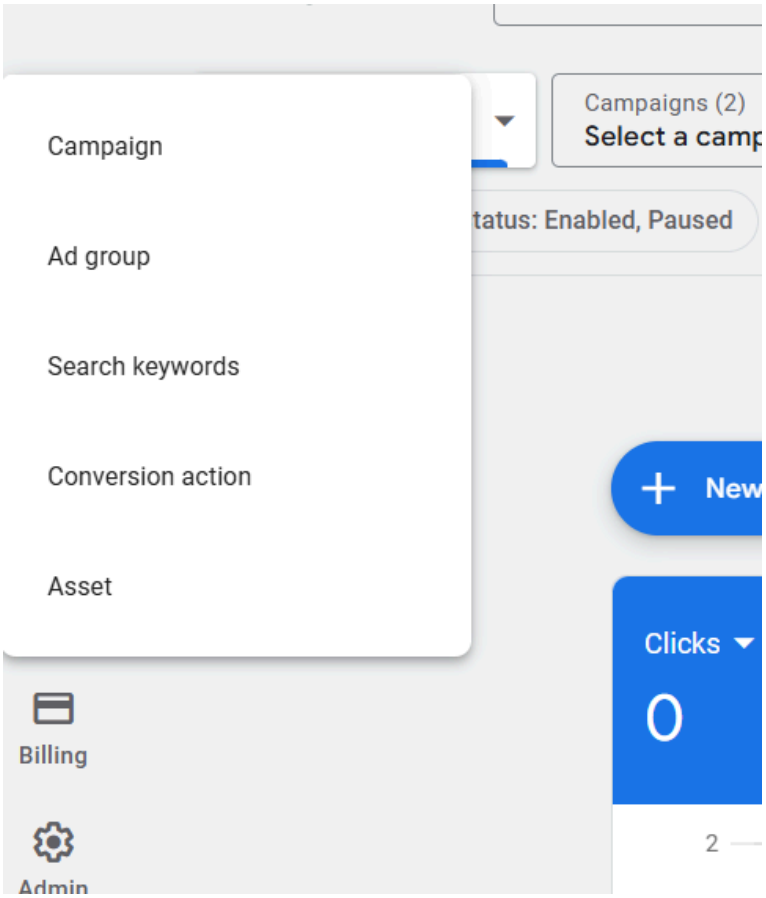
4. **Improved User Experience**
   - Relevant ads and better landing pages improve customer trust and engagement.

5. **Competitive Edge**
   - Even small advertisers can outperform big-budget competitors by focusing on ad quality.

Q : 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…]



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 shop visits and promotions
Drive visits to local shops, including restaurants and dealerships.

Create a campaign without guidance
You'll choose a campaign next

Select a campaign type

Search
Get in front of high-intent customers at the right time on Google Search

Performance Max
Reach audiences across all of Google with a single campaign. See how it works

Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

Display
Reach customers across three million sites and apps with engaging creative

Shopping
Showcase your products to shoppers as they explore what to buy

Video
Reach viewers on YouTube and get conversions

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

https://clicktolearndm.blogspot.com/

Cancel Continue

Campaign name

Blog_Display Ads

Cancel Continue

Campaign settings

Locations

Select locations for this campaign

- ○ All countries and territories
- ○ India
- ◉ Enter another location

Locations (3)

Gondal, Gujarat, India city

Morbi, Gujarat, India city

Rajkot, Gujarat, India city

Enter a location to include or exclude

Advanced search

Location options

Languages

Select the languages that your customers speak.

Start typing or select a language

English × Gujarati × Hindi ×

Ad rotation	Optimise: Prefer best performing ads	
Ad schedule	Mon - Fri, 09:00 - 20:00	
Devices	Show on all devices	
Start and end dates	Start date: 22 September 2025	End date: 30 September 2025

More settings

Campaign URL options	No options set
Dynamic ads	No data feed
Content exclusions	Parked domains

Next

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most that 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 maximise conversions

Set a target cost per action

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

Or, select a bid strategy directly (not recommended)

Next

Targeting

Optimised targeting is set up for you

Optimised targeting helps you get more conversions by using information such as your landing page and assets. You can opt out or speed up optimisation by adding targeting first. Learn more

Add targeting

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in Audience Manager.

Edit targeted segments — Done

Search | Browse

students

- Who they are (7)
- What they're actively researching or planning (30)
  - In-market: Education
  - In-market: Technology Education
  - In-market: Post Secondary Education

9 selected — Clear all

Detailed demographics

- Education > Highest Level of Educational Attainment: Advanced Degree
- Education > Highest Level of Educational Attainment: Bachelor's Degree
- Education: Current University Students

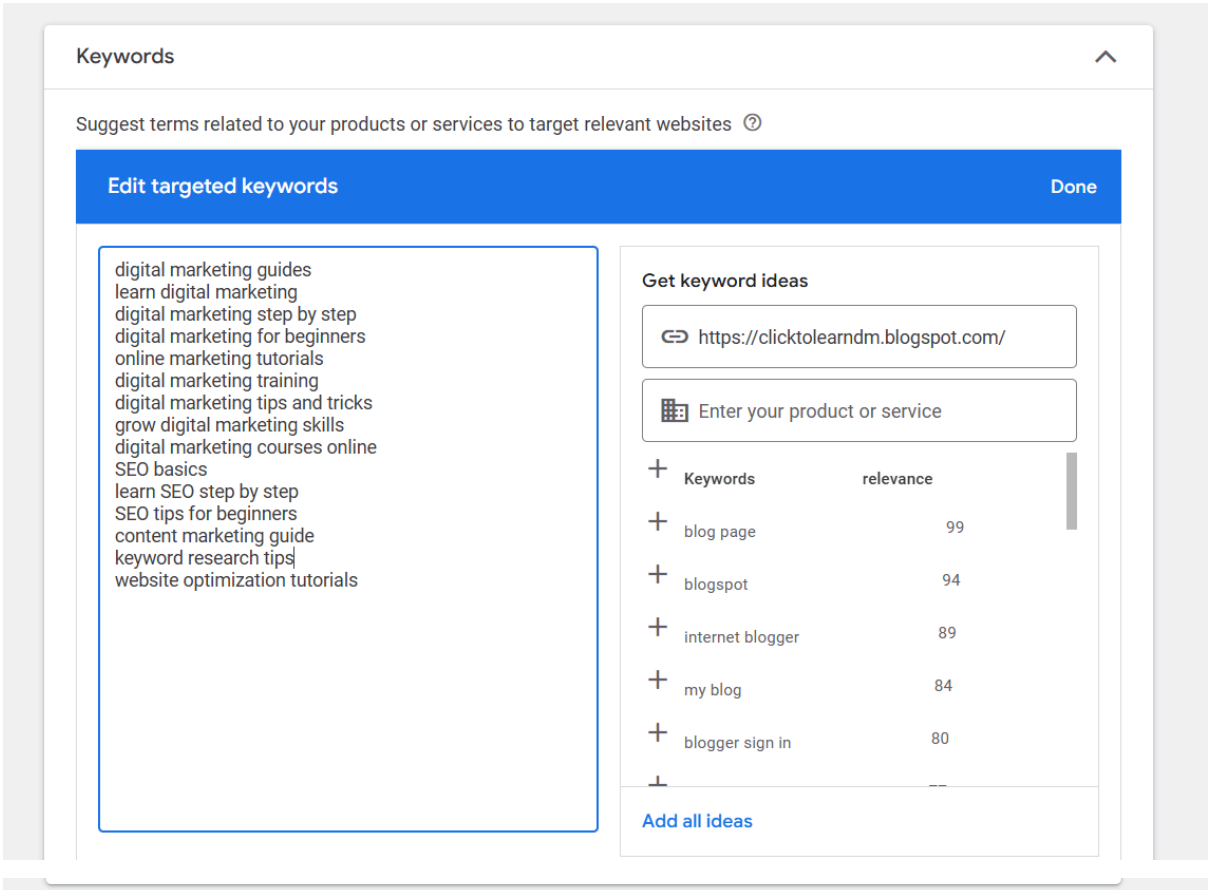
In-market: other

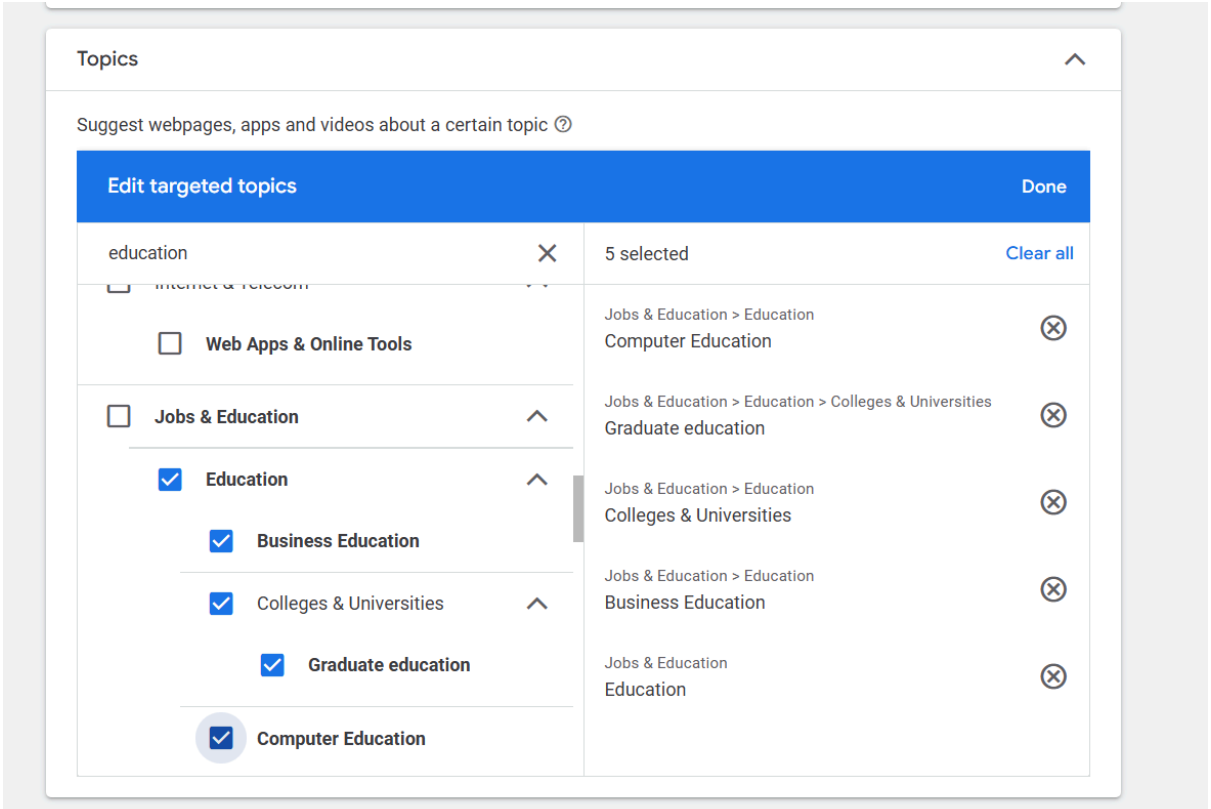
Demographics

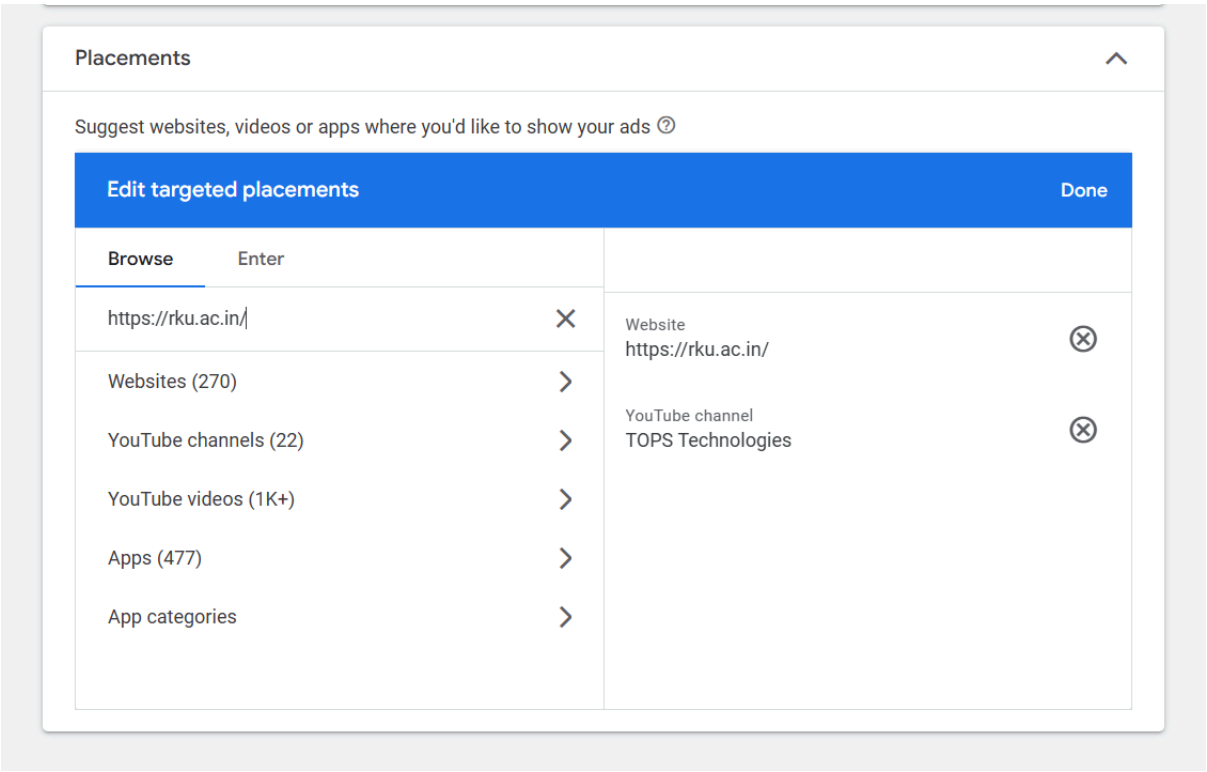
Suggest people based on age, gender, parental status or household income

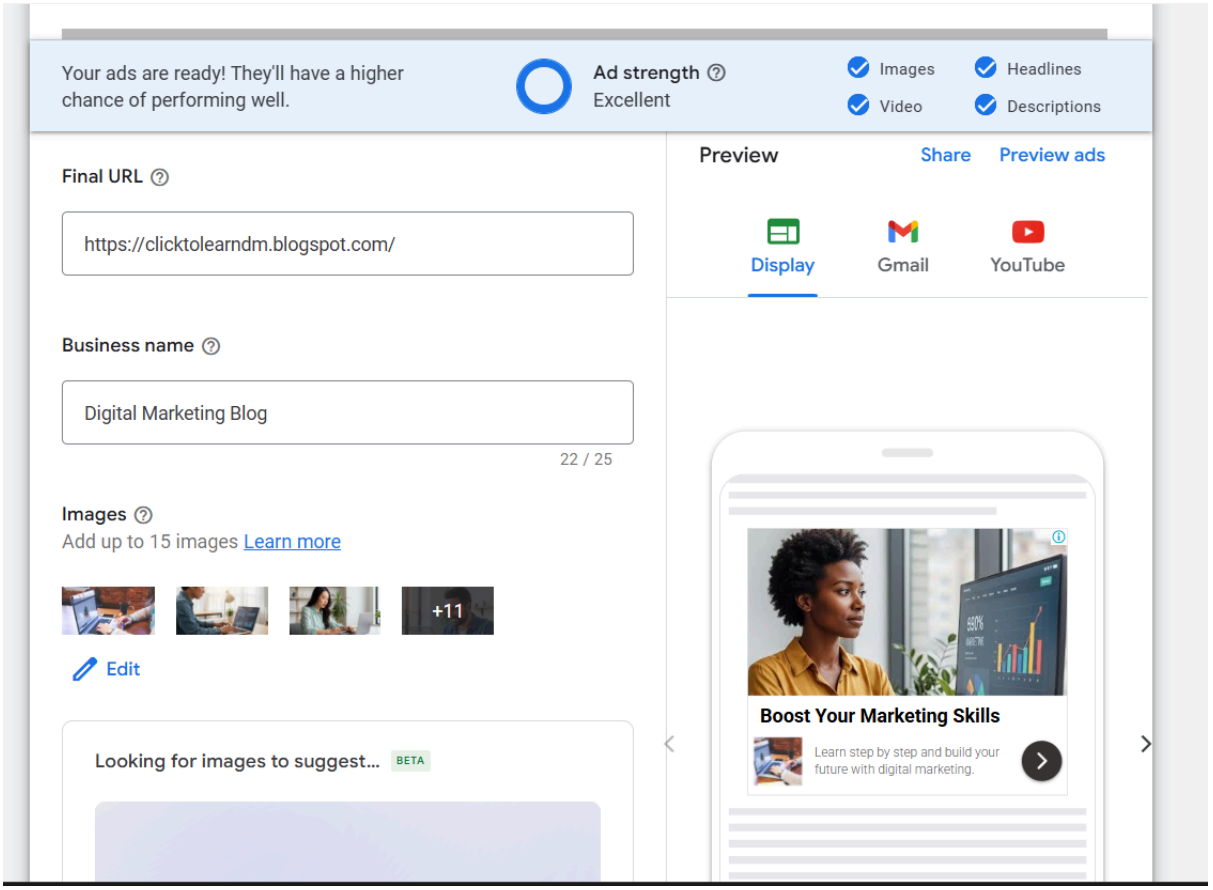
Edit targeted demographics — Done

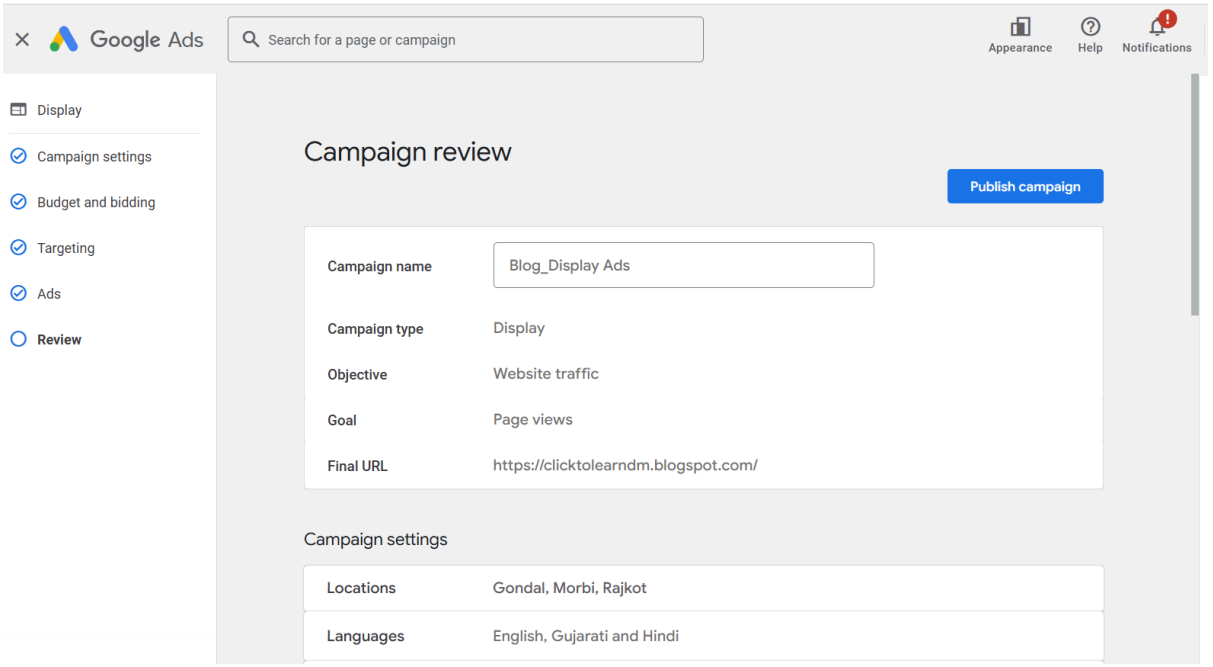
Gender	Age	Parental status	Household income
Female	18 - 24	Not a parent	Top 10%
Male	25 - 34	Parent	11 - 20%
Unknown	35 - 44	Unknown	21 - 30%
	45 - 54		31 - 40%
	55 - 64		41 - 50%
	65+		Lower 50%
	Unknown		Unknown


Keywords
Suggest terms related to your products or services to target relevant websites
Edit targeted keywords
Done
digital marketing guides
learn digital marketing
digital marketing step by step
digital marketing for beginners
online marketing tutorials
digital marketing training
digital marketing tips and tricks
grow digital marketing skills
digital marketing courses online
SEO basics
learn SEO step by step
SEO tips for beginners
content marketing guide
keyword research tips
website optimization tutorials
Get keyword ideas
https://clicktolearndm.blogspot.com/
Enter your product or service
Keywords
relevance
blog page
99
blogspot
94
internet blogger
89
my blog
84
blogger sign in
80
Add all ideas


Topics
Suggest webpages, apps and videos about a certain topic
Edit targeted topics
Done
education
5 selected
Clear all
Web Apps & Online Tools
Jobs & Education
Education
Business Education
Colleges & Universities
Graduate education
Computer Education
Jobs & Education > Education
Computer Education
Jobs & Education > Education > Colleges & Universities
Graduate education
Jobs & Education > Education
Colleges & Universities
Jobs & Education > Education
Business Education
Jobs & Education
Education


Placements
Suggest websites, videos or apps where you'd like to show your ads
Edit targeted placements
Done
Browse
Enter
https://rku.ac.in/
Websites (270)
YouTube channels (22)
YouTube videos (1K+)
Apps (477)
App categories
Website
https://rku.ac.in/
YouTube channel
TOPS Technologies

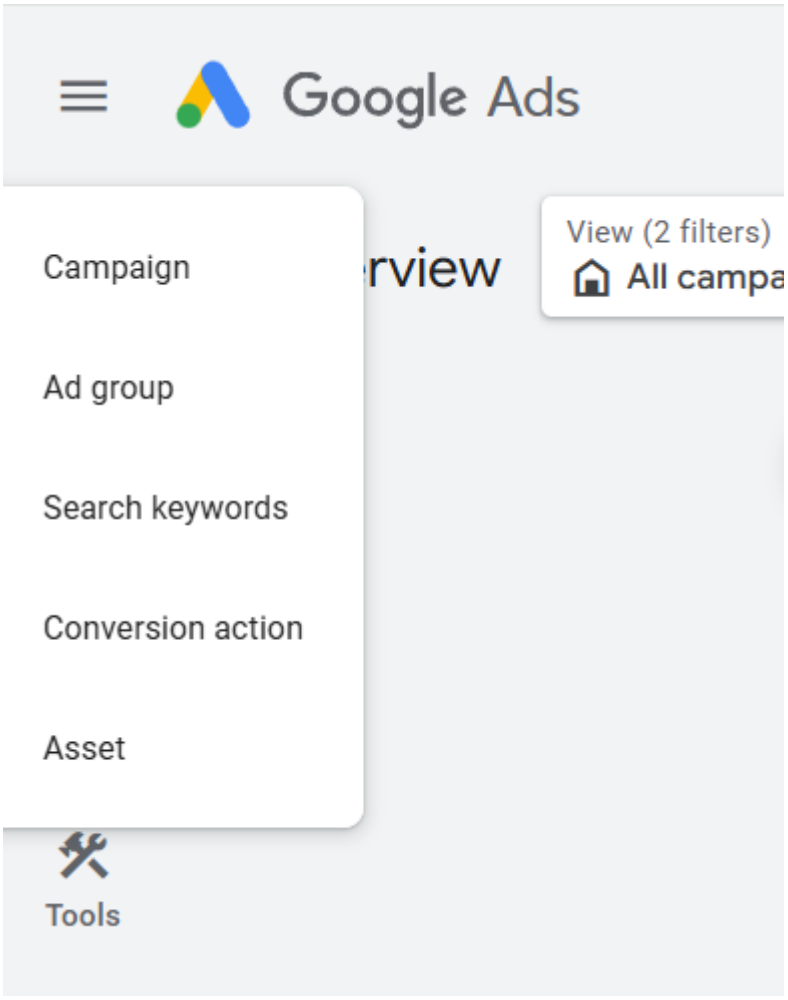


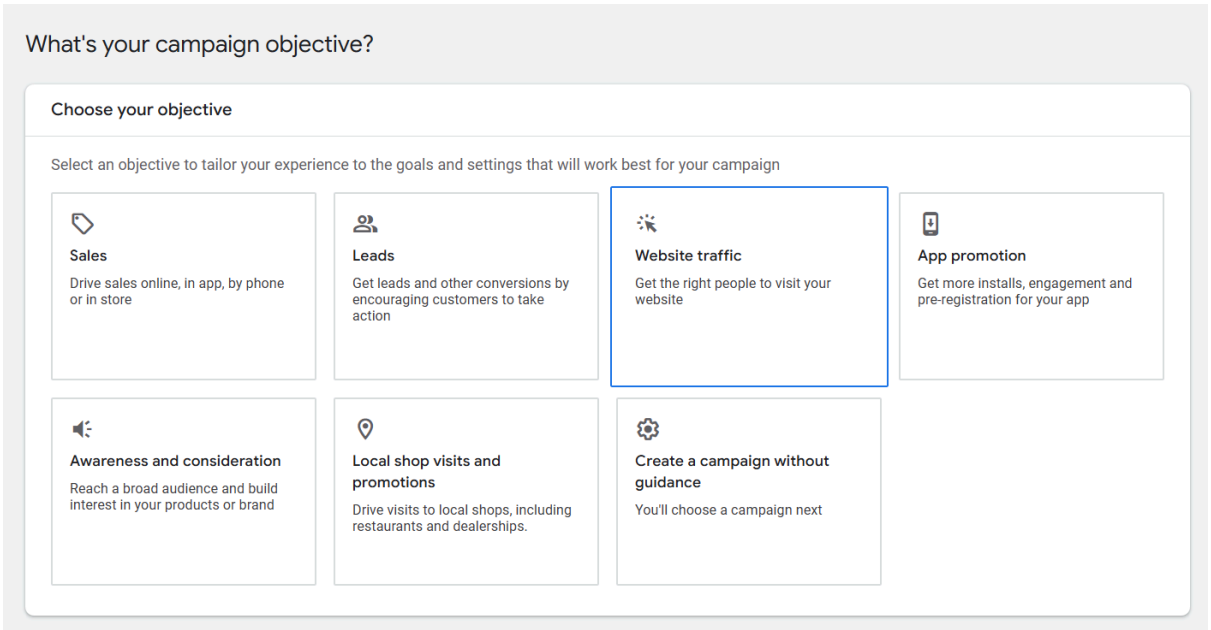


Q : 5 Create an ad forwww.tops-int.com to get the maximum Clicks.

Answer :

→Click Here…


Google Ads
Campaign
Ad group
Search keywords
Conversion action
Asset
Tools
View (2 filters)
All campa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Create a campaign without guidance
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Display
Reach customers across three million sites and apps with engaging creative

Shopping
Showcase your products to shoppers as they explore what to buy

Video
Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal

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

Cancel Continue

Campaign name

TOPS Tech – Max Clicks

Cancel Continue

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 optimise for acquiring new customers. Learn more about customer acquisition

Next

© 2025 Leave feedback

Locations

Select locations for this campaign

- ○ All countries and territories
- ○ India
- ◉ Enter another location

Locations (4)	Reach
Gondal, Gujarat, India city	97,000
Jamnagar, Gujarat, India city	2,690,000
Morbi, Gujarat, India city	402,000
Rajkot, Gujarat, India city	4,430,000

Enter a location to include or exclude

Advanced search

For example, a country, city, region or postcode

Location options

Languages

Select the languages that your customers speak.

Start typing or select a language

English ✕ Hindi ✕ Gujarati ✕

EU political ads

Does your campaign have European Union political ads?

Required

- ○ Yes, this campaign has EU political ads
- ◉ No, this campaign doesn't have EU political ads

☐ I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.

EU regulation requires Google to ask this question
Learn how an EU political ad is defined

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab.

Search | Browse

education

- ☑ In-market — Education
- ☑ In-market — Business Education
- ☐ In-market — Early Childhood Education
- ☐ In-market — Post-Secondary Education
- ☐ In-market — Study Abroad Programmes

+ New segment

5 selected — Clear all

- Employment > Industry — Education Sector
- Education — Current University Students

In-market

- Education > Post-Secondary Education — Technology Education
- Education
- Education > Post-Secondary Education — Business Education

Ad rotation	Optimise: Prefer best performing ads	
Start and end dates	Start date: 25 September 2025 End date: 2 October 2025	
Ad schedule	Mon - Fri, 09:00 - 22:00	

More settings

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

Optimise your campaign with AI Max BETA

Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

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://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.

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

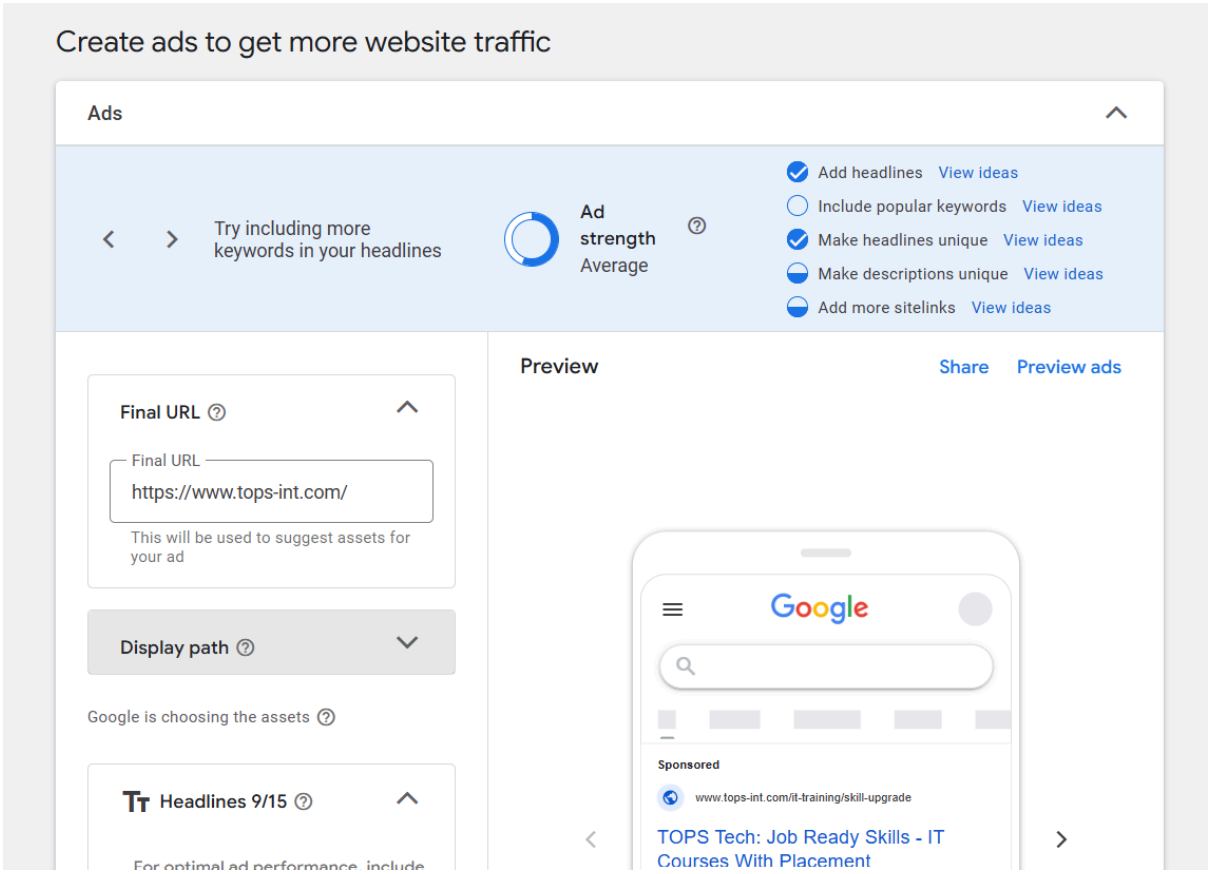
it training institutes in india × computer courses in india × top computer courses in india ×

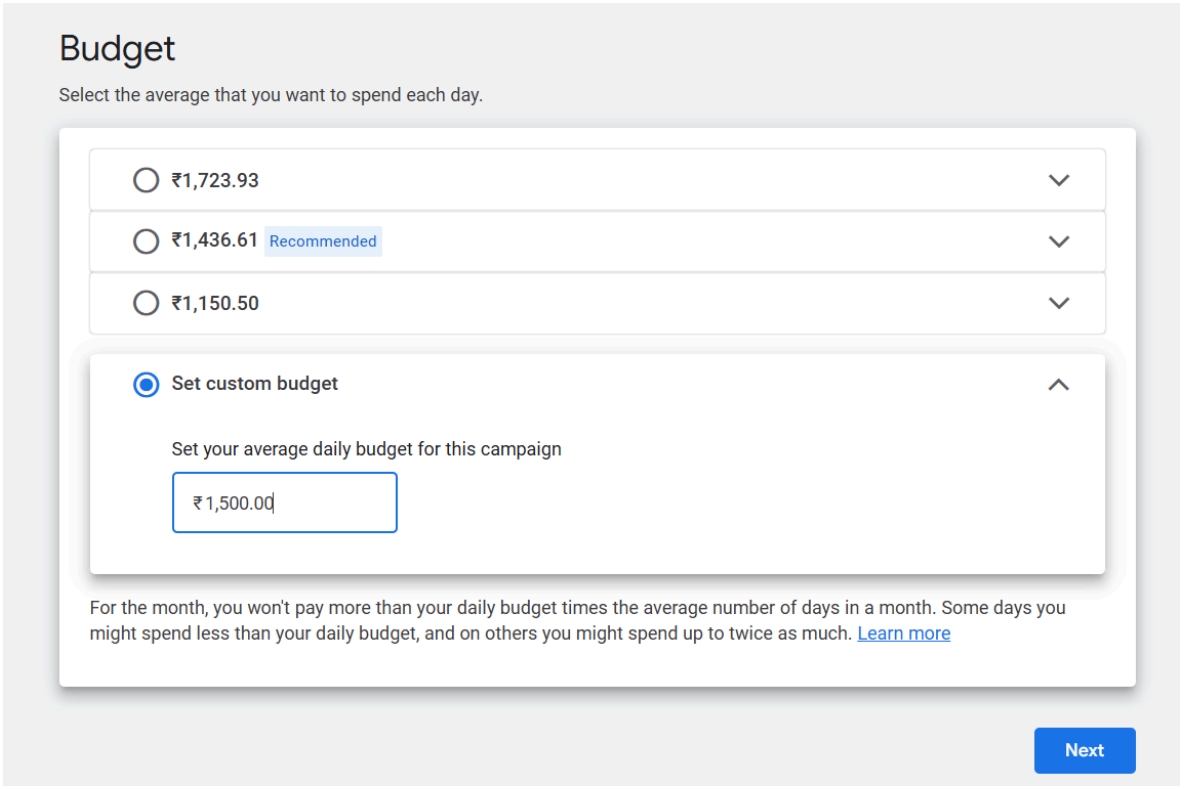
Update keyword suggestions

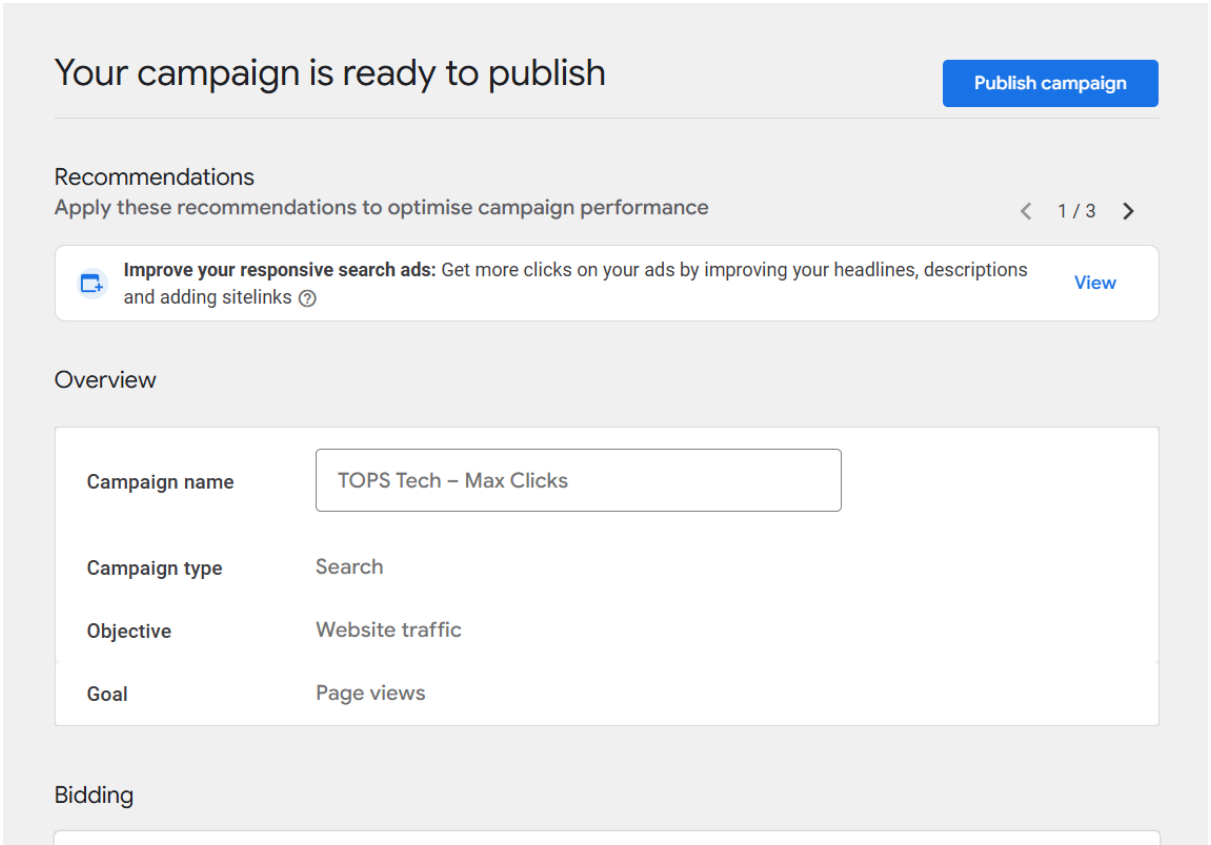
Enter keywords

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

best IT training institute
IT courses with placement
computer training institute
professional IT training center
software training institute
job oriented IT courses
python training institute
java training institute
react training institute
web development courses
full stack developer course
data science training
IT training institute Ahmedabad
computer courses Surat


Create ads to get more website traffic
Ads
Try including more keywords in your headlines
Ad strength
Average
Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas
Add more sitelinks View ideas
Final URL
Final URL
https://www.tops-int.com/
This will be used to suggest assets for your ad
Display path
Google is choosing the assets
Headlines 9/15
Preview
Share
Preview ads
Google
Sponsored
www.tops-int.com/it-training/skill-upgrade
TOPS Tech: Job Ready Skills - IT Courses With Placement



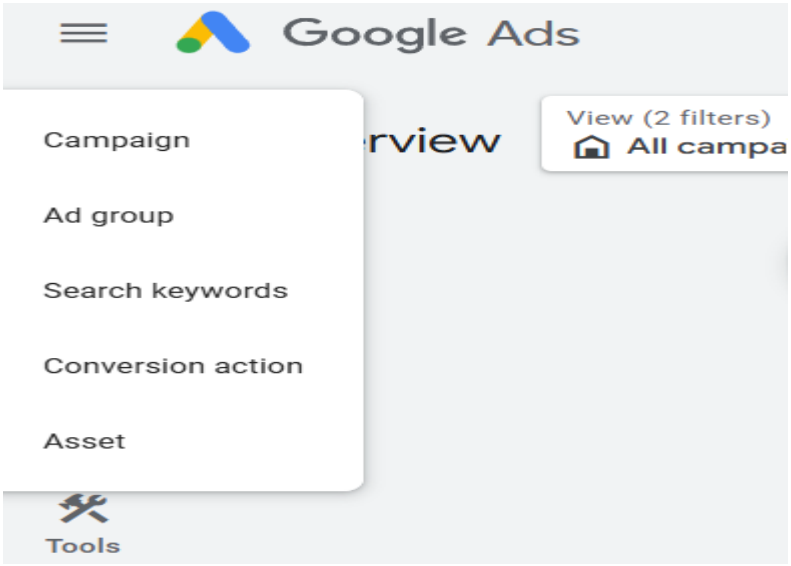


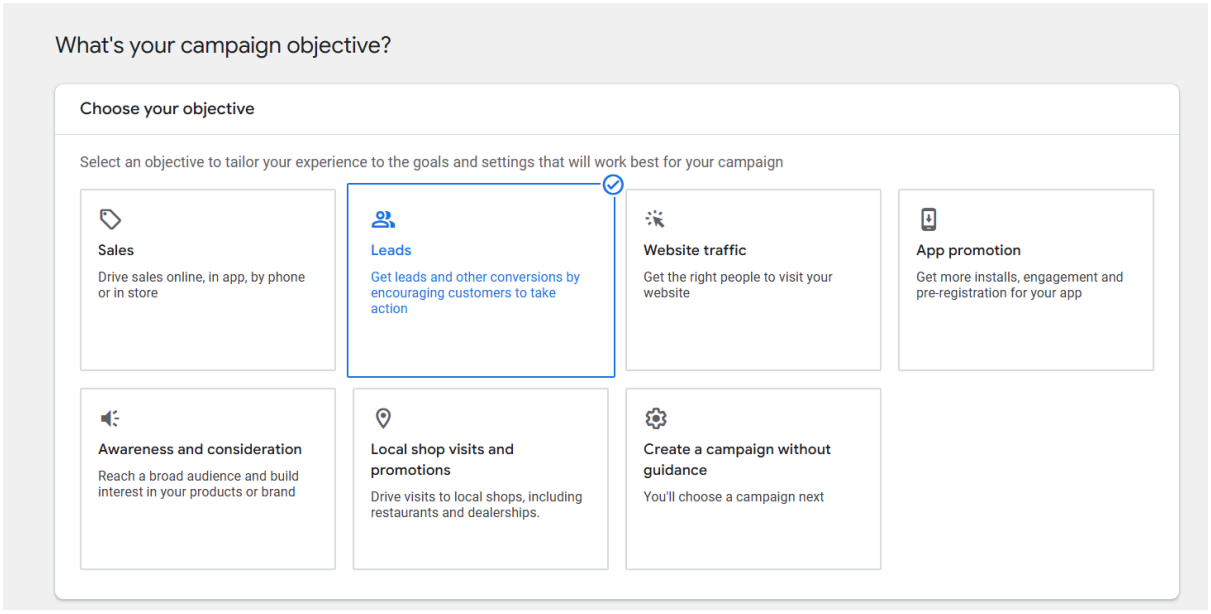
Q : 6 Create an ad for www.tops-int.com o Create an ad for the display network.

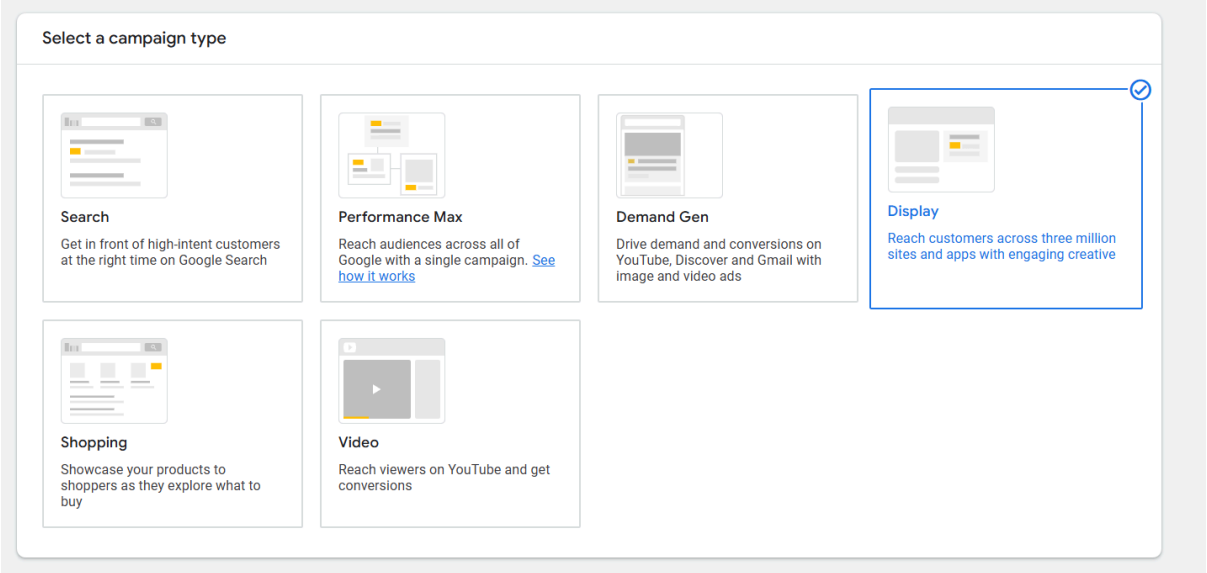
o Choose a proper Target audience.
o Expected conversion: need maximum user engagement within the budget.
o Budget: 5000.

Answer :

→Click Here…






Select a campaign type
Search
Get in front of high-intent customers at the right time on Google Search
Performance Max
Reach audiences across all of Google with a single campaign. See how it works
Demand Gen
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads
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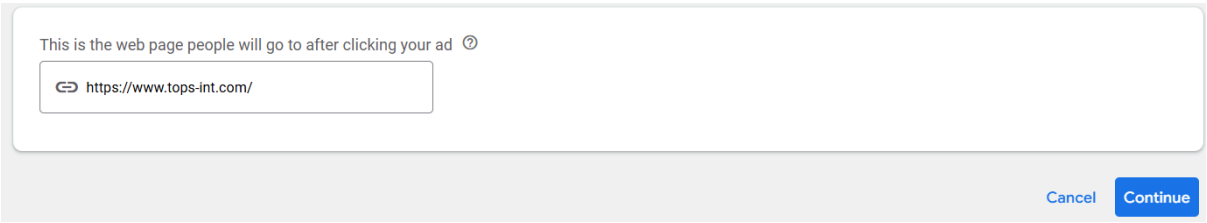
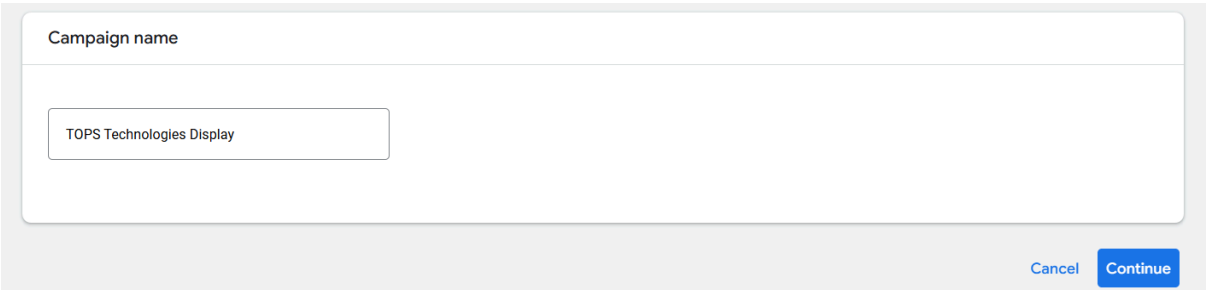
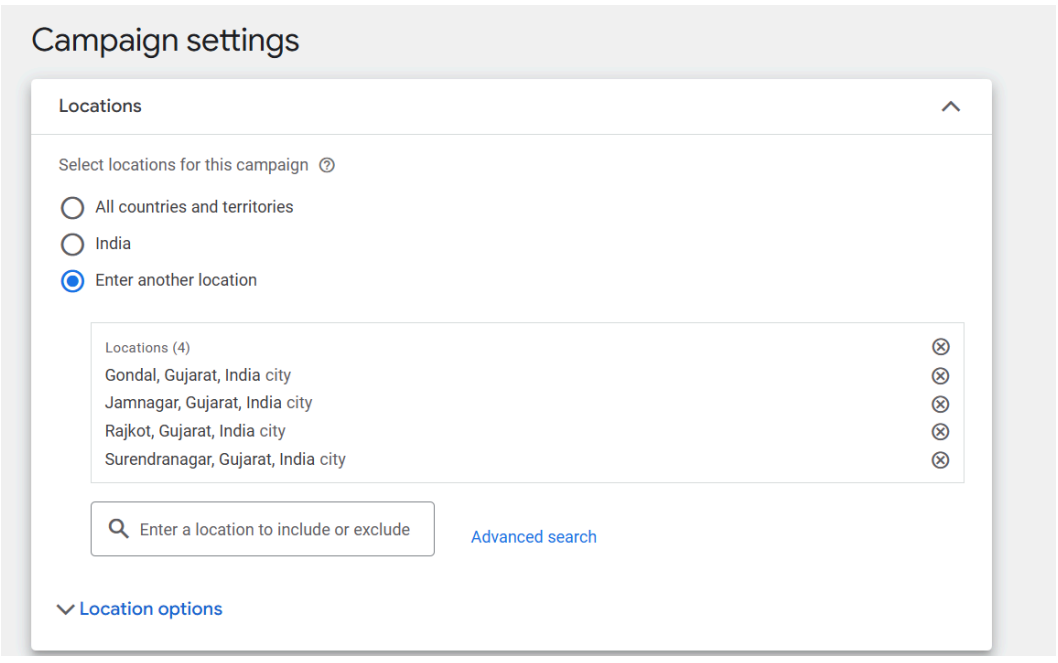
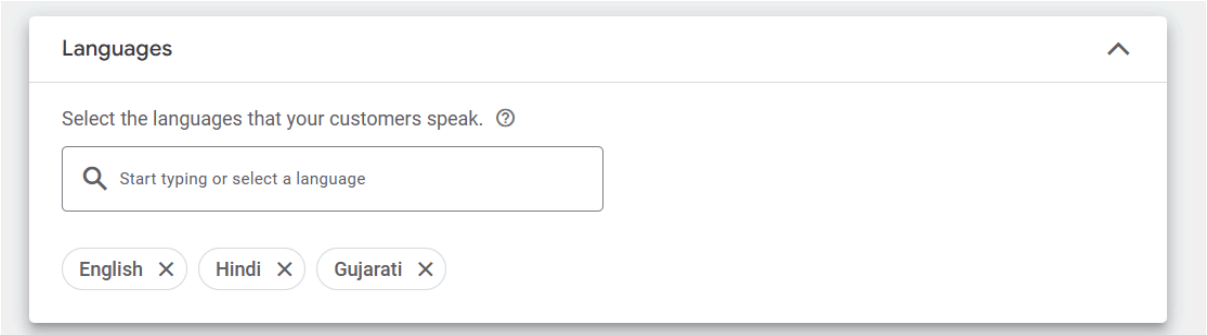
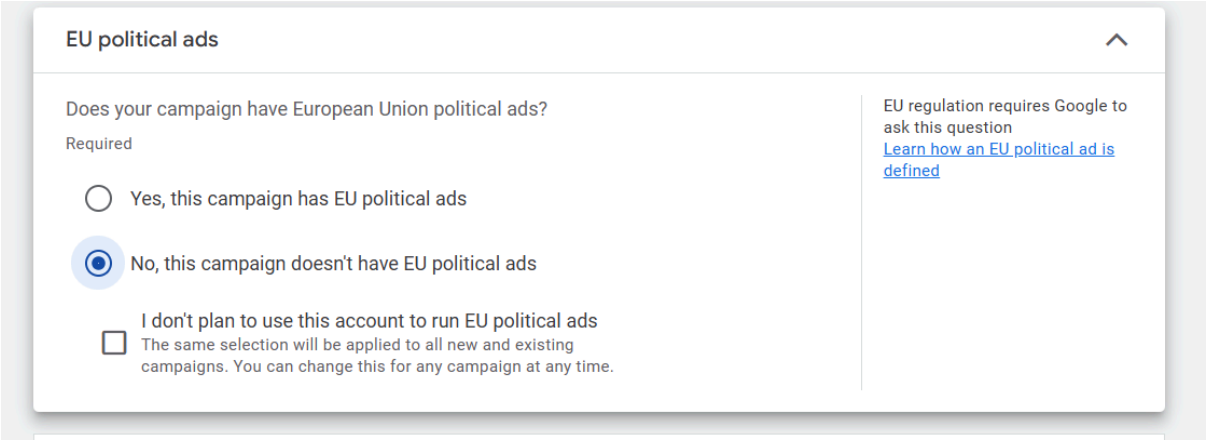
Reach customers across three million sites and apps with engaging creative
Shopping
Showcase your products to shoppers as they explore what to buy
Video
Reach viewers on YouTube and get conversions

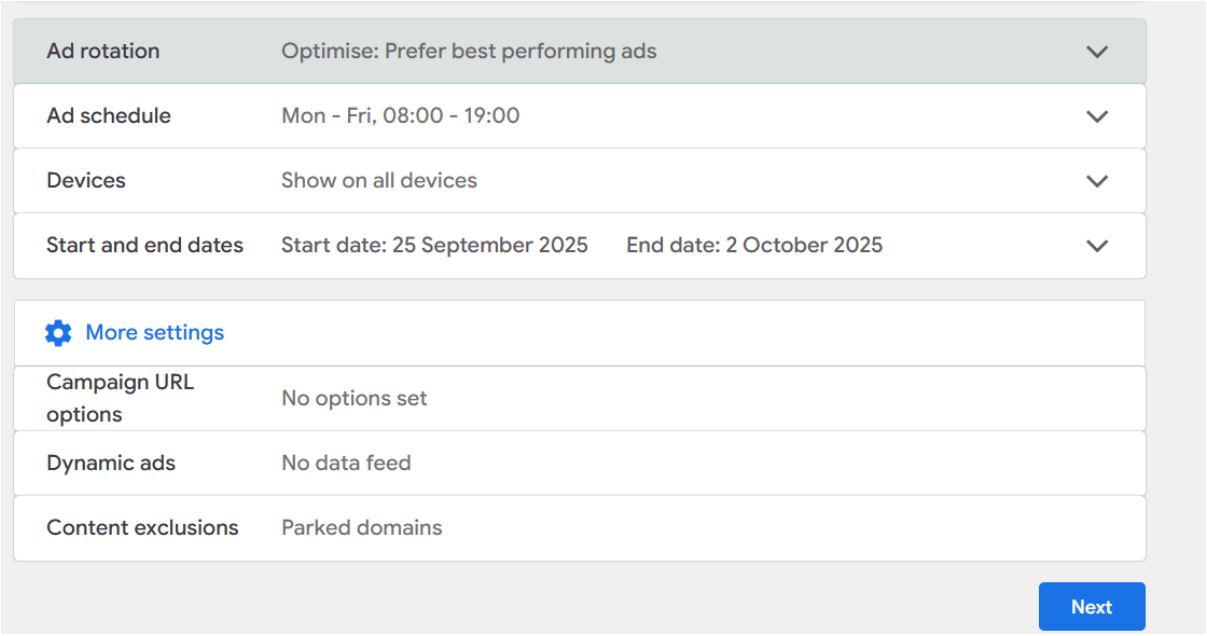

This is the web page people will go to after clicking your ad
https://www.tops-int.com/
Cancel
Continue


Campaign name
TOPS Technologies Display
Cancel
Continue


Campaign settings
Locations
Select locations for this campaign
All countries and territories
India
Enter another location
Locations (4)
Gondal, Gujarat, India city
Jamnagar, Gujarat, India city
Rajkot, Gujarat, India city
Surendranagar, Gujarat, India city
Enter a location to include or exclude
Advanced search
Location options


Languages
Select the languages that your customers speak.
Start typing or select a language
English
Hindi
Gujarati


EU political ads
Does your campaign have European Union political ads?
Required
Yes, this campaign has EU political ads
No, this campaign doesn't have EU political ads
I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.
EU regulation requires Google to ask this question
Learn how an EU political ad is defined


Ad rotation
Optimise: Prefer best performing ads
Ad schedule
Mon - Fri, 08:00 - 19:00
Devices
Show on all devices
Start and end dates
Start date: 25 September 2025
End date: 2 October 2025
More settings
Campaign URL options
No options set
Dynamic ads
No data feed
Content exclusions
Parked domains
Next

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most that 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 maximise conversions

Set a target cost per action

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

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in Audience Manager.

Edit targeted segments — Done

Search | Browse

education

Affinity
Social Media Enthusiasts

What they're actively researching or planning (30)

In-market
Education

In-market
Business Education

In-market
Early Childhood Education

8 selected — Clear all

Detailed demographics

Education > Highest Level of Educational Attainment
Bachelor's Degree

Education
Current University Students

In-market: other

Technology in the Classroom

Education

Demographics

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

Edit targeted demographics — Done

Gender	Age	Parental status	Household income
☑ Female	☑ 18 - 24	☑ Not a parent	☑ Top 10%
☑ Male	☑ 25 - 34	☑ Parent	☑ 11 - 20%
☑ Unknown	☑ 35 - 44	☐ Unknown	☑ 21 - 30%
	☑ 45 - 54		☑ 31 - 40%
	☐ 55 - 64		☑ 41 - 50%
	☐ 65+		☐ Lower 50%
	☐ Unknown		☐ Unknown

Keywords

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

Edit targeted keywords — Done

it training institute admission
computer courses with placement
enroll in IT courses india
join computer training institute
apply for IT training program
free demo IT course india
book demo for programming courses
job oriented it courses india
placement assistance IT training
career in IT training programs
learn coding get placed india
enroll in job ready IT courses
join tops technology
register tops technology
free demo tops technology
apply now tops technology

Get keyword ideas

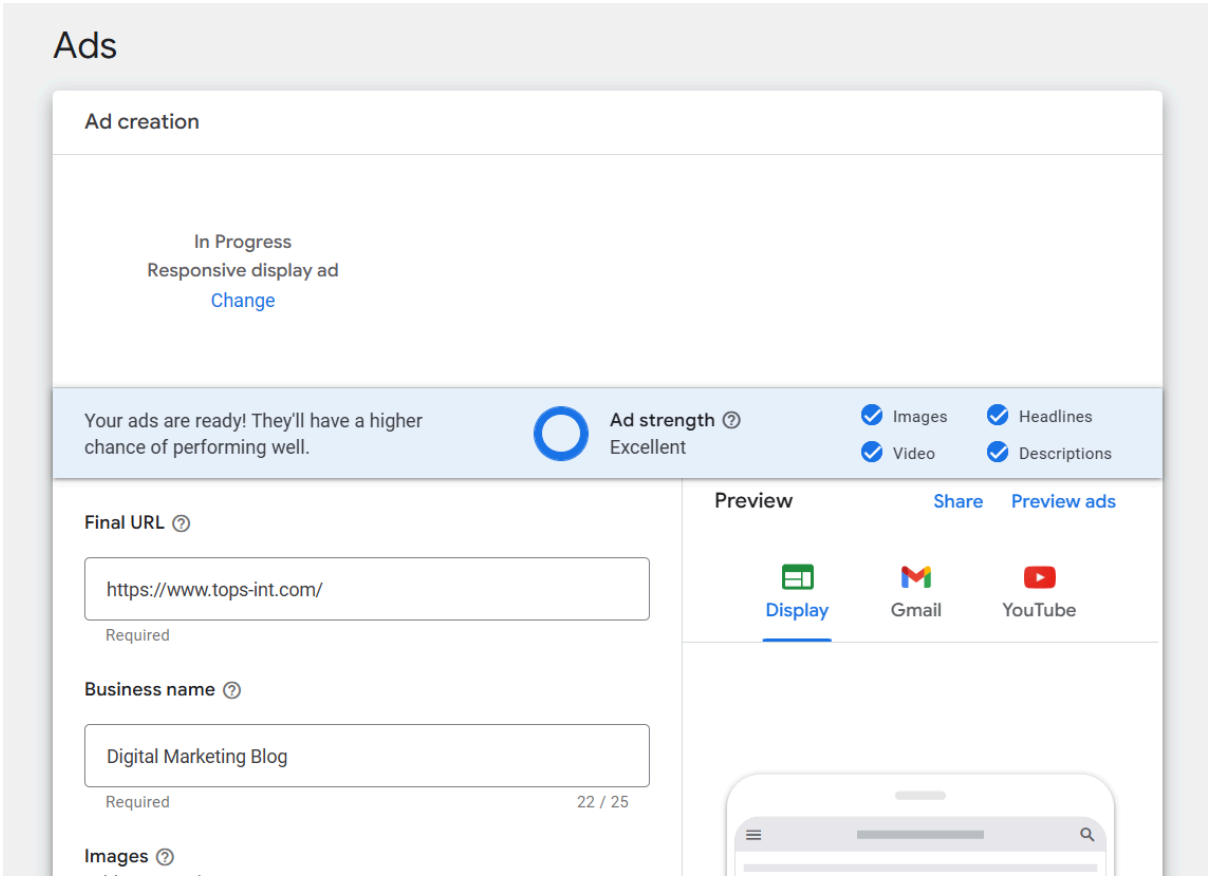
https://www.tops-int.com/

Enter your product or service

+	Keywords	relevance
+	free it training	89
+	it course	84
+	it training	80
+	training course	77
+	it training institute	74

Add all ideas

Ads



Campaign review

Publish campaign

Campaign name	TOPS Technologies Display
Campaign type	Display
Objective	Leads
Goal	Page views
Final URL	https://www.tops-int.com/

Campaign settings

Locations	Gondal, Jamnagar, Rajkot, Surendranagar
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads