

Assignment 4

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

Ans. PPC bidding is a crucial aspect of running a successful paid search campaign, and several factors can influence your bidding strategy. Here are the main factors that can affect PPC bidding:

Keywords relevance and competition:

- Keywords are the foundation of any ppc campaign and their relevance and competition can significantly impact your bidding strategy
- More relevant and specific keywords tend to have less competition, which means you may not need to bid as high to win the auction.
- Highly competitive keywords require more aggressive bidding to secure top position

Target Audience:

- Understanding your target audience is key to developing an effective bidding strategy
- Your target audience's geographical area, Demographic and behaviour can affect the cost of your bid.
- For example your targeted audience is located in highly competitive market then you may need to bid more to remain competitive.

Ad quality and relevance:

- Ad position is determined by several factors including your maximum bid and ad rank
- If you are targeting top position then you may need to bid more aggressively and have a high quality ad to achieve a high ad rank

Device Targeting:

- Your device targeting refers to the different type of device your ads can appear on, including desktop, tablet and mobile.
- For example, mobile devices have a higher conversion rate than desktops, so it may be worthwhile to increase your mobile bids to capture more mobile traffic.

Budget:

- Your budget can also impact your bidding strategy.
- If you have limited budget then you may need to focus on more specific and long tail keywords with less competition to stay within your budget.

In conclusion a successful bidding strategy requires a thorough understanding of your targeting audience, keywords, ad quality, and competition. By focusing on these factors you can develop a bidding strategy that maximizes your ROI and helps you achieve your business objectives.

Assignment 4

Q. How does a search engine calculate actual PPC?

Ans. Daily budget get spent

Let's say you have an ad with a CPC of \$0.25, and that you'd like to receive 300 ad clicks per day.

Using these figures, you can calculate an estimated daily budget:

$$0.25\$ \times 300 = 75\$$$

In this example, 25 cents is the most that you'd be charged if 25 cents is your maximum CPC. However, the actual amount you could be charged per click can change, depending on the variables of each individual ad auction.

Just remember that, if you set your maximum CPC at 25 cents, you'll never pay more than that for a click – but you might end up paying less.

Sounds simple enough, right? Well, there are several factors you should consider that can impact your PPC budget, the first of which is dayparting.

Assignment 4

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

Quality Score: Quality score is Google's rating of quality and relevance of keywords, landing page and ppc campaign advertising with better quality score your ad gets more click at lower budget.

Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers

You can use the Quality Score diagnostic tool to identify where it might be beneficial to improve your ads, landing pages, or keyword selection.

How it's calculated

Quality Score is calculated based on the combined performance of 3 components:

Expected click through rate (CTR): The likelihood that your ad will be clicked when shown.

Ad relevance: How closely your ad matches the intent behind a user's search.

Landing page experience: How relevant and useful your landing page is to people who click your ad.

Each component is evaluated with a status of "Above average," "Average," or "Below average." This evaluation is based on a comparison with other advertisers whose ads showed for the exact same keyword, over the last 90 days.

If one of these components has a status of "Average" or "Below average," this may indicate an opportunity to make improvements. Learn more about the 5 ways to use Quality Score to improve your performance

Quality Score = Ad Relevance x Landing Page Experience x Expected Click through Rate

Assignment 4

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

About 9,42,00,00,000 results (0.37 seconds)



Your Google Ads summary

Only you can see this summary



Marketing Strategy



ELIGIBLE Your ads can show, but there is an issue

Your billing info is missing



Fix it

Last 7 days

0

Clicks

0

Impressions

₹0.00

Avg. CPC

₹0.00

Cost

Sponsored



marketingstylewith4ps.blogspot.com



<https://marketingstylewith4ps.blogspot.com>

Marketing Strategy with 4ps - Marketing Mix in marketing - What i...

Crafting Success : Place Product Price Promotion Increase your Business with using best marketing strategy which leads to success


Assignment 4

Q. Create an ad for <http://esellerhub.com/> to get the maximum Clicks.

 Ads 

[E-seller Hub](#) > [Ad group 1](#)

Best Inventory management | Custom Inventory Software | Online...

 www.esellerhub.com

An Easy Way to Learn More about Best Inventory Management Software. Simplify control with efficient inventory management software.

[Bespoke Software](#)[Amazon SP API Development](#)



[Inventory Management](#)[Maximize Profit](#)

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


[All ads](#) [All assets](#) [< 1 / 2 >](#)

Assignment 4

Q. Create an ad for <http://www.designer2developer.com>

 Ads 


Ad group 1

Software Development Services | Designer2developer | Tailor mad...
 www.designer2developer.com
We have experience delivering tailor-made solutions for our clients on web&mobile platform. Latest Technology stack which enable us to provide end to end software development service.

Projects
Pilot Projects

Engagement model
Innovative and Reliable

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

[All ads](#) [All assets](#)  1 / 1 