

Module-4

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

- The budget of the advertiser.
- The time-span of advertisement.
- The popularity of the keyword.
- How competitive your keywords are.

2. How does a search engine calculate actual CPC?

Max CPC = The maximum price that you are willing to pay per click, set in your ads account.

Average CPC = The total cost of all of your clicks divided by the total number of clicks.

Actual CPC = The actual price you pay for a click.

Here is how your actual CPC is calculated:

Competitor Ad Rank / Your Quality Score + 0.1 = Actual CPC

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

- A Quality Score (QS) is a metric Google Ads uses to determine ad quality. It indicates how relevant an advertiser's ad is and assigns a score from 1 to 10, with 10 being the best. The higher your Quality Score, the more likely your ad will perform well.
- The biggest reason to pay attention to your Quality Score is cost: The higher your Quality Score, the less you'll pay per click. And that comes straight from Google.

Even if there's low competition for your keywords, you may still end up paying close to your maximum CPC if your ad quality is low.

With this in mind, it's in your best interest to ensure your ad meets Google's standard of quality.

4. Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience
 5. Create an ad for <http://esellerhub.com/> to get the maximum Clicks.
 6. Create an ad for <http://www.designer2developer.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.