

MODULE 4

• What are the main factors that can affect PPC bidding?

1. Your Bid Amount

- The maximum amount you're willing to pay for a click.
- Higher bids can improve your ad rank, but it's **not the only factor**.

2. Quality Score

A Google metric (scale 1–10) based on:

- **CTR (Click-Through Rate)**: Expected user engagement.
- **Ad Relevance**: How closely your ad matches the keyword.
- **Landing Page Experience**: Page speed, content relevance, and mobile-friendliness.

A higher **Quality Score** often means **lower CPC and better ad position**.

3. Ad Relevance

- How well your ad matches the user's search intent.
- Relevant ads earn **better positions at lower costs**.

4. Landing Page Experience

- The quality and relevance of the landing page linked to the ad.
- Google rewards pages that are:
 - Relevant to the keyword/ad
 - Easy to navigate
 - Fast and mobile-friendly

5. Ad Rank

- Google calculates Ad Rank = **Bid × Quality Score × Ad Extensions Impact**
- Determines whether your ad shows and in what position.

6. Time & Day Scheduling

- Bids can vary by **hour or day of the week** based on audience behavior.
- Smart bidding tools adjust bids for peak performance hours.

7. Audience Targeting & Device Type

- Bid adjustments may differ for:
 - Desktop vs Mobile
 - Location-specific targeting
 - Audience demographics or behaviors

8. Geographic Location

- Competition and cost-per-click vary by **region or city**.
- Bidding higher in high-conversion locations can improve ROI.

9. Ad Extensions

- Adding extensions like sitelinks, callouts, or structured snippets can improve ad visibility and CTR—impacting **Ad Rank positively**.

10. Competition

- High competition keywords (like “digital marketing course”) have **higher CPCs**.
- Seasonal trends and market saturation also affect bid cost.

Summary:

Your **PPC bidding performance** depends on a combination of:

- **Smart budgeting**
- **High-quality, relevant ads**
- **Strong landing pages**
- **Understanding of your audience and competitors**
Actual CPC is the real amount you pay when someone clicks your ad. It is often less than your maximum bid because Google uses a second-price auction model.

- **How does a search engine calculate actual CPC?**

Formula to Calculate Actual CPC:

Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + \$0.01

Example:

Let's say:

- Your Quality Score = 8
- The Ad Rank of the advertiser below you = 64
- Then:

Actual CPC = (64 ÷ 8) + \$0.01 = \$8.01

Even if you set your max bid as \$10, you'll only pay \$8.01.

Key Terms Explained:

1. Ad Rank

- A value Google uses to decide your ad position.
- Calculated as:

Ad Rank = Bid × Quality Score × Other Factors (like ad extensions)

2. Quality Score (QS)

- A score from 1 to 10 based on:
 - Expected Click-Through Rate
 - Ad relevance
 - Landing page experience

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

Quality Score is a metric used by Google Ads (on a scale of 1 to 10) that reflects the relevance and quality of your ads, keywords, and landing pages. It directly impacts your Ad Rank and Cost-Per-Click (CPC).

How Is Quality Score Calculated?

Google considers three key components:

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

- How likely users are to click your ad based on historical data.

- 2. Ad Relevance**

- How well your ad copy matches the user's search intent and keyword.

- 3. Landing Page Experience**

- Is your landing page relevant, useful, fast, and easy to navigate?

Why Is Quality Score Important?

- 1. Lower Cost-Per-Click (CPC)**

- Higher Quality Score = Lower cost for each click.
- Google rewards high-quality ads with better pricing.

- 2. Better Ad Position (Ad Rank)**

- Your ad can rank higher than competitors even with a lower bid—if your Quality Score is strong.

- 3. Higher Return on Investment (ROI)**

- You get more clicks for less money, improving the efficiency of your ad budget.

- 4. Improved User Experience**

- Google promotes ads that help users, not just pay the most.

- 5. Campaign Performance Indicator**

- A low QS shows where you need to improve your ads, keywords, or landing pages.

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



Search

Generate leads on Google Search with text ads



Performance Max

Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)



Demand Gen

Drive demand and conversions on YouTube, Google Display Network and more with image and video ads



Video

Generate leads on YouTube with your video ads



Display

Reach potential customers across 3 million sites and apps with your creative



Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

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

<https://balancedpathway.blogspot.com/>

Creative

with Shopping ads

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

<https://balancedpathway.blogspot.com/>

Campaign name

BLOG_Leads-Display-1

- ☐ India
- ☒ Enter another location

Locations (4)


Bhuj, Gujarat, India city

Jamnagar, Gujarat, India city

Porbandar, Gujarat, India other

Rajkot, Gujarat, India city




 Enter a location to include or exclude

[Advanced search](#)

▼ [Location options](#)

Languages



Select the languages that your customers speak. 

 GUJA

English 

Hindi 

Gujarati 

Ad rotation



- ☒ Optimise: Prefer best performing ads
- ☐ Do not optimise: Rotate ads indefinitely
- ☐ Optimise for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule



All days ▼ 09:00 to 20:00 

[Add](#)

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

Start and end dates

Start date

15 Jul 2025

End date

☐ None



26 Jul 2025

Your ads will continue to run unless you specify an end date.

More settings

Devices Show on all devices

Campaign URL options No options set

Conversions Don't include view-through conversions in your 'Conversions' and 'All conversions' columns

Content exclusions Parked domains

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? ⓘ

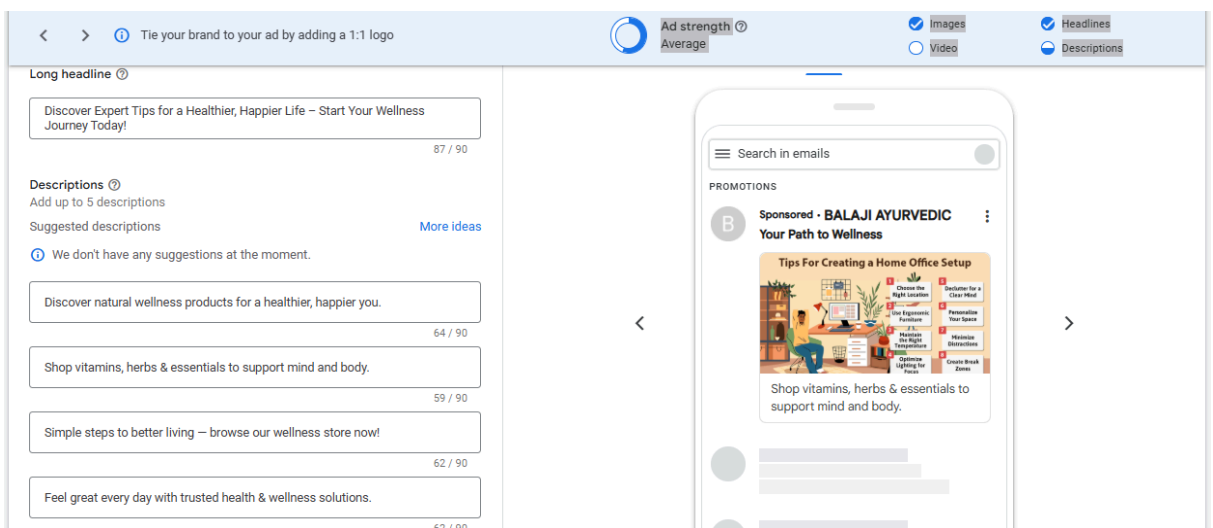
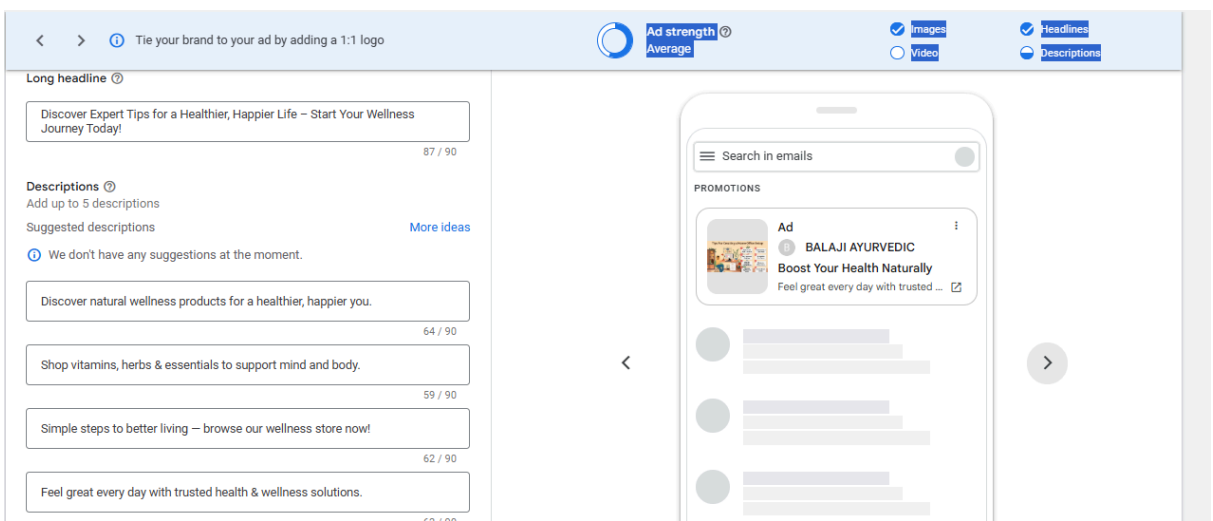
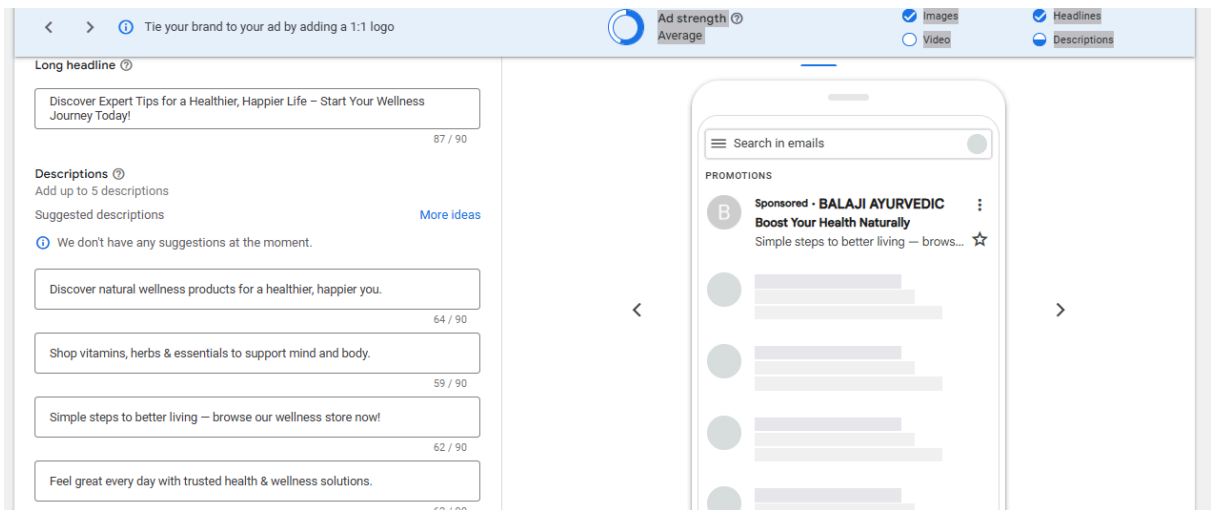
Automatically maximise conversions

☐ 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 \(not recommended\)](#)









TOPS AD FOR SEARCH

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	

Use these conversion goals to improve Leads

 Search Generate leads on Google Search with text ads	 Performance Max Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more See how it works	 Demand Gen Drive demand and conversions on YouTube, Google Display Network and more with image and video ads	 Video Generate leads on YouTube with your video ads
 Display Reach potential customers across 3 million sites and apps with your creative	 Shopping Promote your products from Merchant Center on Google Search with Shopping ads		

Select the ways you'd like to reach your goal ⓘ

☒ Website visits



☒ Phone calls

Phone number

Example: 074104 10123

☐ Shop visits

☒ Lead form submissions

Add lead form on the next step

Cancel

Continue

Campaign name

Leads-tops-search

Cancel

Continue

Bidding

What do you want to focus on? ?

Conversions

☐ Set a target cost per action (optional)

Customer acquisition

☒ Adjust your bidding to help you acquire new customers

☒ Bid higher for new customers (recommended)
Your campaign will help you acquire new customers, while driving overall purchases by reaching all customers

Set up

To use this customer acquisition option, enter additional value for new customers. [Learn more](#)

Edit value

To set up customer acquisition:

- Use a 'Purchases' conversion goal
- Use 'Maximise conversion value' bid strategy
- Set up an 'Incremental conversion value from new customers'
- Add an audience segment with more than 1,000 members in at least one network in your customer acquisition settings

[Learn more about how to acquire new customers](#)

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

☒ Google search partners network (recommended)
Ads can appear near Google search results and on other [Google search partners](#) websites when people search for terms that are relevant to your keywords. Search partners can include hundreds of non-Google websites, parked domains, as well as YouTube and other Google Sites.

☐ Google Display Network (recommended)
Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA) ?

+1%

Apply

☒ Enter another location

Locations (4)	Reach ?	✕
Jamnagar, Gujarat, India city	2,690,000	✕
Junagadh, Gujarat, India city	1,300,000	✕
Porbandar, Gujarat, India other	237,000	✕
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 ✕

Search Browse

3 selected

[Clear all](#)

🔍 students



Detailed demographics

[-] Who they are (12) ^

☒ Detailed demographics
Current University Students -

☐ Detailed demographics
Parents of Primary-Schoolers (5-11 years) -

☐ Detailed demographics
Secondary School Leaver -

☒ Detailed demographics
Advanced Degree -

[+ New segment](#)

Education > Highest Level of Educational Attainment
Bachelor's Degree ✕

Education > Highest Level of Educational Attainment
Advanced Degree ✕

Education
Current University Students ✕

Targeting setting for this campaign ?

☒ Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

☐ Observation (recommended)

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Ad rotation



- ☒ Optimise: Prefer best performing ads
- ☐ Do not optimise: Rotate ads indefinitely
- ☐ Optimise for conversions (Not supported)
- ☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Start and end dates



Start date

21 Jul 2025



End date

☐ None



30 Jul 2025



Your ads will continue to run unless you specify an end date.

Ad schedule



Mondays - Fridays



09:00

to

20:00



[Add](#)

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time

Saving this removes the settings that you changed and adds new ones, resetting any performance data

[More settings](#)

Campaign URL
options

No options set

Page feeds

Add page feeds to your campaign

Next


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/>

 Enter products or services to advertise

[Update keyword suggestions](#)

Enter keywords

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

computer courses
it training and placement
it training online
tech courses
best it courses
it courses online
computer courses near me
it classes near me

< > 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](#)

This will be used to suggest assets for
your ad

Display path

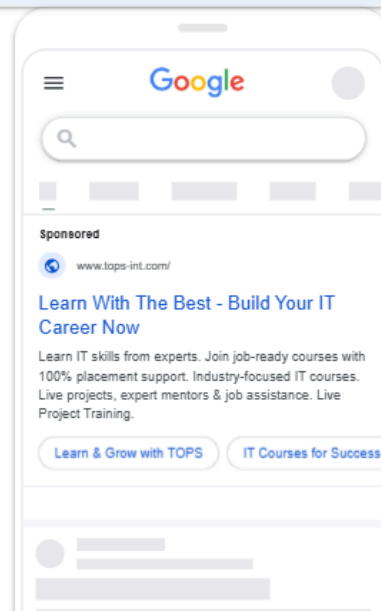
www.tops-int.com

/ /
0 / 15 0 / 15

Headlines 15/15

For optimal ad performance, include
these keywords in your headlines

digital marketing course
computer courses near me
software testing course



< > 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](#)

Display path ?



www.tops-int.com

/ /

0 / 15

0 / 15

Tt Headlines 15/15 ?



For optimal ad performance, include these keywords in your headlines

digital marketing course

computer courses near me

software testing course

[More ideas >](#)

