

Module - 4

Question. 1

What are the main factors that can affect PPC bidding?

Answer :

PPC (Pay-Per-Click) bidding is a system where advertisers compete in an online auction to display their ads on search engines or websites. The success of a PPC campaign largely depends on how bidding is managed. Several important factors influence PPC bidding:

1. Keyword Relevance

- The more relevant your keywords are to the user's search query, the higher your chances of winning the bid.
- Advertisers should carefully research keywords and group them by themes to make sure the ad text matches the user's intent.

2. Landing Page Quality

- After clicking on an ad, users are directed to a landing page. If this page loads slowly, has poor design, or does not match the ad message, the campaign may fail.
- Google also evaluates landing page experience as part of ad quality. A user-friendly, mobile-optimized, and content-rich page improves bidding outcomes.

3. Quality Score

- Google assigns a Quality Score from 1 to 10, based on the relevance of keywords, ads, and landing pages.
- Higher scores reduce the cost-per-click (CPC) and improve the ad's visibility, while low scores lead to higher costs.

4. Ad Rank

- $\text{Ad Rank} = \text{Maximum Bid} \times \text{Quality Score}$.
- Even if your bid is lower than a competitor, a higher Quality Score can allow you to rank above them.

5. Click-Through Rate (CTR)

- CTR measures how often people click your ad after seeing it.
- A higher CTR indicates relevance, which Google rewards with better placements and lower costs.

6. Ad Extensions

- Adding extra features like site links, call buttons, structured snippets, or location extensions increases ad visibility.
- These extensions improve engagement and therefore positively influence bidding.

Question. 2

How does a search engine calculate actual CPC?

Answer :

The cost-per-click (CPC) that advertisers pay is not always equal to their maximum bid. Instead, search engines like Google use a **smart auction system** that considers several factors before deciding the actual amount an advertiser must pay.

1. Ad Auction Process

- Every time a user searches for something, Google runs a real-time auction.
- Advertisers who bid on those keywords enter the auction, and Google compares their **Ad Rank**.

2. Formula for Ad Rank

- **Ad Rank = Maximum Bid × Quality Score**
- This means both your willingness to pay and your ad quality matter.

3. Actual CPC Calculation

- Actual CPC is determined by the **Ad Rank of the competitor below you**, divided by your Quality Score, plus a small increment.

- Formula:

$$\text{Actual CPC} = (\text{Ad Rank of competitor below} \div \text{Your Quality Score}) + 0.01$$

4. For example:

- Your maximum bid = ₹50
- Your Quality Score = 8
- Competitor's Ad Rank below you = 300
- Actual CPC = $(300 \div 8) + 0.01 = ₹37.51$

5. So, even though you were willing to pay ₹50, you only pay ₹37.51 per click.

6. Other Factors Considered

- Ad relevance, expected CTR, landing page experience, and ad extensions also affect CPC.

Question. 3

What is a Quality Score and why is it important for Ads?

Answer :

Quality Score is a metric used by Google to evaluate the relevance and effectiveness of your PPC ads, keywords, and landing pages. It is rated on a scale of **1 to 10**, where a higher score means better performance potential.

Components of Quality Score

1. **Expected CTR (Click-Through Rate):** The likelihood that users will click on your ad.
2. **Ad Relevance:** How closely the ad matches the keyword and the user's intent.
3. **Landing Page Experience:** Whether the landing page provides a positive user experience—fast loading, mobile-friendly, and relevant to the ad content.

Importance of Quality Score

1. Better Ad Placement

- A higher Quality Score improves your **Ad Rank**, which means your ads are more likely to appear at the top of search results.

2. Lower CPC (Cost-Per-Click)

- Google rewards advertisers with high-quality ads by charging them less per click. This means you spend less for the same or even better ad position compared to competitors.

3. Improved CTR and Conversions

- Since high-quality ads are more relevant, they attract more clicks and conversions, leading to better ROI.

4. Competitive Advantage

- Even if your competitors bid higher, a strong Quality Score can help you outrank them.

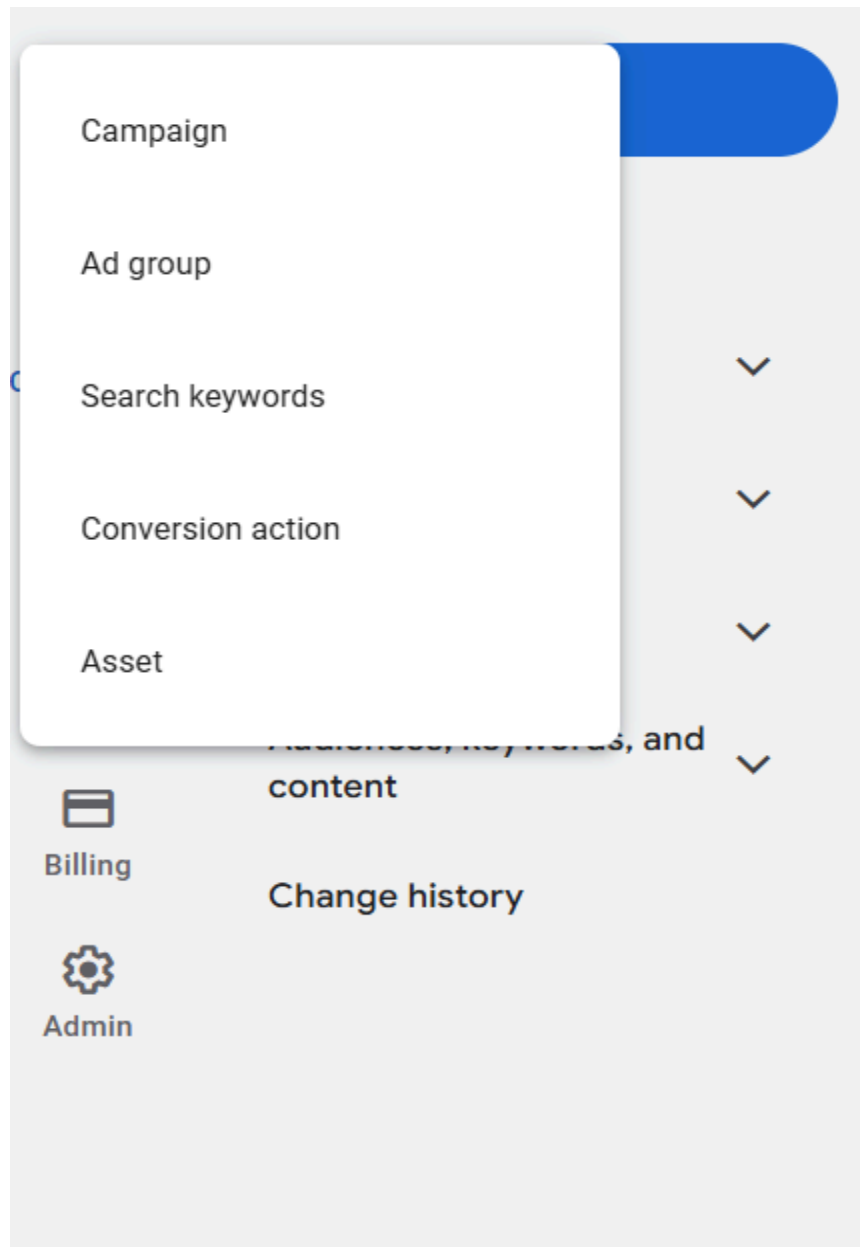
5. Ad Rank Formula Connection

- As $\text{Ad Rank} = \text{Bid} \times \text{Quality Score}$, a better score directly influences your visibility.

Question. 4

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

Answer :



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 store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Select a campaign type



Search

Drive website traffic from Google Search with text ads



Performance Max

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



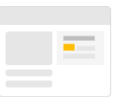
Demand Gen

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



Video

Drive website traffic from 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



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://radhedigitalmedia.blogspot.com/>

Cancel

Continue

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

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

Campaign name

Google display Ads |

Cancel

Continue

Locations



Select locations for this campaign

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (3)

Jamnagar, 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 your customers speak.

guj

English

Hindi

Gujarati

Ad rotation Optimize: Prefer best performing ads



Ad schedule Mon - Fri, 8:00 AM - 8:00 PM



Devices Show on all devices



Start and end dates Start date: September 18, 2025 End date: September 30, 2025



[More settings](#)

[Next](#)

Budget

Set your average daily budget for this campaign

₹ 3,000.00

The most 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 maximize conversions ▼

☐ Set a target cost per action



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

[Or, select a bid strategy directly \(not recommended\)](#)

Next

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ?

Targeted segments (30)



What their interests and habits are
Cloud Services Power Users + 5 more

What they are actively researching or planning
Advertising Information + 23 more

Demographics

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

Targeted demographics

Age
18 - 24 + 5 more

Household income
Top 10% + 5 more

Keywords

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

Targeted keywords (46)

digital media services + 45 more

Topics

Suggest webpages, apps, and videos about a certain topic ?

Targeted topics (9)

Online Media + 8 more

Placements

speckyboy.com + 17 more

Optimized targeting

On

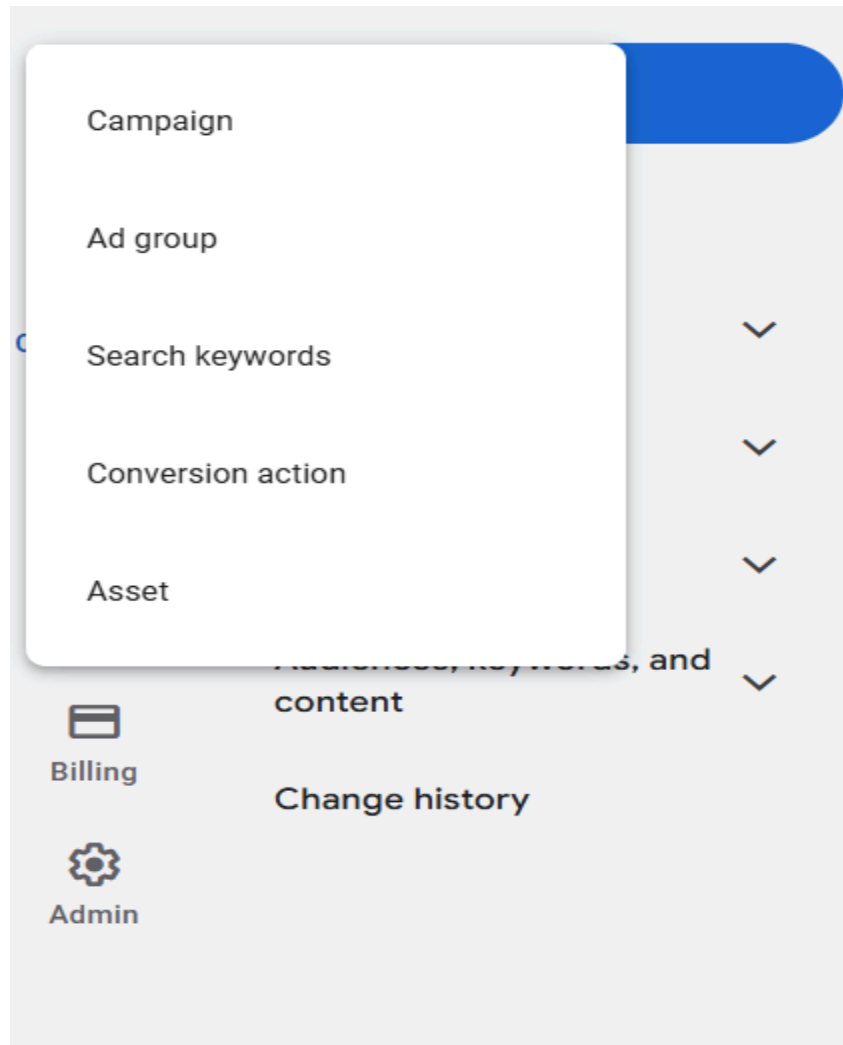
Next

[Preview](#)

Question. 5

Create an ad for www.tops-int.com to get the maximum Clicks.

Answer :



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 store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without guidance

You'll choose a campaign next

Select a campaign type



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

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

☒ Phone calls

India

Phone number

9724004242



Example: 074104 10123

☐ Store visits

☒ Lead form submissions

Add lead form on the next step

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 equally for new and existing customers



Next

Campaign settings

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

Networks

Google Search Network, Search partners, Display Network



Locations



Select locations for this campaign ?

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

| | | |
|---|------------|---|
| 20 km around (22.728372, 71.620756) (custom) radius | – | ⊗ |
| 20 km around (23.186127, 72.627379) (custom) radius | – | ⊗ |
| Ahmedabad, Gujarat, India city | 22,900,000 | ⊗ |
| Rajkot, Gujarat, India other | 1,610,000 | ⊗ |
| Surat, Gujarat, India city | 11,700,000 | ⊗ |
| Vadodara, Gujarat, India city | 5,000,000 | ⊗ |

🔍 Enter a location to include or exclude

Advanced search

For example, a country, city, region, or postal code

✓ Location options

Languages



Select the languages your customers speak. ?

🔍 Start typing or select a language

English ✕

Hindi ✕

Gujarati ✕

| | | |
|---------------------|--|---|
| EU political ads | Doesn't have EU political ads | ▼ |
| Audience segments | Observing Education Sector + 9 more | ▼ |
| Ad rotation | Optimize: Prefer best performing ads | ▼ |
| Start and end dates | Start date: September 19, 2025 End date: September 30, 2025 | ▼ |
| Ad schedule | All days, 9:00 AM - 6:00 PM | ▼ |

 [More settings](#)

Next

Budget

Select the average you want to spend each day.

Set your average daily budget for this campaign

₹3,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

Budget

Select the average you want to spend each day.

☐ ₹120.00

☒ ₹100.18 Recommended

Average daily budget

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

☐ ₹80.30

☐ Set custom budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Next

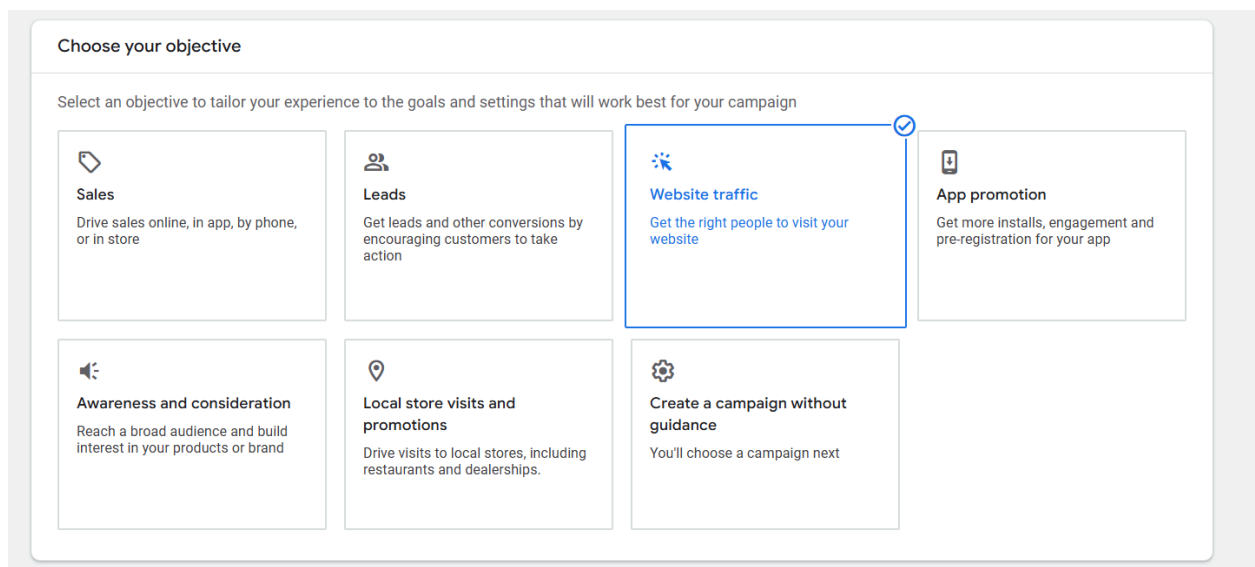
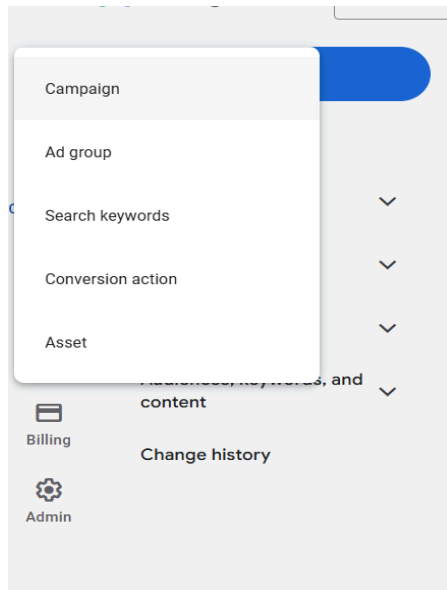
[Preview](#)

Question. 6

Create an ad for www.tops-int.com.

- Create an ad for the display network.
- Choose a proper Target audience.
- Expected conversion: need maximum user engagement within the budget.
- Budget: 5000.

Answer :



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

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

Cancel

Continue

Select a campaign type



Search

Drive website traffic from Google Search with text ads



Performance Max

Drive website traffic 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

Drive website traffic from 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

Locations




Select locations for this campaign 

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (7)

Ahmedabad, Gujarat, India city
Gandhinagar, Gujarat, India city
Jamnagar, 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 your customers speak. 

 Start typing or select a language


English 

Hindi 

Gujarati 

Ad schedule



Mondays - Fridays 

10:00

to

20:00



[Add](#)

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

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

Campaign settings

| | | |
|---------------------|--|---|
| Locations | Ahmedabad, Gujarat, India (city) + 6 more | ▼ |
| Languages | English, Hindi and Gujarati | ▼ |
| EU political ads | Doesn't have EU political ads | ▼ |
| Ad rotation | Optimize: Prefer best performing ads | ▼ |
| Ad schedule | Mon - Fri, 10:00 AM - 8:00 PM | ▼ |
| Devices | Show on all devices | ▼ |
| Start and end dates | Start date: September 22, 2025 End date: September 30, 2025 | ▼ |

 [More settings](#)

Next

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most 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 maximize conversions ▼



Set a target cost per action

Target CPA [?](#)

₹ 160.00

Pay for [?](#)

Interactions ▼

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). [?](#)

Targeted segments (17)



Who they are

Parents of Toddlers (1-3 years) + 6 more

What they are actively researching or planning

Colleges + 9 more

Demographics

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

Targeted demographics

Gender
Male, Female

Age
18 - 24 + 3 more

Household income
Top 10% + 4 more

Keywords

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

Edit targeted keywords

Done

IT training institute
Web development course
Java programming training
Python course for beginners
PHP training institute
Android app development course
Data science training
Full stack development course
Digital marketing certification
Graphic design course
job oriented IT training
100% placement IT courses
best institute for IT jobs
learn coding for career
career in digital marketing
industry ready IT training
IT courses with placement support
best IT training in India
professional training courses
short term certification courses
job ready computer courses
online IT training institute
affordable IT training courses
practical IT training programs

Get keyword ideas

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

Enter your product or service

| + | Keywords | Relevance |
|---|-----------------------------|-----------|
| + | it course near me | 99 |
| + | software training institute | 94 |
| + | free it training | 89 |
| + | it course | 84 |
| + | it training | 80 |

[Add all ideas](#)

[Preview](#)