**Assignment 4**

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

**Ans.** The main factors that can affect PPC bidding include:

* **Goals**: What you want to achieve with your campaign, such as brand awareness, website traffic, or conversions
* **Budget**: How much you can spend on your campaign and how much control you want over your bids
* **Industry competition**: How competitive the keywords you want to target are
* **Available resources**: How much time and expertise you have
* **Historical data**: What you've learned from previous campaigns
* **Keyword selection**: Whether you choose long-tail keywords, which are more specific and less competitive, or short-tail keywords, which are more general and more competitive
* **Ad quality**: Whether your ads are effective, which you can test by tweaking your targeting and keywords
* **Other conversion factors**: Landing page quality, search intent, conversion timeline, and seasonality

1. How does a search engine calculate actual CPC?

**Ans.** Cost-per-click, or CPC, is calculated by dividing the advertising cost by the number of clicks generated by an advertisement.

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

**Ans.** A quality score is a diagnostic tool that measures how well an ad's quality compares to other advertisers.

Quality Score is important for ads because it helps Google determine if your ad is relevant to a search and will perform well.

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

Ans.



