

## **Module: 4**

### **(1) What are the main factors that can affect PPC bidding?**

**AN.**

(1) Bid amount: This is the maximum amount you are willing to pay each time someone clicks on your ad. The higher your bid, the more likely your ad is to show up at the top of the search results pages (SERPs). However, it's important to note that a higher bid doesn't always mean more clicks or conversions.

(2) Quality Score: This is a measure of how relevant and useful your ad and landing page are to the searcher's query. A higher Quality Score can help you get a better ad position at a lower cost.

(3) Keyword competition: The more competitive a keyword is, the higher the bids will be. This is because there are more advertisers bidding for the same keyword.

(4) Your budget: You need to set a budget for your PPC campaign. This will determine how much you are willing to spend on clicks.

(5) Your goals: What are you trying to achieve with your PPC campaign? Are you trying to generate leads, drive sales, or increase brand awareness? Your goals will help you determine how to set your bids.

(6) Your landing page: Your landing page is the page that people will see when they click on your ad. It's important to make sure your landing page is relevant to the keyword you are bidding on and that it is optimized for conversions.

(7) The time of day and day of the week: The time of day and day of the week can also affect your PPC bids. For example, you may want to bid higher during peak traffic times or on days when your target audience is more likely to be online.

### **(2) How does a search engine calculate actual CPC?**

**AN.**

The actual CPC (cost per click) is the amount you are charged when someone clicks on your ad. It is calculated by the search engine using a few factors, including:

(1) Your maximum CPC bid: This is the highest amount you are willing to pay per click.

(2) Your Quality Score: This is a measure of how relevant and useful your ad and landing page are to the searcher's query.

(3) The Ad Rank of your competitors: This is a measure of how relevant and high-quality their ads and landing pages are, as well as their bids.

(4) The competitiveness of the auction: This is the number of advertisers bidding on the same keyword.

The search engine will first calculate the Ad Rank of all the ads that are eligible to show for the search query. The ad with the highest Ad Rank will be shown in the top position, followed by the ad with the second highest Ad Rank, and so on. The actual CPC will be the minimum amount you need to bid in order to beat the Ad Rank of the competitor immediately below you.

### **(3) What is a quality score and why it is important for Ads?**

**AN.**

A Quality Score is a measure of how relevant and useful your ad and landing page are to the searcher's query. It is calculated by Google Ads and is used to determine your ad's position in the search results pages (SERPs). A higher Quality Score means that your ad is more likely to show up at the top of the SERPs and at a lower cost.

There are three factors that affect your Quality Score:

(1) Expected Click-Through Rate (CTR): This is an estimate of how likely someone is to click on your ad when it appears for one of your chosen keywords.

(2) Ad Relevance: Is the ad relevant to your keywords? Does it make sense for the ad to appear when someone searches for a particular keyword?




(3) Landing Page Experience: Is the landing page relevant to the ad? Is it easy to use and navigate?

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

AN.

google ads

×



Keyword difficulty: 84.05% (for google.com database) — View [full report](#) for this keyword

Login

Cost

Account

Keyword Planner

YouTube


Settings

Images

Manager


---

About 6,79,00,00,000 results (0.44 seconds)




## Your Google Ads summary


Only you can see this summary



---




my business



ELIGIBLE

Your ads can show, but there is an issue

Your account balance has run out


 Fix it

---

Last 7 days

0	0	₹0.00	₹0.00
Clicks	Impressions	Avg. CPC	Cost

Sponsored



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

**business growth ideas - lead generation - startup success**

Unlocking Success: Discover Expert Strategies for Business Growth on Our Blog Today Innovate, Elevate, Succeed: Your Source for Business Insights and Inspiration Is Here

Edit ad

(5) Create an ad for <http://esellerhub.com/> to get the maximum Clicks.  
AN.

 Ads 

● eseller hub

software company | task management | Inventory Management S...

Ad

[www.esellerhub.com](http://www.esellerhub.com)

Empowering businesses with integrated e-commerce solutions at eSellerHub.  
Transforming e-commerce efficiency through tailored solutions at eSellerHub.


supplier management

inventory-software

order management software

reporting and analytics

Signs

Campaign  
 esellerhub

Ad group  
eseller hub

Status: Eligible Type: Standard [More details](#) Ad group 1 of 1

tions orts	Ad group name	eseller hub	▼
	Ad group status	● Enabled	▼
	Bidding	Maximize clicks	
	Ad group type	Standard	
	<a href="#">Additional settings</a>		

**(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

**AN.**

google ads

Videos

Images

Login

Create

Account

Cost

Keyword Planner

Manager

About 8,71,00,00,000 results (0.48 seconds)

R

Your Google Ads summary

Only you can see this summary

my business

ELIGIBLE Your ads can show, but there is an issue

desiner2developer

ELIGIBLE Your ads can show, but there is an issue

Your account balance has run out

Fix it

Last 7 days

0	0	₹0.00	₹0.00
Clicks	Impressions	Avg. CPC	Cost

Sponsored

www.designer2developer.com

<https://designer2developer.com>

android app maker - software development - android development...

Bridge Design and Development at designer2developer.com Explore Bridge Design & Development at designer2developer.com Connecting Creativity & Code

Edit ad

Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. [Learn more](#)

View (2 filters)

All campaigns

Campaign

desiner2developer

Ad groups (1)

Select an ad group

Enabled

Status: Bid strategy learning

Type: Search

Budget: ₹5,000.00/day

Optimization score: —

Close

Aug 27, 2023 - Sep 2, 2023

All days, 9:00 AM - 7:30 PM

Jamnagar, Rajkot, Porbandar

English, Gujarati, Hindi

Campaign objective

Website traffic

Bid strategy

Maximize clicks

Campaign goals

(Account default goals)

Ad groups

1 Standard · 0 Dynamic

Ad · www.designer2developer.com

android app maker | software developm...

Bridge Design and Development at desi...

Explore Bridge Design & Development at...

Ad group

Type

Keywords

Ad group 1

Standard

android app builder, android app development, android app development company + 134 more

Campaign

desiner2developer

Ad groups (1)

Select an ad group

bid strategy learning

Type: Search

Budget: ₹5,000.00/day

Optimization score: —

More details

Campaign 0 c

Campaign name

desiner2developer

Goals

Using account goal settings

Customer acquisition

Bid equally for new and existing customers

Marketing Objective

Website traffic

Campaign status

Enabled

Networks

Google Search Network, Search partners, Display Network

Locations

Jamnagar, Gujarat, India (city) + 2 more

Languages

English, Hindi and Gujarati

Budget

₹5,000.00/day

Activate Windows

Go to Settings to activate

