**Module-4**

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

Answer 1) Several elements decide how much you pay and how effective your PPC campaigns are:

* **Quality Score** – Ads with higher relevance and better landing pages often cost less.
* **Ad Rank** – Determined by multiplying bid with quality score, it affects placement.
* **Level of Competition** – More advertisers on the same keyword increase costs.
* **Relevance of Keywords** – Choosing accurate, targeted keywords improves efficiency.
* **Device & Location Settings** – Costs differ depending on whether ads show on mobile/desktop and in specific regions.
* **Time & Day of Ads** – Bids may rise during peak times when user activity is high.
* **Audience Selection** – Well-defined targeting avoids wasted spend.
* **Ad Extensions** – Extra features like call buttons or sitelinks improve visibility and CTR.
* **Bid Strategies** – Options such as manual CPC, maximize clicks, or target CPA affect spend.

Q 2) How does a search engine calculate actual CPC?

Answer 2) Google Ads uses a **second-price auction method** where you pay slightly more than the advertiser ranked below you.

**Formula:**

Actual CPC = Ad Rank of competitor just below you / Your Quality Score + 0.01

This means you don’t pay your maximum bid, but only the minimum required to maintain your position.

**Example:**

* Your max bid: ₹50
* Quality Score: 8
* Competitor below you has Ad Rank = 60

Actual CPC = 60/8 + 0.01 = 7.52

So you would only pay ₹7.52 per click instead of ₹50.

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

Answer 3)Quality Score is Google’s rating on a scale of 1–10 that measures how relevant and user-friendly your keywords, ads, and landing pages are.

**Main Components:**

* **Expected CTR** – Probability that users will click your ad.
* **Ad Relevance** – How well your ad matches the user’s search intent.
* **Landing Page Experience** – Content usefulness, speed, and mobile-friendliness.

**Why is it important?**

* A high Quality Score lowers the actual cost per click (CPC).
* It helps your ad appear in better positions on the search results page.
* You get more visibility and engagement without increasing your budget.
* It improves overall campaign efficiency and gives a higher return on investment (ROI).

Q 4) Creation of Google Ads :-

1. Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience.
2. Create an ad forwww.tops-int.com to get the maximum Clicks.

Create an ad for www.tops-int.com

1. Create an ad for the display network.

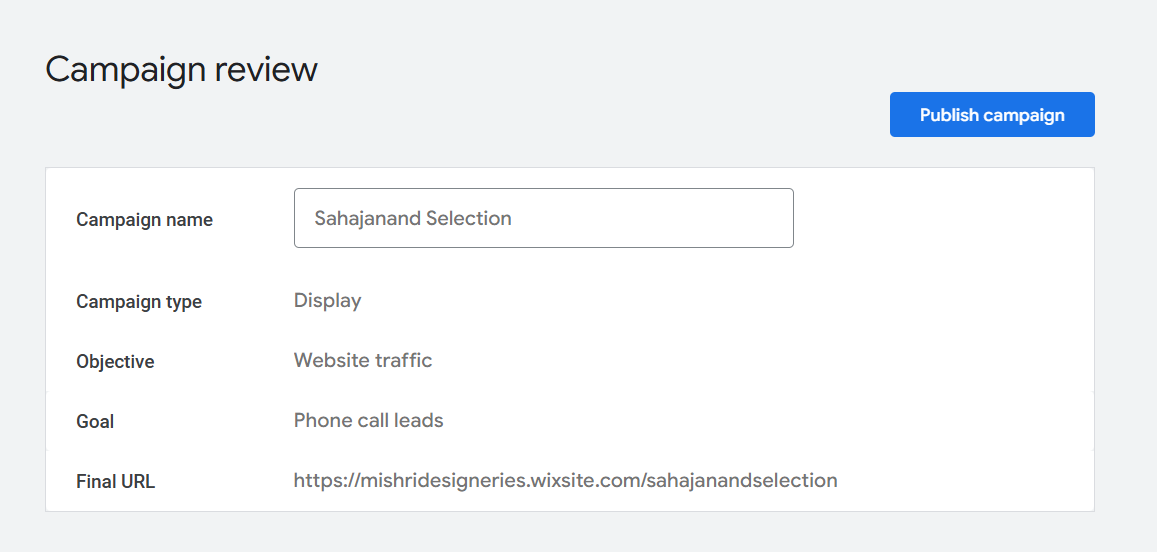
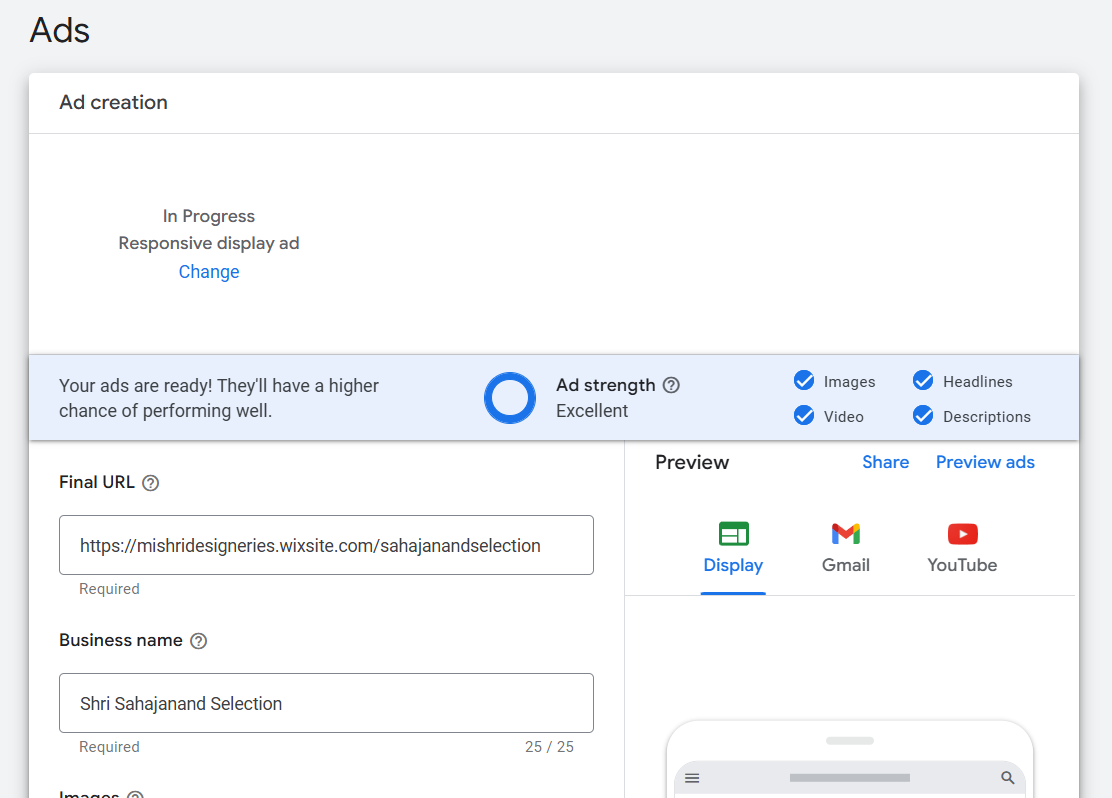
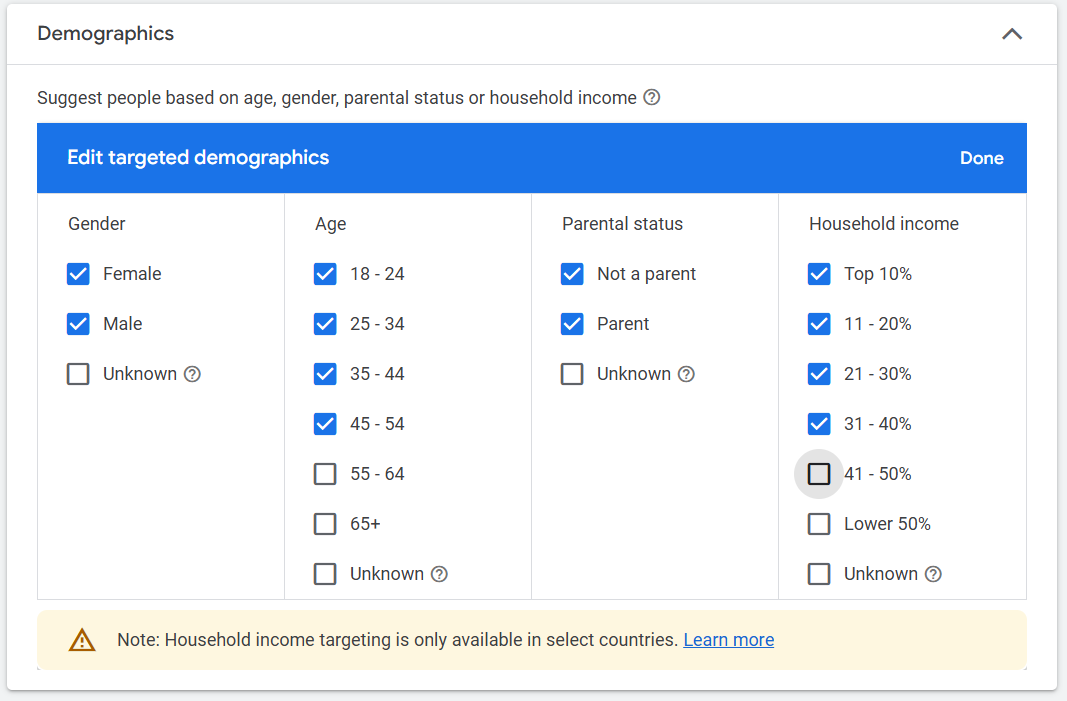
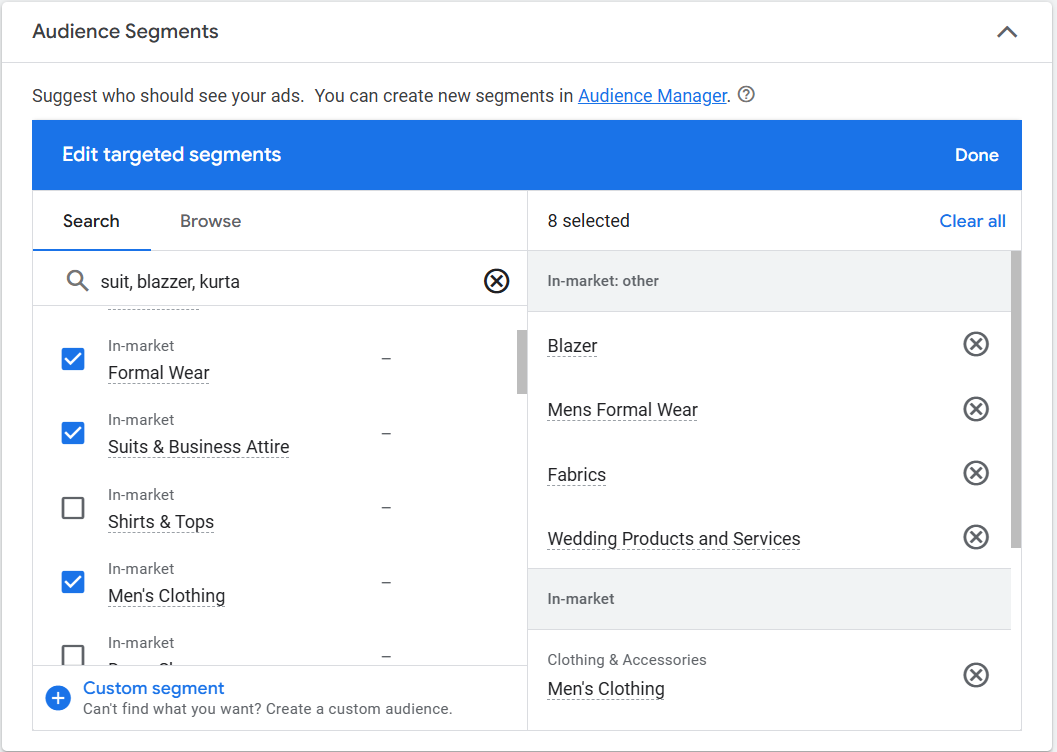
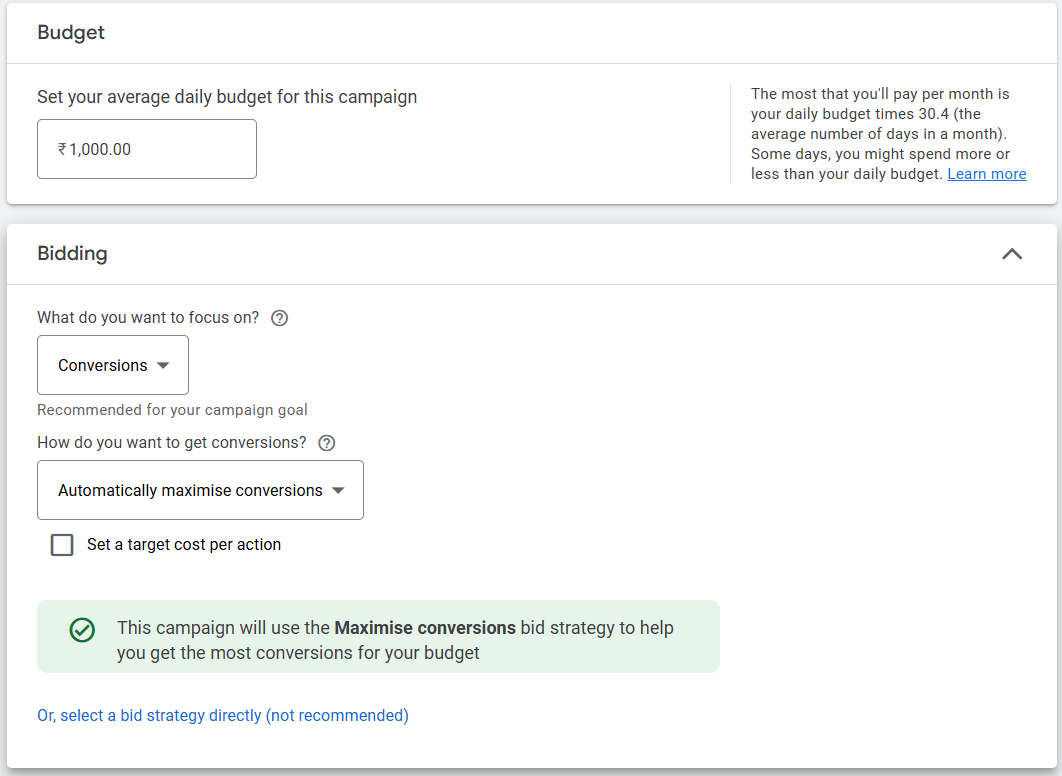
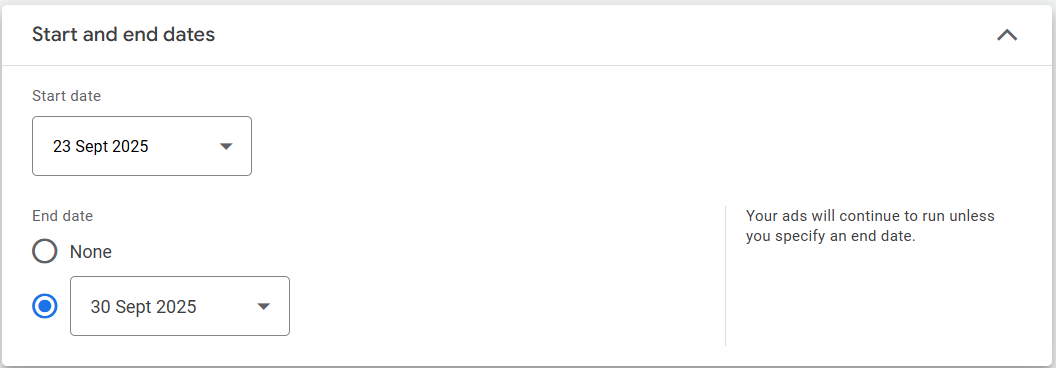
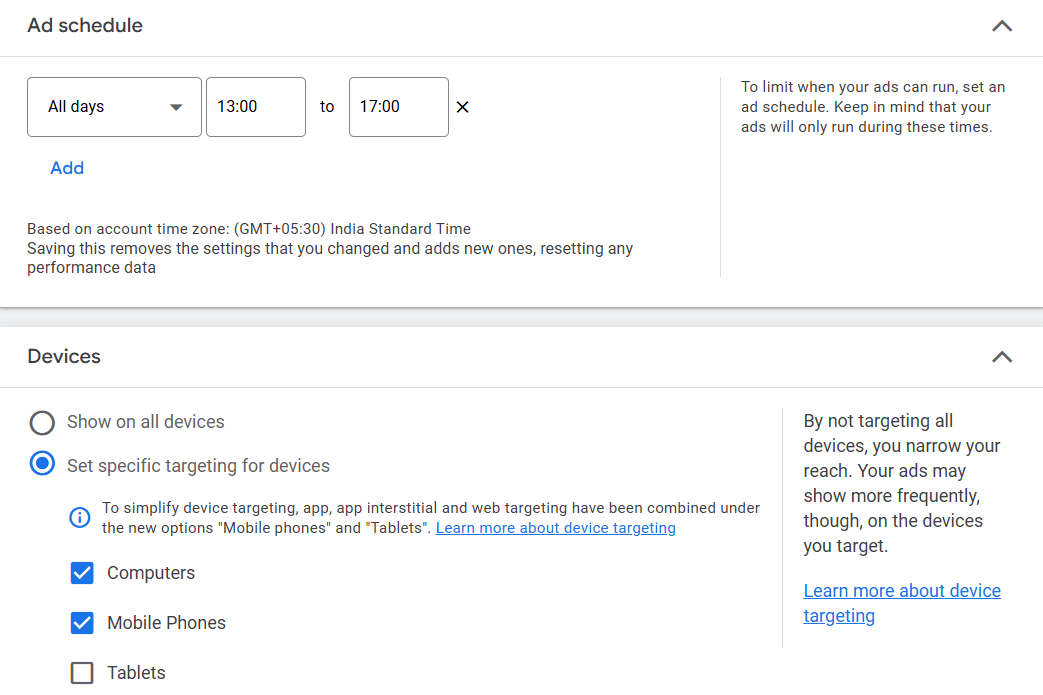
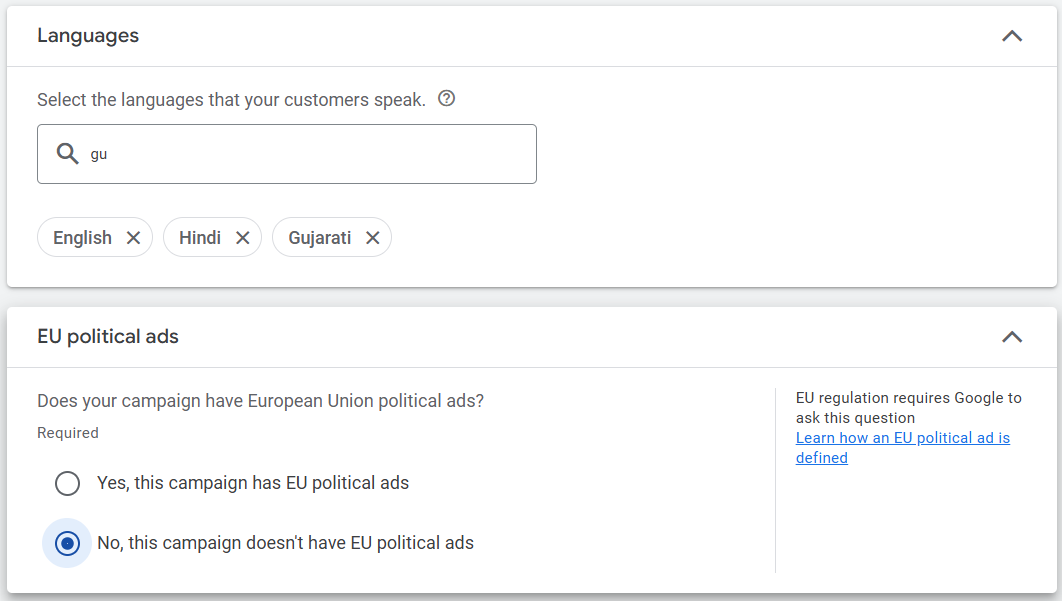
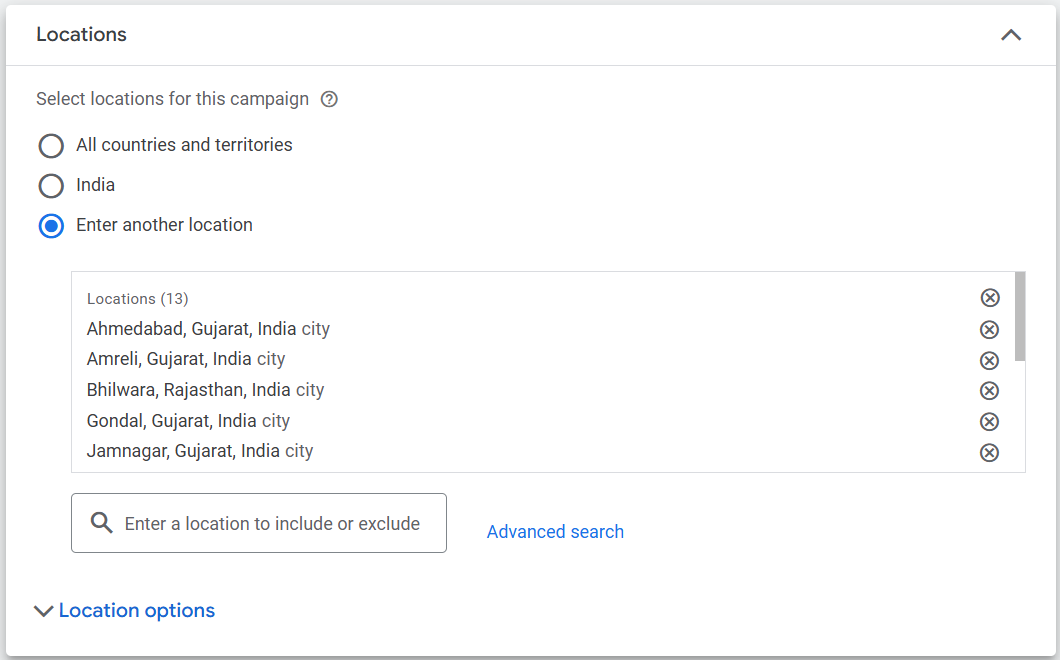
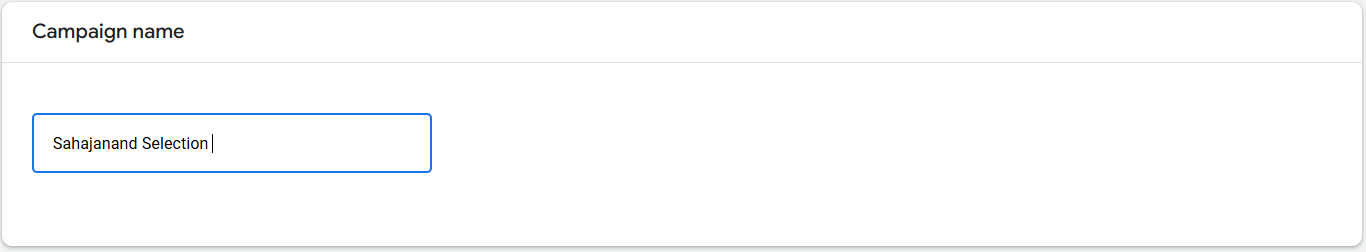
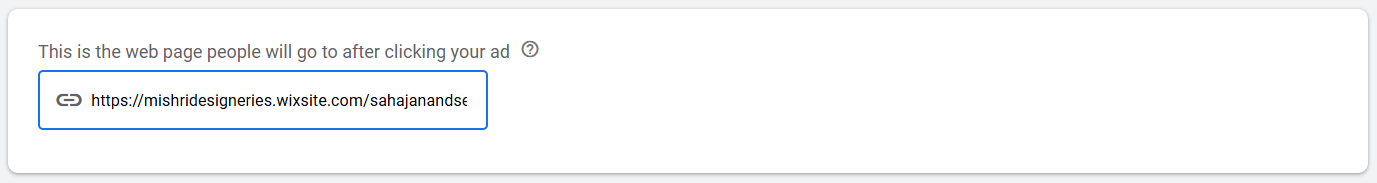
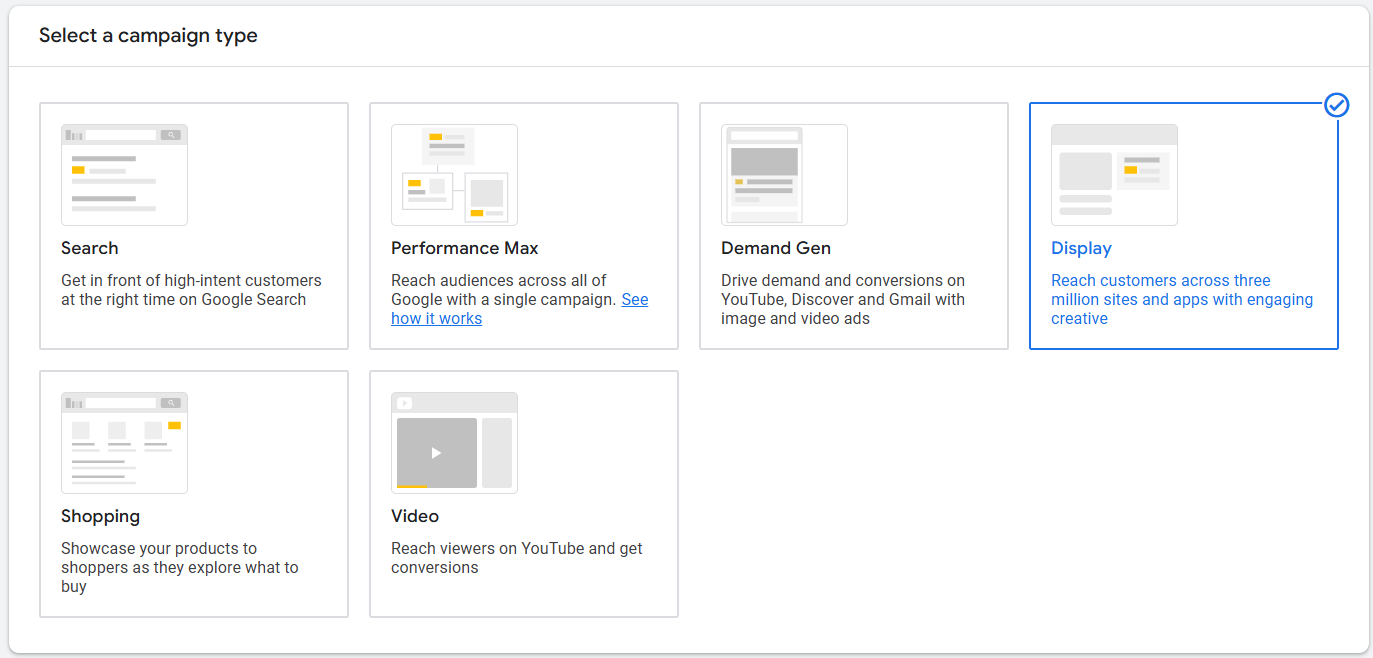
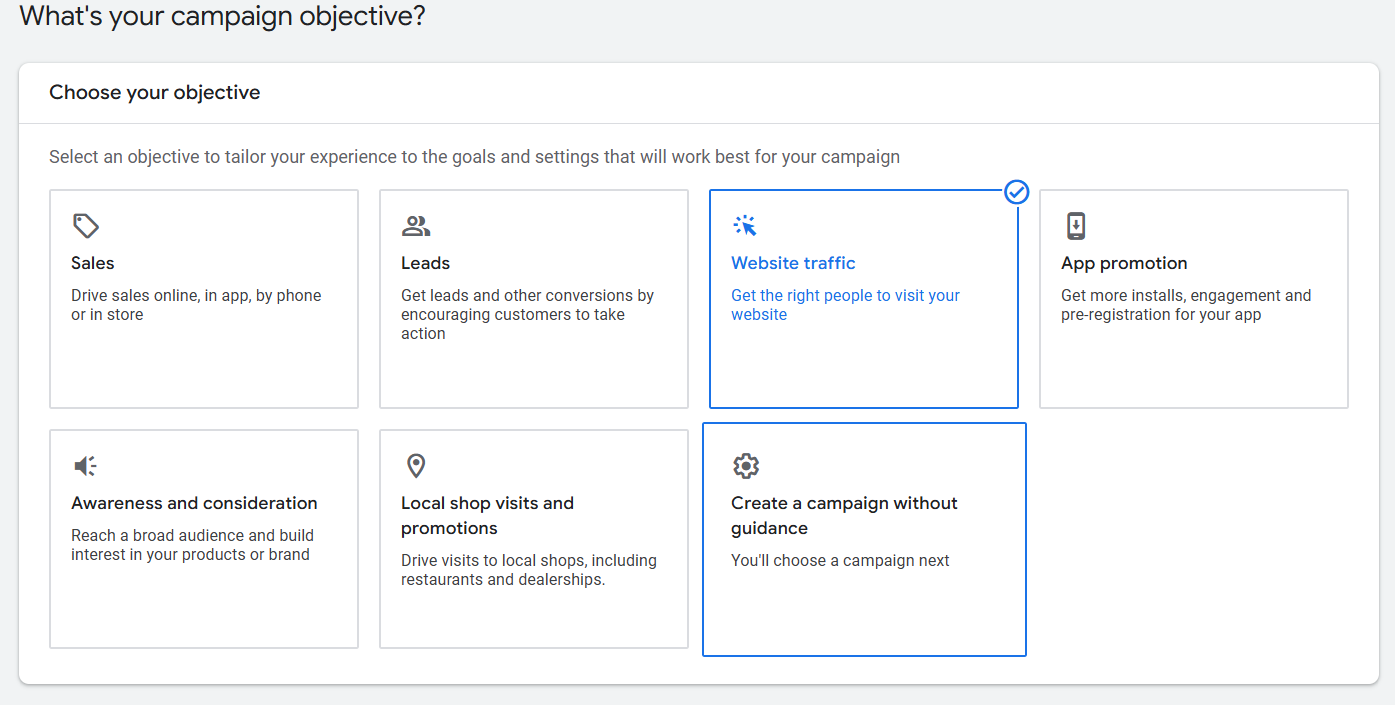
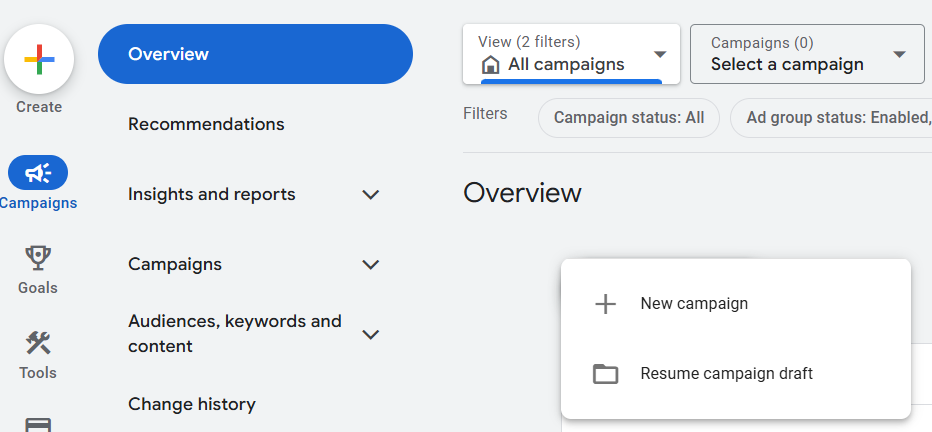
Choose a proper Target audience.

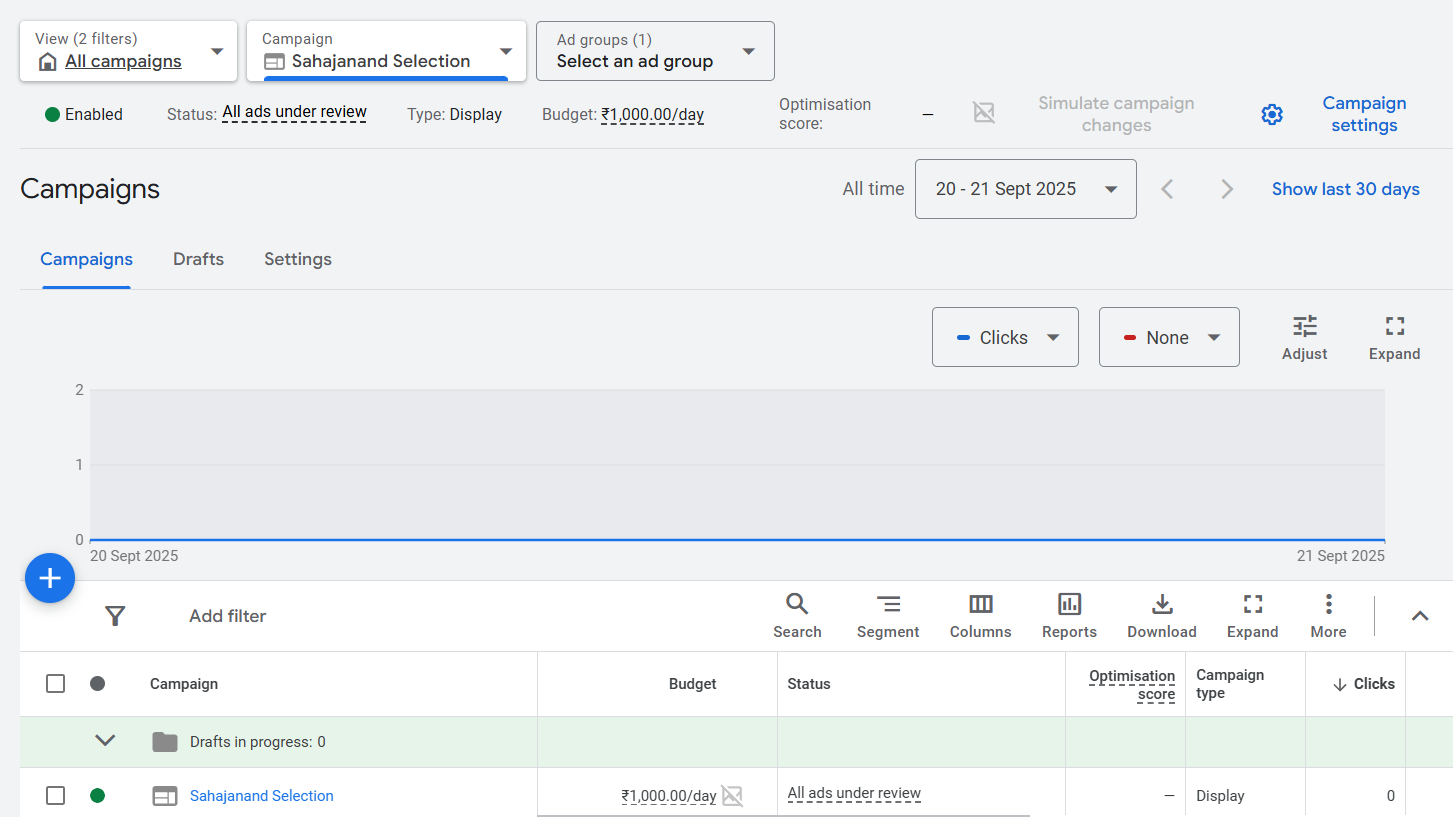
Expected conversion: need maximum user engagement within the budget.

Budget: 5000.

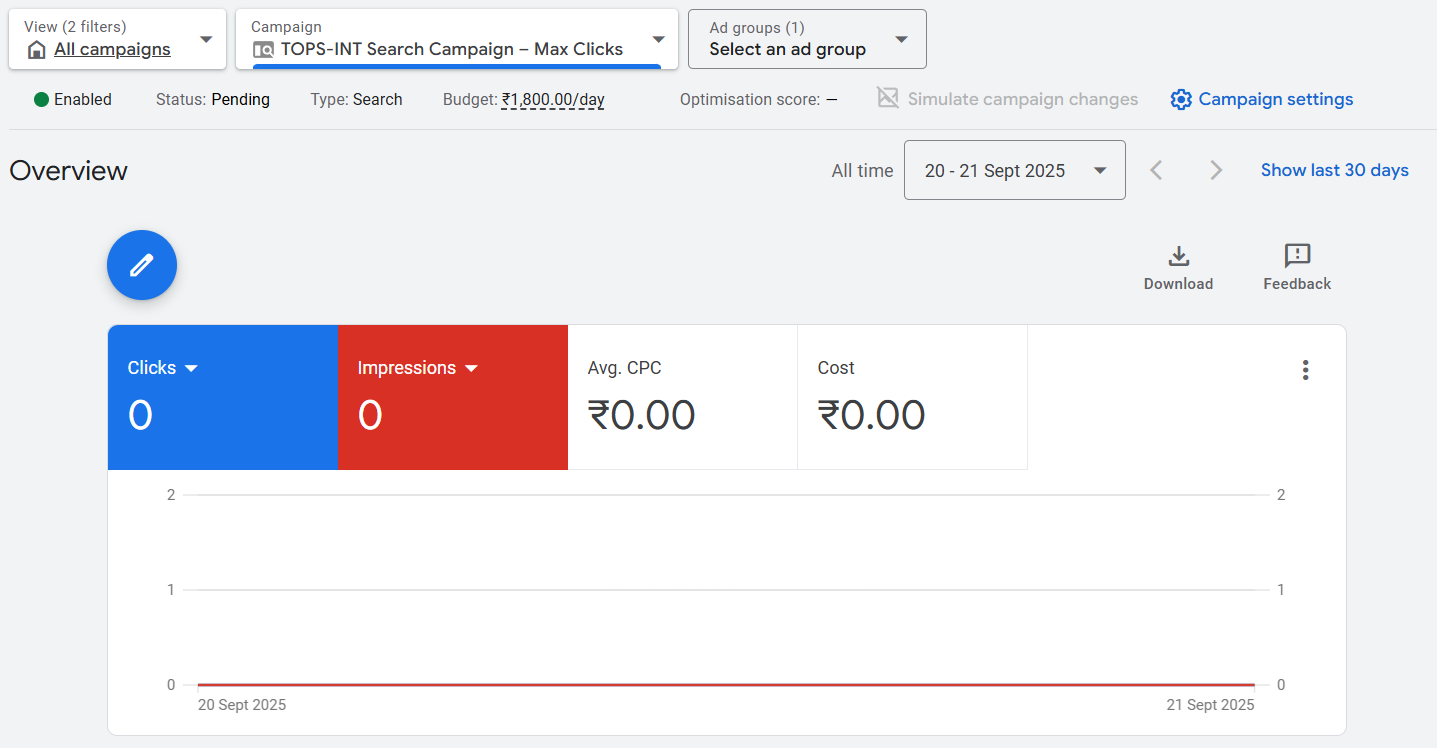
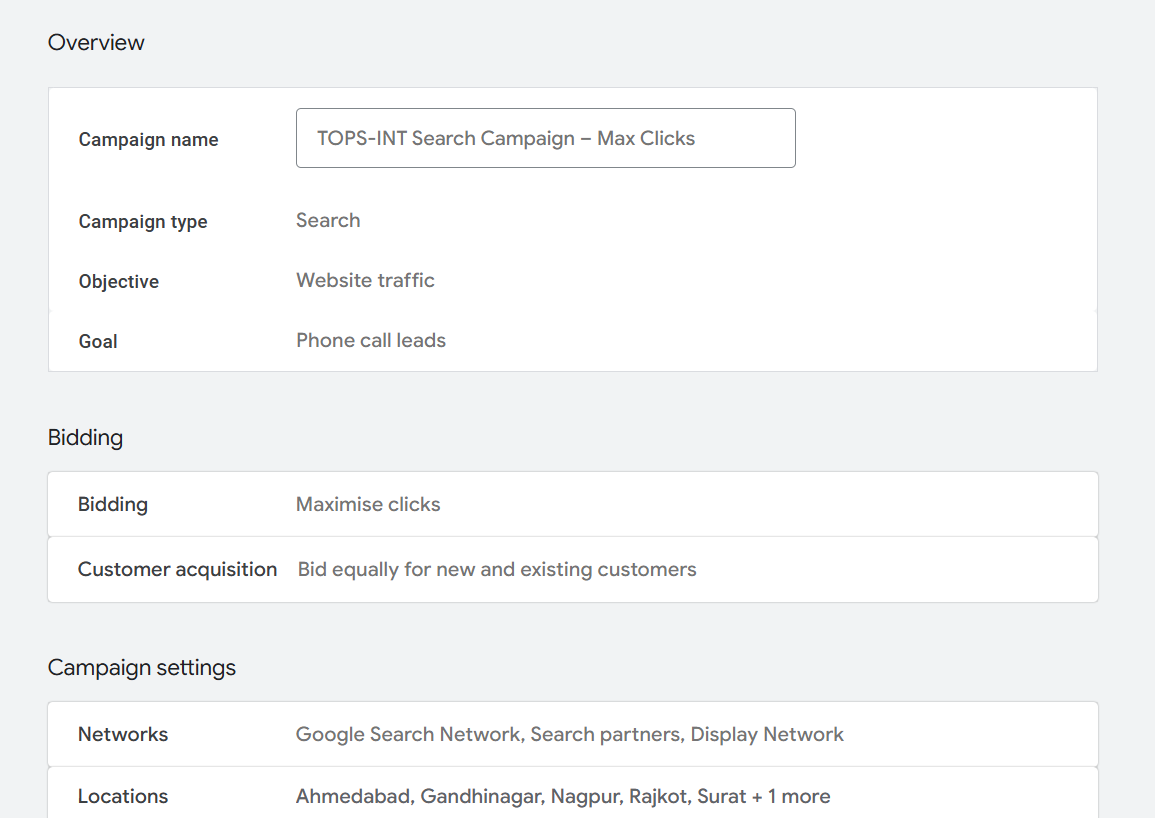
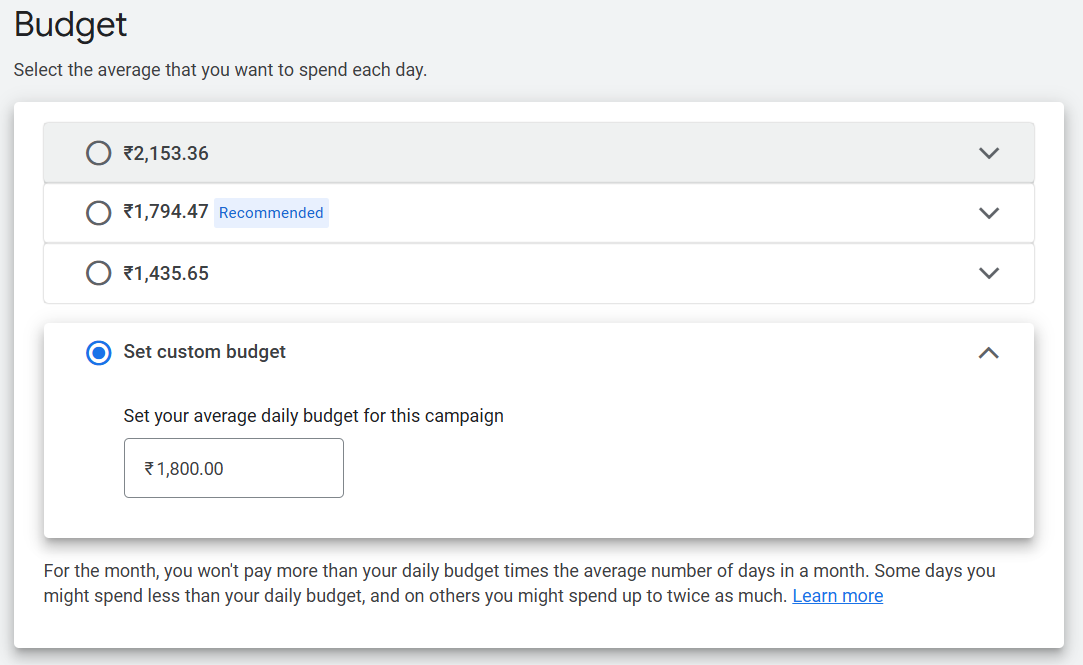
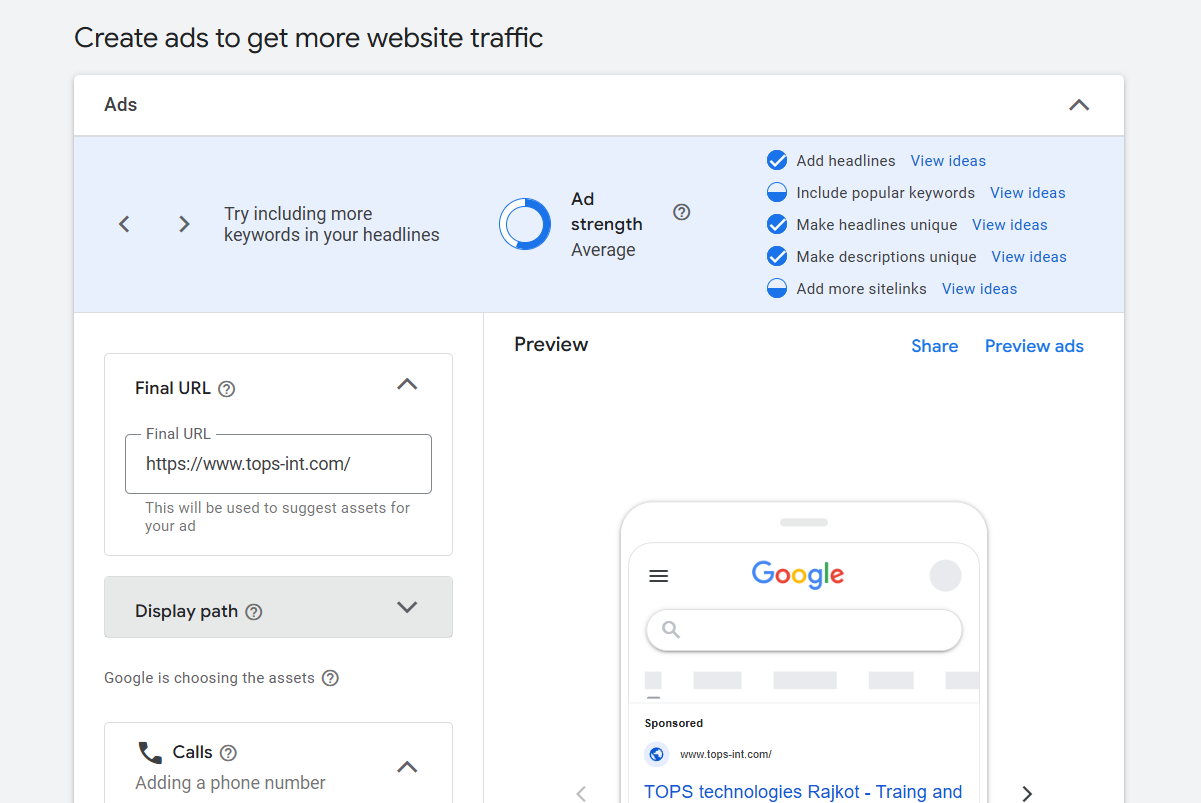
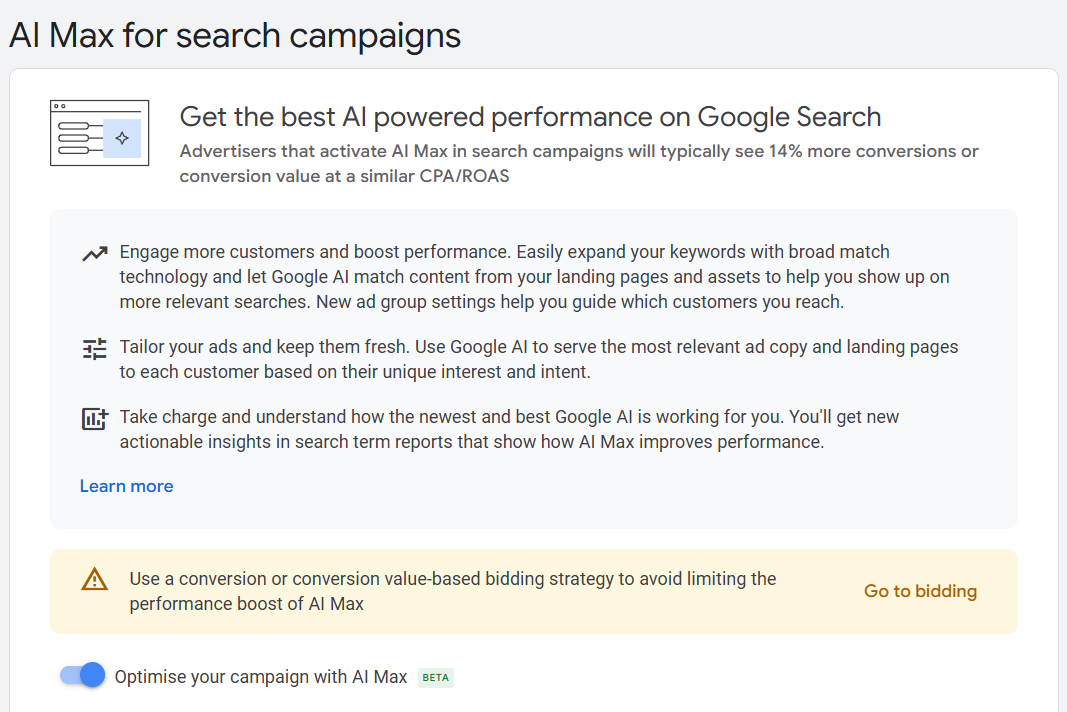
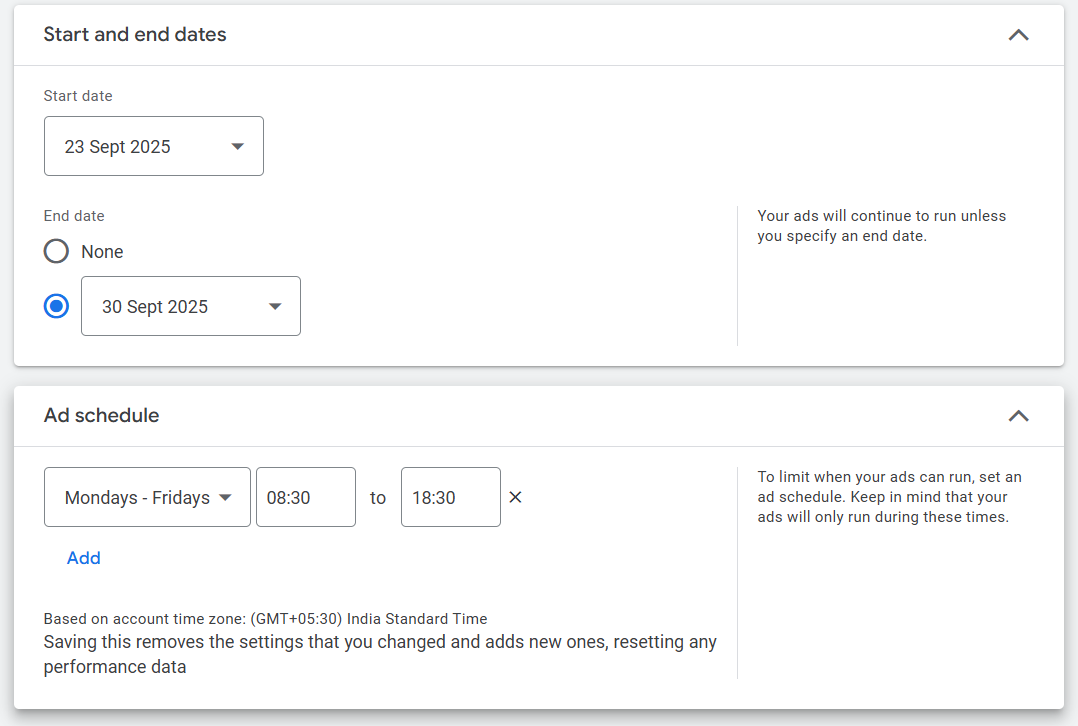
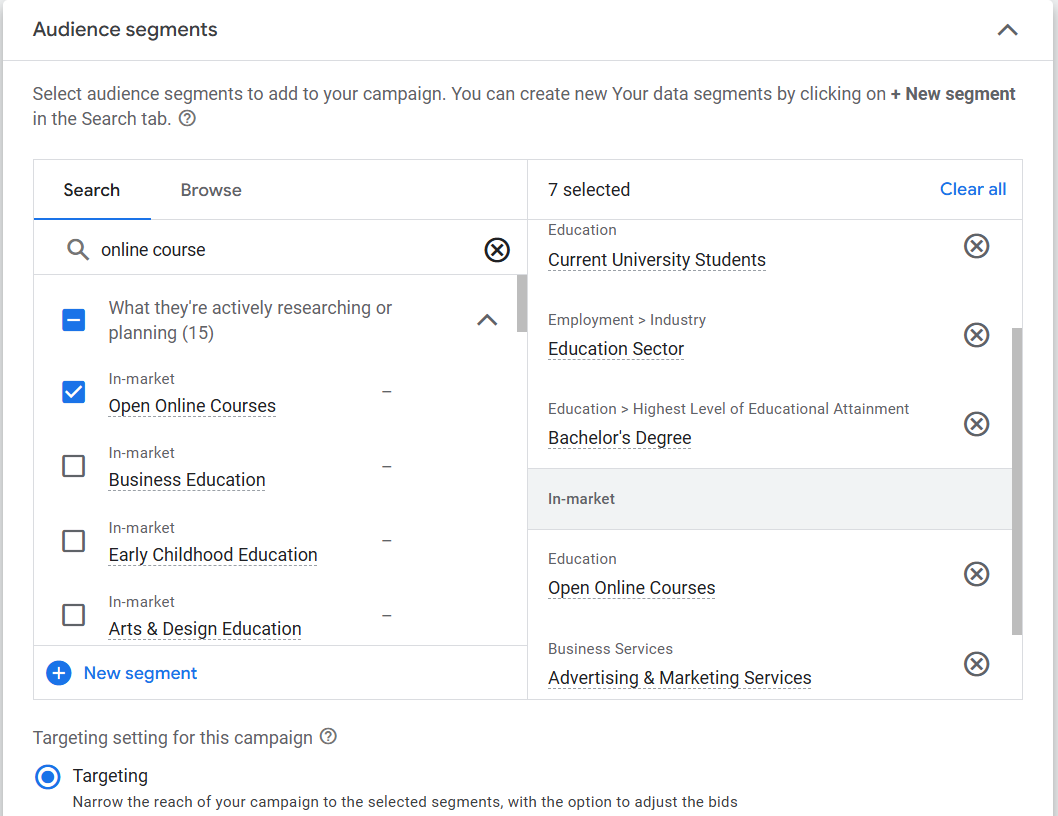
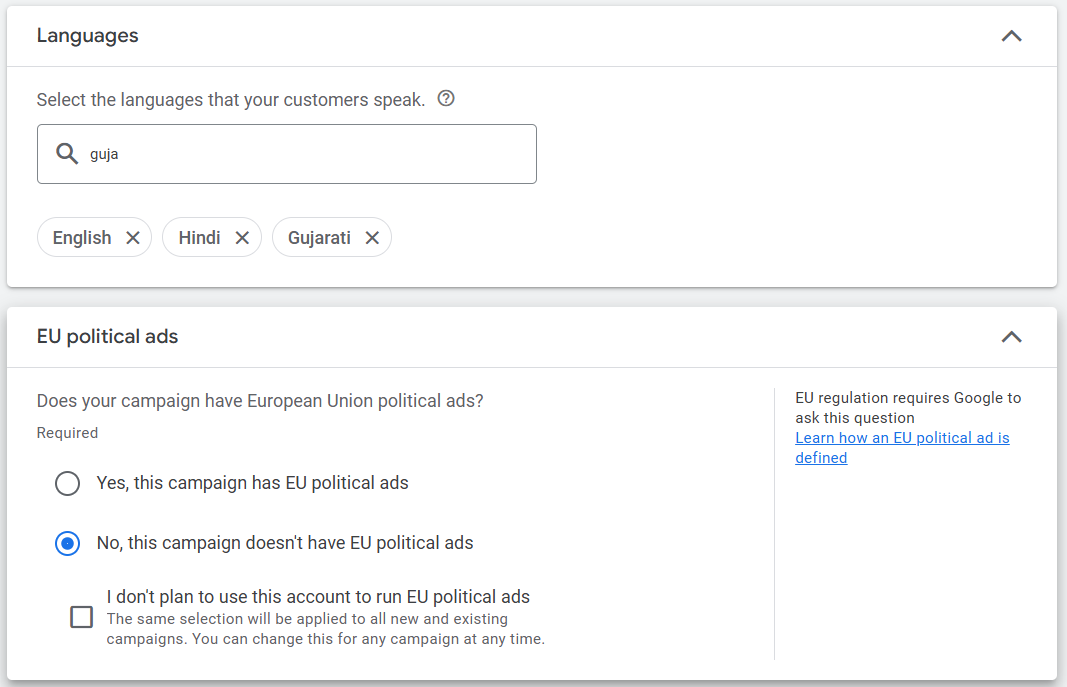
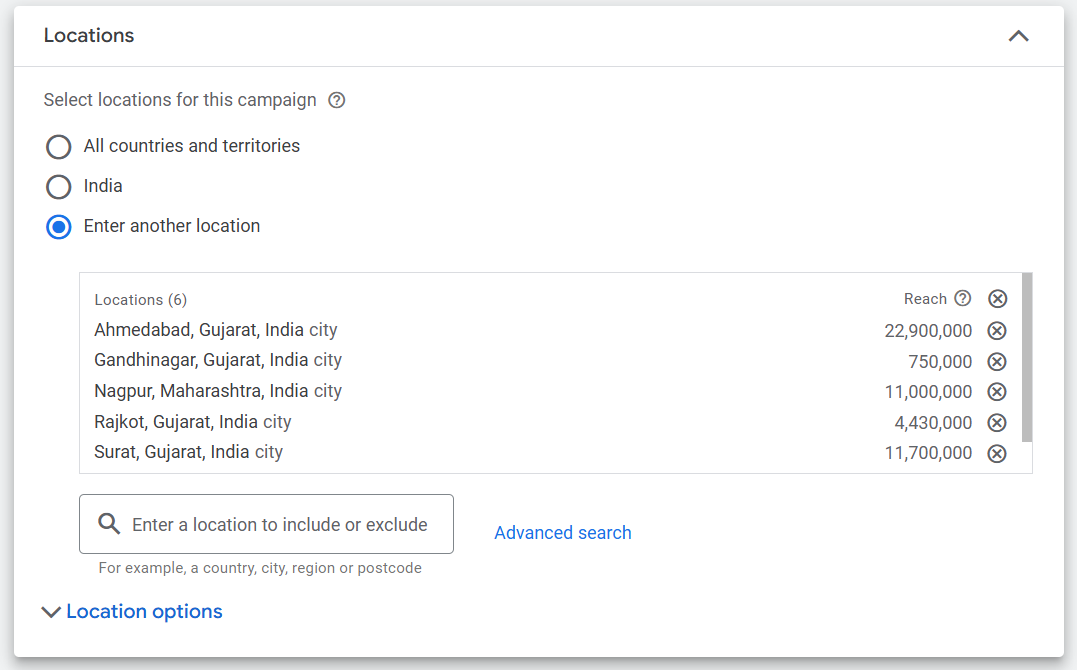
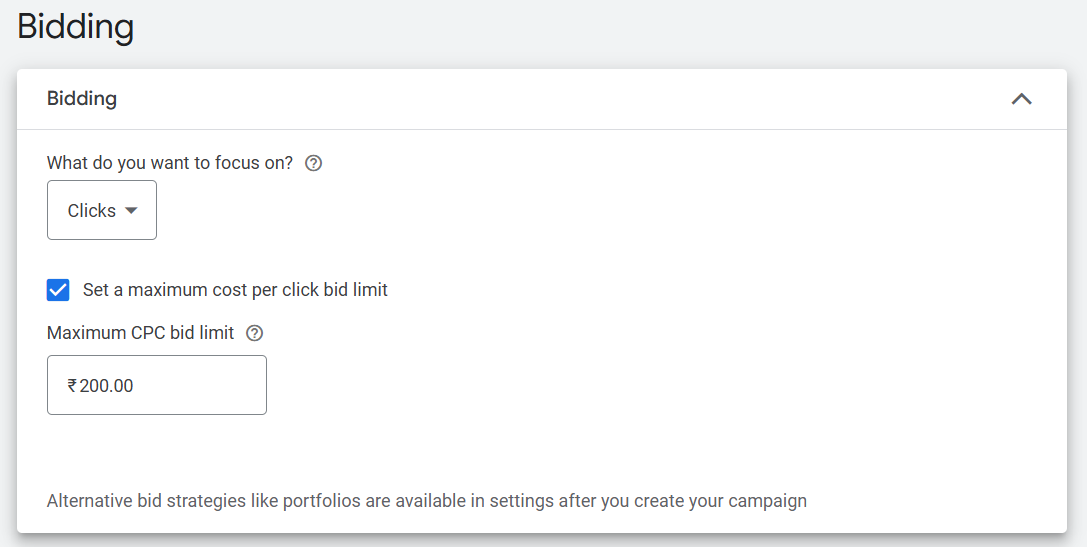
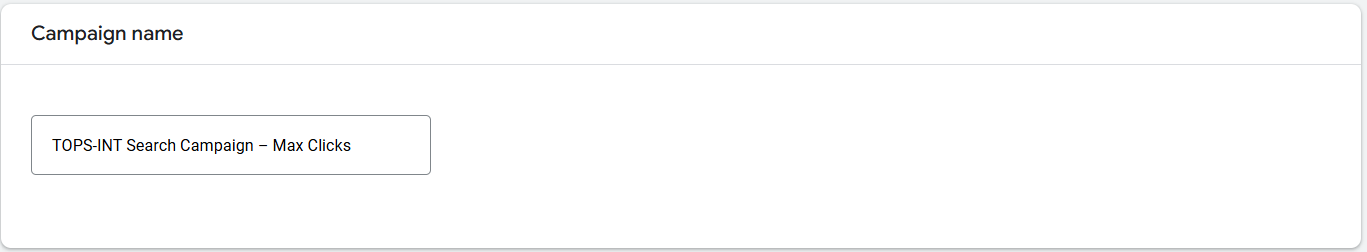
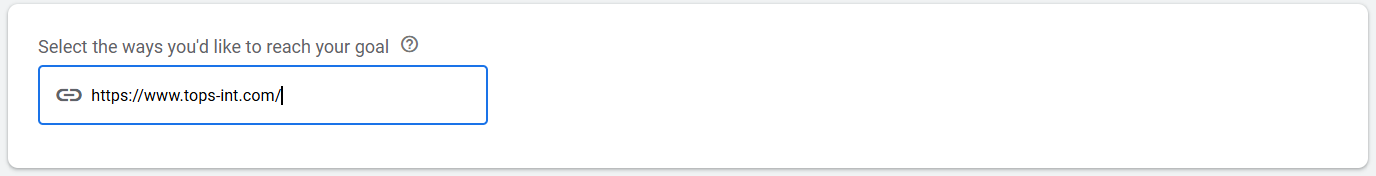
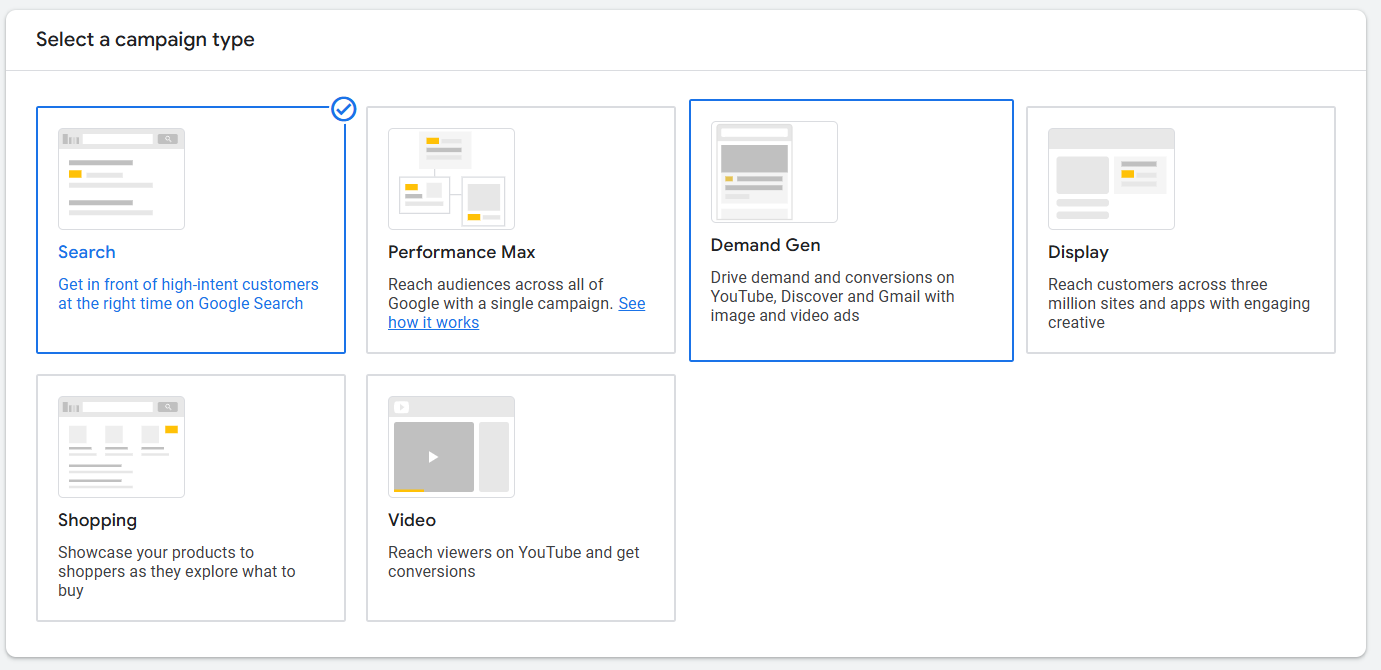
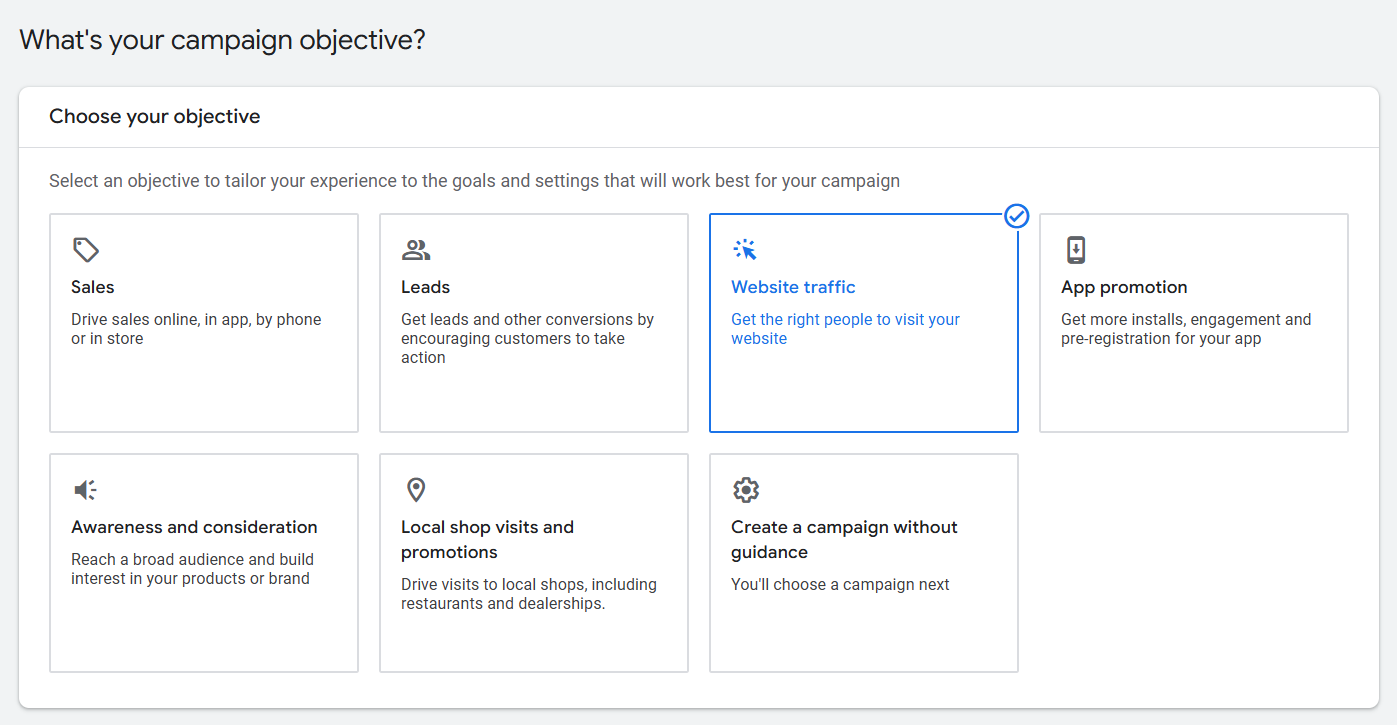
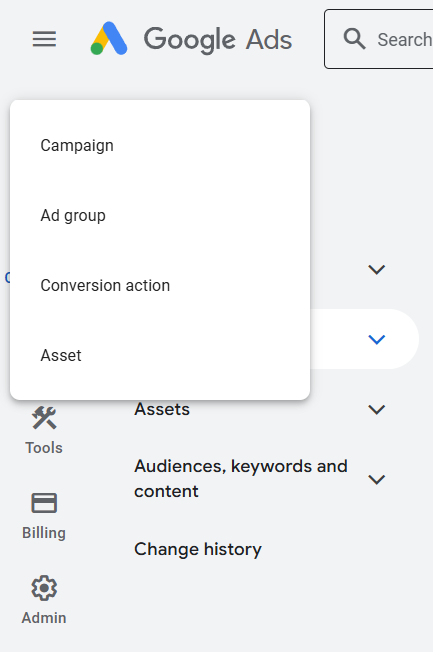
Answer 4)

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1. https://ads.google.com/aw\_cm/ExternalPreview?ocid=7643244864&euid=1495638958&pt=Co8mCMDSyrwcEK7HlskFGgVlbl9HQmL5JQrtIAgBEuggIgCiBoYCOoMCChF3d3cudG9wcy1pbnQuY29tLxIZRGlnaXRhbCBNYXJrZXRpbmcgQ291cnNlcxodVHJhaW5nIGFuZCBQbGFjZW1lbnQgaW4gSW5kaWEiFlRvcHMgVGVjaG5vbG9naWVzIGZlZXMqWkxlYXJuIGNvZGluZywgZGVzaWduLCBkYXRhIHNjaWVuY2UgJiBtb3JlLiAxMDAlIGpvYi1mb2N1c2VkIHRyYWluaW5nLiBHZXQgY2VydGlmaWVkIHRvZGF5LjI---



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