

Digital Marketing

Module-4

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

- Bids for your keywords. As a matter of fact, the most important factor influencing your keywords' cost-per-click is your actual bid.
- Quality Score. This determines the relevance of your Ads to the products you are selling.
- Competition.

Q.-2 How does a search engine calculate actual CPC?

- CPC is calculated by **dividing the total cost of your clicks by the total number of clicks**. Your average CPC is based on your actual cost-per-click (actual CPC), which is the actual amount you're charged for a click on your ad. Note that your average CPC might be different than your maximum cost-per-click (max).

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

- **A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.** You can use the Quality Score diagnostic tool to identify where it might be beneficial to improve your ads, landing pages, or keyword selection.

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

- <https://albatrosses08.wixsite.com/online-club>

Q.-5 Create an ad for <http://esellerhub.com/> to get the maximum Clicks.

Q.-6 Create an ad for <http://www.designer2developer.com>

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