**MODULE  4**

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

The main factors affecting PPC bidding include: keyword competition, your Quality Score, the average CPC of your chosen keywords, your budget, desired ROI, landing page quality, the bidding strategy you select, and the actions of your competitors who  are bidding on the same keywords.

**2. How does a search engine calculate actual CPC?**

A search engine calculates actual CPC (cost per click) by dividing the total cost of clicks received by the number of clicks generated on an ad, essentially taking into account the ad's "Ad Rank" and quality score in an auction system where the advertiser with the highest "Ad Rank" wins the ad position.

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

Google Ads Quality Score is a metric that measures how relevant and useful your ads are to users. It's based on a scale of 1–10 and is available at the keyword level.

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

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

