

Module 4

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

A-1 Here are the main factors that can affect PPC bidding:

1. Quality Score

- Google Ads assigns a **Quality Score (1–10)** based on **CTR, ad relevance, and landing page experience**.
 - Higher Quality Score = lower CPC for the same ad position.
-

2. Competition (Industry & Keywords)

- Highly competitive industries (finance, legal, real estate) or keywords (like “insurance”) cost more.
 - The number of advertisers bidding on the same keyword directly impacts CPC.
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3. Keyword Match Type

- **Exact match** keywords usually cost more but are highly targeted.
 - **Broad match** may be cheaper per click but attract irrelevant traffic, wasting budget.
 - **Phrase match** balances cost and relevance.
-

4. Geographic Location

- CPC varies by region — competitive cities (e.g., New York, Mumbai) have higher bids compared to smaller towns.
- Running location-based campaigns can optimize costs.

5. Device Targeting

- Bids can differ between **desktop, mobile, and tablet**.
 - For example, mobile clicks might be more expensive in some niches (like food delivery or ride-hailing).
-

6. Ad Rank & Extensions

- **Ad Rank = Bid × Quality Score × Expected Impact of Extensions.**
 - Using sitelinks, callouts, structured snippets, and call extensions can improve Ad Rank and reduce cost.
-

7. Dayparting / Time of Day

- CPCs fluctuate depending on time and day.
 - Example: e-commerce brands often face higher competition during weekends or holidays.
-

8. Audience Targeting

- Bids vary based on audience segments like demographics, interests, and remarketing lists.
 - Narrower targeting = higher CPC but better conversions.
-

9. Ad Relevance & CTR

- Ads with strong relevance and high CTR get rewarded with cheaper clicks.
- Poorly written or generic ads may require higher bids to compete.

10. Budget & Bidding Strategy

- Automated bidding strategies (e.g., **Maximize Conversions, Target CPA, Target ROAS**) adjust bids dynamically.
- Manual CPC gives more control but requires monitoring.

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

A-2 The Actual CPC (Cost-Per-Click) you pay in Google Ads (and most PPC platforms) is not equal to your maximum bid. Instead, it's determined by the Ad Rank formula. Let's break it down:

Step 1: Understand Ad Rank

Ad Rank = Bid × Quality Score × (Ad Extensions & other factors)

- Higher Ad Rank = higher ad position.
 - It's not just about bidding higher—better ad quality can beat higher bids.
-

Step 2: Formula for Actual CPC

Google uses a second-price auction system. That means you usually pay just enough to beat the advertiser below you, not your full max bid.

The formula is:

$$\text{Actual CPC (₹)} = \frac{\text{Ad Rank of Competitor Below}}{\text{Your Quality Score}} + ₹0.01$$

Step 3: Example

Let's say 3 advertisers are bidding on the same keyword:

Advertiser	Max Bid (₹)	Quality Score	Ad Rank (Bid × QS)	Position	Actual CPC (₹)
A	₹500	10	5000	1st	(4800 ÷ 10) + 0.01 = ₹480.01
B	₹800	6	4800	2nd	(3000 ÷ 6) + 0.01 = ₹500.01
C	₹1000	3	3000	3rd	Just above Google's min. threshold (not full ₹1000)

Key Observations:

- Advertiser A bid ₹500 but pays only ₹480.01 because of the high Quality Score.
- Advertiser B bid ₹800 but pays only ₹500.01.
- Advertiser C doesn't pay the full bid either — they pay just enough to clear Google's minimum Ad Rank requirement.
→ This shows how **Quality Score reduces cost-per-click significantly**.

□ Key Takeaways

1. Better Quality Score = Lower CPC (even if competitors bid more).
2. You only pay slightly more than the competitor below you.
3. Extensions, CTR, and ad relevance improve Ad Rank → lower CPC.

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

A-3 Quality Score is a Google Ads metric (1–10) which is explained further in following:

❖ **Quality Score:**

Quality Score is a rating (on a scale of **1 to 10**) given by Google Ads that measures the **relevance and quality** of your keywords, ads, and landing pages.

It is Google's way of ensuring that users see **useful and relevant ads**, not just ads from the highest bidders.

❖ **Components of Quality Score**

Google calculates it based on three main factors:

1. **Expected Click-Through Rate (CTR)**
 - How likely people are to click your ad when they see it.
 2. **Ad Relevance**
 - How closely your ad matches the searcher's intent and keyword.
 3. **Landing Page Experience**
 - Whether the page users land on is relevant, useful, and user-friendly (fast loading, mobile-friendly, easy navigation).
-

❖ **Why Quality Score is Important**

1. **Lower Cost-Per-Click (CPC)**
 - Higher Quality Score = you pay less per click (because Google rewards relevance).
2. **Better Ad Rank**
 - Ad Rank = Bid × Quality Score × Extensions.
 - So even with a lower bid, you can outrank competitors with poor Quality Scores.
3. **Improved ROI**
 - You get more clicks for the same budget because your CPC is lower.
4. **More Visibility**
 - High Quality Score improves ad positions → your ad shows higher on the search results page.
5. **Better User Experience**

- Since ads and landing pages are more relevant, users are more likely to engage, convert, and trust your brand.
-

❖ Quick Example

- **Advertiser A:** Max Bid ₹100, Quality Score **10** → Ad Rank = 1000
 - **Advertiser B:** Max Bid ₹150, Quality Score **5** → Ad Rank = 750
- Even though Advertiser B bid higher, Advertiser A wins the top position because of better Quality Score — and pays less CPC.
-

→ In short:

Quality Score is Google's way of rewarding advertisers for creating relevant, helpful, and high-performing ads. It saves you money, improves ad placement , and boosts user trust.

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

A-4 This is a Display campaign named **Bootstrap Display Campaign** which is created on the blog site "<https://bootstrapguide2025.blogspot.com/>". Following are the screenshots:

The screenshot shows the Google Ads interface for creating a new campaign. At the top, there is a navigation bar with links for Ads Advisor, Appearance, Help, and Notifications. Below the navigation bar, a search bar asks "What's your campaign objective?". A section titled "Choose your objective" provides eight options: Sales, Leads, Website traffic, App promotion, Awareness and consideration, Local store visits and promotions, and Create a campaign without guidance. The "Create a campaign without guidance" option is highlighted with a blue border. At the bottom, there is a section titled "Select a campaign type".

ads.google.com/aw/campaigns/new?ocid=7570620710&workspaceId=0&cmpnInfo=%7B%8%3A'aF2EA9FE9-3972-4B94-8437-9FE9EA07613E--6...

Google Ads

Search for a page or campaign

BETA Ads Advisor Appearance Help Notifications 378-026-4448 Bootstrap Guide... S

Search
Drive action on Google Search with text ads

Performance Max
Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)

Demand Gen
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

Video
Drive action on YouTube with your video ads

App
Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals Conversion Source Conversion Actions

ads.google.com/aw/campaigns/new?ocid=7570620710&workspaceId=0&cmpnInfo=%7B%8%3A'aF2EA9FE9-3972-4B94-8437-9FE9EA07613E--6...

Google Ads

Search for a page or campaign

BETA Ads Advisor Appearance Help Notifications 378-026-4448 Bootstrap Guide... S

Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

Video
Drive action on YouTube with your video ads

App
Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals Conversion Source Conversion Actions

Page views (account default) Website **Action** ⋮

Cancel Continue

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The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes links for 'Merchant Center on Google Search with Shopping ads', 'video ads', and 'Google Search, Play, YouTube and partner sites with app ads'. The main section displays a table for 'Conversion goals labeled as account default' with one row: 'Page views (account default)' under 'Conversion Goals', 'Website' under 'Conversion Source', and '1.action' under 'Conversion Actions'. Below this, a note states: 'This is the web page people will go to after clicking your ad.' followed by a link 'https://bootstrapguide2025.blogspot.com/'. At the bottom right are 'Cancel' and 'Continue' buttons.

Use these conversion goals for campaign performance optimization

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance

Conversion Goals	Conversion Source	Conversion Actions
Page views (account default)	Website	1.action

This is the web page people will go to after clicking your ad. ⓘ
https://bootstrapguide2025.blogspot.com/

Campaign name

Bootstrap Display Campaign

Cancel Continue

The screenshot shows the 'Campaign settings' section of the Google Ads interface. On the left, a sidebar lists campaign types: Display, Campaign settings (selected), Locations (highlighted in blue), Languages, EU political ads, Budget and bidding, Targeting, Ads, and Review. The main content area is titled 'Campaign settings' and contains two expandable sections: 'Locations' and 'Languages'. The 'Locations' section is expanded, showing 'Select locations for this campaign' with three options: 'All countries and territories' (radio button), 'India' (radio button, selected), and 'Enter another location'. Below this is a sub-section titled 'Location options' with two radio button options: 'Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)' (selected) and 'Presence: People in or regularly in your included locations'. The 'Languages' section is partially visible below.

ads.google.com/aw/campaigns/new/display?cid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%3%3A%2F%2Fbootstr...

Google Ads

Search for a page or campaign

Ads Advisor BETA Appearance Help Notifications

378-026-4448 Bootstrap Guide... S

Display

Campaign settings

- Locations
- Languages
- EU political ads

Budget and bidding

Targeting

Ads

Review

EU political ads

Does your campaign have European Union political ads?

Required

Yes, this campaign has EU political ads

No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

More settings

Ad rotation	Optimize: Prefer best performing ads
Ad schedule	All day
Devices	Show on all devices
Campaign URL options	No options set
Dynamic ads	No data feed
Start and end dates	Start date: September 6, 2025 End date: Not set
Content exclusions	Parked domains

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions 10B+ +10B+ since last update

Your estimated performance

To see estimated performance, enter the following settings:

- Budget

[Leave feedback](#)

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar lists campaign settings like Locations, Languages, EU political ads, Ad rotation, Ad Schedule, Devices, Budget and bidding, Targeting, Ads, and Review. The main area is titled 'Ad rotation' with options for optimization (selected), rotation indefinitely, conversion optimization (disabled), or rotation evenly (disabled). It includes a note about showing ads expected to get more clicks or conversions. Below is the 'Ad schedule' section, which allows setting specific times (e.g., all days from 00:00 to 00:00) and adding more schedules. A note says to limit when ads run based on account time zone (GMT+05:30 India Standard Time). The 'Devices' section shows targeting on all devices (selected) or setting specific targeting. A note explains device targeting lets you choose device types where your ad can appear. On the right, there's a sidebar for 'Weekly estimates' showing available impressions (based on targeting and settings) and estimated performance (with budget settings). A feedback link is also present.

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar has 'Display' selected under 'Campaign settings'. The main area starts with 'Campaign URL options' set to 'No options set'. Below it is a section for 'Dynamic ads' with a checkbox for 'Use dynamic ads feed for personalized ads'. The next section is 'Start and end dates', where the 'Start date' is set to 'Sep 6, 2025' and the 'End date' is set to 'Sep 30, 2025'. A note says 'Your ads will continue to run unless you specify an end date.' The final section shown is 'Content exclusions' with the option 'Opt out of showing your ads on content that doesn't fit your brand'. On the right, there's a sidebar titled 'Weekly estimates' with sections for 'Available impressions' (based on targeting and settings) and 'Your estimated performance' (with a note to enter settings and a 'Leave feedback' link). Top navigation includes 'Ads Advisor', 'Appearance', 'Help', 'Notifications', and a 'Bootstrap Guide' link.

ads.google.com/aw/campaigns/new/display?ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%3%3A%2F%2Fbootstr...

The screenshot shows the Google Ads interface for creating a new campaign. On the left, a sidebar lists campaign settings like Display, Campaign settings, Budget and bidding, Targeting, Ads, and Review. The main content area is divided into sections:

- Content exclusions**: A table where users can opt out of showing ads on specific content types. It includes categories like Sensitive content, Content type, and Inactive. Examples include "Tragedy and conflict", "Profanity and rough language", and "G-mob mobile app non interstitial".
- Budget and bidding**: This section is currently active. It includes:
 - Budget**: Set your average daily budget for this campaign. The input field shows ₹160.00.
 - Bidding**: Focus on Conversions (selected) and get conversions via Automatically maximize conversions or Set a target cost per action.
 - A note states: "This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget".
 - Below, it says: "Or, select a bid strategy directly (not recommended)".
- Weekly estimates**: Shows available impressions (10B+) and estimated performance based on targeting and budget.

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B"1"%3A2%2C"...

Google Ads

Search for a page or campaign

Display

Campaign settings

Budget and bidding

Bidding

Targeting

Ads

Review

Set your average daily budget for this campaign

₹ 160.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? [?](#)

Conversions [▼](#)

Recommended for your campaign goal

How do you want to get conversions? [?](#)

Automatically maximize conversions [▼](#)

Set a target cost per action

This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

Next

All changes saved

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ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B"1"%3A2%2C"...

Google Ads

Search for a page or campaign

Display

Campaign settings

Budget and bidding

Targeting

Ads

Review

Targeting

Optimized targeting is set up for you

Optimized targeting helps you get more conversions by using information such as your landing page and assets. You can opt out or speed up optimization by adding targeting first. [Learn more](#)

Add targeting

Next

All changes saved

© Google, 2025.

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions
10B+
0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of ₹160.00

Clicks
230 - 1.3K
Conversions
Unavailable
Average.CPA
Unavailable

Leave feedback

BETA

Ads Advisor

Appearance

Help

Notifications

378-026-4448 Bootstrap Guide...

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The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar is collapsed, and the main area is titled "Targeting". Under "People", the "Audience Segments" section is active, displaying a list of selected segments. A modal window titled "Edit targeted segments" is open, showing a search bar, a browse button, and a list of 14 selected segments. To the right, there's a sidebar titled "Weekly estimates" with sections for "Available impressions" and "Your estimated performance".

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#).

Edit targeted segments

Search Browse 14 selected Clear all

Try "business professionals"

Show: Recent and ideas

Select all (34)

Event Photographers & Studios

Business Technology

Based on your website

Business Financial Services

Based on your website

Startup Entrepreneurship

Based on your website

Business & Industrial Products

Detailed demographics

Education > Highest Level of Educational Attainment

Advanced Degree

Education

Current College Students

Affinity

Technology

Social Media Enthusiasts

Banking & Finance

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions
108+
0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of ₹160.00

Clicks 240 - 1.4K Conversions Unavailable

Average CPA Unavailable

[Leave feedback](#)

The screenshot shows the Google Ads interface with the following details:

- Left sidebar:** A navigation menu with the following items:
 - Display
 - Campaign settings (selected)
 - Budget and bidding
 - Targeting** (selected)
 - Audience Segments
 - Optimized targeting
 - Ads
 - Review
- Header:** A search bar with placeholder "Search for a page or campaign". To the right are icons for Ads Advisor (BETA), Appearance, Help, Notifications, and a user profile.
- Top right:** A link to "378-026-4448 Bootstrap Guide..." and a green "S" button.
- Main Content Area:**
 - ## Targeting
 - ### People
 - #### Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ⓘ

Targeted segments (14)

 - Who they are
 - Advanced Degree, Current College Students
 - What their interests and habits are
 - Social Media Enthusiasts + 3 more
 - What they are actively researching or planning
 - Financial Services + 7 more
 - #### Optimized targeting

On
 - Add targeting**
- Right sidebar:**
 - Weekly estimates**
 - Available impressions**

Based on your targeting and settings but not your budget or bid

Impressions
10B+
0 since last update
 - Your estimated performance**

Based on your targeting, settings and daily budget of **₹160.00**

Clicks	Conversions
240 - 1.4K	Unavailable
Average CPA	Unavailable
 - Leave feedback**

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar is collapsed, and the main content area is focused on 'Content'.

Keywords

Suggest terms related to your products or services to target relevant websites [\(?\)](#)

Edit targeted keywords [Done](#)

startup ideas for beginners
small business ideas 2025
business planning for startups
how to grow business without investors
bootstrap funding strategies
cost-effective business ideas
low-budget marketing strategies
small business growth hacks
how to start a business with \$10,000
best ways to bootstrap a startup
how to run a business without investment
tips for surviving a bootstrapped business

Get keyword ideas

GD https://bootstrapguide2025.blogspot.com/ [\(?\)](#)

Enter your product or service [\(?\)](#)

Keywords	Relevance
blog creator	99
blog writing	94
blog post website	89
blogspot	84
my blog	80

[Add all ideas](#)

Weekly estimates

Your campaign will get few or no impressions because your targeting is too narrow [Leave feedback](#)

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar is collapsed, and the main content area is focused on 'Content'.

Keywords

Suggest terms related to your products or services to target relevant websites [\(?\)](#)

Targeted keywords (13)

startup ideas for beginners + 12 more

Optimized targeting

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. [Learn more about targeting expansion in Display campaigns](#)

Use optimized targeting

With optimized targeting, you're expanding your campaign's reach to gain more conversions.

[Add targeting](#)

Weekly estimates

Your campaign will get few or no impressions because your targeting is too narrow [Leave feedback](#)

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

Topics

Suggest webpages, apps, and videos about a certain topic [?](#)

Edit targeted topics

Search by word, phrase, or URL.

9 selected [Clear all](#)

- Arts & Entertainment
- Business Education
- Business & Industrial
- Business Operations
- Strategic Planning
- Business & Industrial > Business Operations > Management
- Business Process
- MLM & Business Opportunities
- Business & Industrial > Small Business

Done

Weekly estimates

[Available impressions](#) [^](#)
Based on your targeting and settings but not your budget or bid
Impressions 820M 0 since last update

[Your estimated performance](#)
Based on your targeting, settings and daily budget of ₹160.00
Clicks 250 - 1.1K Conversions Unavailable
Average CPA Unavailable

[Leave feedback](#)

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

Topics

Suggest webpages, apps, and videos about a certain topic [?](#)

Targeted topics (9)

Business Finance + 8 more

Optimized targeting

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. [Learn more about targeting expansion in Display campaigns](#)

Use optimized targeting

With optimized targeting, you're expanding your campaign's reach to gain more conversions.

Add targeting

Weekly estimates

[Available impressions](#) [^](#)
Based on your targeting and settings but not your budget or bid
Impressions 820M 0 since last update

[Your estimated performance](#)
Based on your targeting, settings and daily budget of ₹160.00
Clicks 250 - 1.1K Conversions Unavailable
Average CPA Unavailable

[Leave feedback](#)

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

Search for a page or campaign

Ads Advisor BETA Appearance Help Notifications

378-026-4448 Bootstrap Guide S

Weekly estimates
Estimates aren't currently available [Leave feedback](#)

Display Campaign settings Budget and bidding Targeting Audience Segments Demographics Keywords Topics Placements Optimized targeting Ads Review All changes saved

Placements

Suggest websites, videos, or apps where you'd like to show your ads

Edit targeted placements Done

Browse Enter

11 selected

bootstrapping business

Websites (42) YouTube video How to bootstrap in business? | Bootstrapped business strategies | Business Growth

YouTube channels (22) YouTube video What is a Bootstrapping Startup?

YouTube videos (1K+) YouTube video Designing the Ideal Bootstrapped Business with Jason Cohen

Apps (156) Website bizapedia.com

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A2%2C%20%7D

Search for a page or campaign

Ads Advisor BETA Appearance Help Notifications

378-026-4448 Bootstrap Guide S

Weekly estimates
Estimates aren't currently available [Leave feedback](#)

Display Campaign settings Budget and bidding Targeting Audience Segments Demographics Keywords Topics Placements Optimized targeting Ads Review All changes saved

Placements

Suggest websites, videos, or apps where you'd like to show your ads

Targeted placements (11)

New Business Ideas + 10 more

Optimized targeting

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your targeting signals. [Learn more about targeting expansion in Display campaigns](#)

Use optimized targeting

With optimized targeting, you're expanding your campaign's reach to gain more conversions.

Next

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ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A...

The screenshot shows the Google Ads interface for creating a responsive display ad. The left sidebar is collapsed, and the main area displays the following information:

- Status:** In Progress
- Ad type:** Responsive display ad
- Ad strength:** Excellent
- Preview:** Shows a mobile phone displaying the ad.
- Final URL:** https://bootstrapguide2025.blogspot.com/
- Business name:** Bootstrapping Guide
- Images:** Up to 15 images available. A preview shows a grid of 10 images, with 8 selected and 2 more available.
- Suggested images:** A section titled "Suggested images" shows two images: one from a URL (a woman holding a blog niche guide) and one generated by AI (a small plant growing in dry soil).
- Logos:** Up to 5 logos available. A preview shows a logo for "BOOTSTRAPPING LOW-COST STARTUP IDEAS".

A message at the bottom left indicates "Changes failed to save".

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A...

This screenshot shows the same Google Ads interface as above, but with a different set of suggested images. The "Suggested images" section now displays a different image (a person working on a laptop) and a generated image (a hand holding a smartphone displaying a low-cost startup ideas app). The rest of the interface remains largely the same, including the preview, URLs, and logo section.

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A...

Google Ads

Search for a page or campaign

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

Your ads are all set! They'll have a higher chance of performing well.

Ad strength **Excellent**

Images Videos Headlines Descriptions

Videos Optional (portrait and landscape around 30 seconds work best)

+ Videos

Headlines Add up to 5 headlines Suggested headlines More ideas You have entered the maximum number of headlines.

Start Your Business on Budget Required 29 / 30

Bootstrapping Startup Tips 26 / 30

Low-Cost Startup Ideas 22 / 30

Smart Bootstrapping Techniques 30 / 30

Launch Your Startup Today

Changes failed to save

Preview Share preview Preview ads

Display Gmail YouTube

Weekly estimates Estimates aren't currently available Leave feedback

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A...

Google Ads

Search for a page or campaign

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

Your ads are all set! They'll have a higher chance of performing well.

Ad strength **Excellent**

Images Videos Headlines Descriptions

Long headline Add up to 5 headlines Suggested headlines More ideas You have entered the maximum number of headlines.

Bootstrapping Strategies That Help Entrepreneurs Grow Without Investors Required 71 / 90

Descriptions Add up to 5 descriptions Suggested descriptions More ideas You have entered the maximum number of descriptions.

Step-by-step guides for bootstrapped startups and small business success. Required 73 / 90

Practical advice and tools for running a low-cost, high-impact startup. 71 / 90

Learn how to start and grow a business with minimal investment. 63 / 90

Grow your business without investors using proven bootstrapping strategies. 75 / 90

Discover budget-friendly tips for entrepreneurs and first-time founders.

Changes failed to save

Preview Share preview Preview ads

Display Gmail YouTube

Weekly estimates Estimates aren't currently available Leave feedback

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B"1"%3A... S

Google Ads BETA Ads Advisor Appearance Help Notifications

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent Images Headlines Descriptions Videos

Additional format options

Select all options to optimize your ad's reach and performance.

Use asset enhancements Let Google enhance your assets and optimize your ad layouts. This could improve ad performance. [Learn more](#)

Use auto-generated video Let Google create your video ads using your headlines, descriptions and images. If you've added your own video content, then your ads won't use auto-generated video. [Learn more](#)

Warning: Some of your images might be low quality or don't meet the requirements. Add more images to let Google auto-generate videos for you. [Add Image](#)

Use native formats Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. [Learn more](#)

Ad URL options

[More options](#)

Changes failed to save

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B"1"%3A... S

Google Ads BETA Ads Advisor Appearance Help Notifications

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent Images Headlines Descriptions Videos

Add Image

Use native formats Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. [Learn more](#)

Ad URL options

[More options](#)

Call to action text

[Learn More](#) [English](#)

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

[Create ad](#) [Cancel](#) [Next](#)

Changes failed to save

ads.google.com/aw/campaigns/new/display?campaignId=281497971371951&ocid=7570620710&workspaceId=0&cmpnInfo=%7B%1%3A...

Google Ads

Search for a page or campaign

Ads Advisor BETA Appearance Help Notifications

378-026-4448 Bootstrap Guide

Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

Ads

Ad creation

New ad

Next

Weekly estimates

Estimates aren't currently available

Leave feedback

Changes failed to save

© Google, 2025.

The screenshot shows the Google Ads interface for a new campaign. The left sidebar has 'Display' selected. The main area is titled 'Campaign Review' with a 'Publish campaign' button. The campaign details are as follows:

Campaign name	Bootstrap Display Campaign
Campaign type	Display
Goal	Page views
Final URL	https://bootstrapguide2025.blogspot.com/

Below this is the 'Campaign settings' section:

Locations	India
Languages	English
EU political ads	Doesn't have EU political ads
Ad schedule	All day

On the right, there's a sidebar for 'Weekly estimates' which says 'Estimates aren't currently available' and a 'Leave feedback' link. The top navigation bar shows the campaign ID and workspace ID.

The screenshot shows the Google Ads interface for creating a new display campaign. The left sidebar has 'Display' selected. The main area shows the following configuration:

Ad schedule: All day

Start and end dates: September 6, 2025 - September 30, 2025

Content exclusions: Sexually suggestive + 11 more

Budget and bidding:

- Budget:** ₹160.00/day
- Bidding:** Maximize conversions

Ad group 1:

Targeting:

- Audiences:** Current College Students + 14 more
- Demographics:** Age (18 - 24 + 2 more)
- Keywords:** business planning for startups + 9 more

Ads:

- Ad creation:** 1 responsive display ad

Weekly estimates: Estimates aren't currently available. [Leave feedback](#)

Publish campaign button is visible at the bottom right.

The top screenshot shows the 'Set up with a Google Tag' page. It features a cartoon illustration of a person jumping over a computer monitor. Below the illustration, a message says 'Your ads will go live after a review' and 'All ads are checked to ensure they're safe and appropriate for everyone. This editorial and policy review should take 1-2 business days.' A section titled 'Improve your return on investment by measuring conversions' suggests setting up a Google tag. The bottom screenshot shows the 'Overview' page for a campaign named 'Bootstrap Display Campaign'. The left sidebar includes 'Create', 'Campaigns', 'Goals', 'Assets', 'Audiences, keywords, and content', 'Change history', and 'Admin' sections. The main area displays 'Overview' metrics: Clicks (0), Impressions (0), Avg. CPC (₹0.00), and Cost (₹0.00). The date range is set from Sep 2 to Sep 6, 2025.

Q-5 Create an ad for www.tops-int.com to get the maximum Clicks

- Choose a proper Target audience.
- Expected conversion: need maximum user engagement within the budget.
- Budget: 5000.

A-5 This is a Search campaign named **Tops Max Clicks User Engage Camp** for IT Training Institute “ www.tops-int.com” to generate maximum clicks and user engagement within 5000 budget. Following are the screenshots:

What's your campaign objective?

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales
Drive sales online, in app, by phone, or in store

 Leads
Get leads and other conversions by encouraging customers to take action

 Website traffic
Get the right people to visit your website

 App promotion
Get more installs, engagement and pre-registration for your app

 Awareness and consideration
Reach a broad audience and build interest in your products or brand

 Local store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

 Create a campaign without guidance
You'll choose a campaign next

Select a campaign type

Search
Drive action on Google Search with text ads

Performance Max
Reach the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more [See how it works](#)

Demand Gen
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

Video
Drive action on YouTube with your video ads

App
Promote your Android or iOS app on Google Search, Play, YouTube and partner sites with app ads

Website visits

ads.google.com/aw/campaigns/new?ocid=7594253726&workspaceId=0&cmplnInfo=%7B%80%3AaFDFF2DF1-418E-4CD5-9F9B-456730AF4BB3-%7D

Google Ads | Billing & payments | Search for a page or campaign | Appearance | Help | Notifications | 350-370-4731 Tops Technolog... | S

Select the results you want to get from this campaign ⓘ

Website visits
https://www.tops-int.com/

Phone calls
India 7622011173 ⓘ
Example: 074104 10123

Cancel Continue

Choose goals you would like to focus on

Pick the most important goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize your campaign performance by delivering your ads to the right people. [Learn more about smart bidding](#)

- Purchase
Show your ads to people who are most likely to buy products from your website, app, or store.
- Form submissions from your ads
Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#)
- Form submissions from your website
Gather leads' information through a form on your website. Some coding may be required.
- Sign up
Show your ads to people who are most likely to sign up for a free newsletter or trial, creates an account, or pre-registers
- Page view
Show your ads to people who are most likely to view a page on your website (such as an article or product page)

[See more](#)

The screenshot shows two consecutive steps in the Google Ads campaign setup process:

Step 1: Choose goals you would like to focus on

This step allows users to select their primary campaign goals. The interface includes a search bar at the top and navigation buttons. The main area displays several goal options:

- Purchase**: Show your ads to people who are most likely to buy products from your website, app, or store.
- Form submissions from your ads**: Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#)
- Form submissions from your website**: Gather leads' information through a form on your website. Some coding may be required.
 - Set up how you want to measure this goal
 - [Set up](#)
- Sign up**: Show your ads to people who are most likely to sign up for a free newsletter or trial, creates an account, or pre-registers
- Page view**: Show your ads to people who are most likely to view a page on your website (such as an article or product page)

Step 2: Set up measurement

This step guides users on how to measure form submissions. It shows a configuration dialog with the following details:

- Phone calls** is selected under "Phone number".
 - India is chosen from a dropdown menu.
 - The phone number field contains "7622011173".
- Choose goals you would like to focus on** (background):
 - Purchase**: Show your ads to people who are most likely to buy products from your website, app, or store.
 - Form submissions from your ads**: Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#)
 - Form submissions from your website**: Gather leads' information through a form on your website. Some coding may be required.
 - Set up how you want to measure this goal
 - [Set up](#)
- Set up measurement** (foreground):
 - Choose how you want to measure form submissions from your websites so that Google Ads can optimize your campaign to achieve this goal
 - Enter the URL that someone reaches after they successfully fill out a form**:
 - Try filling out a form yourself and copy the URL on the next page. Google Ads will optimize your campaign for visits to this page.
 - URL ***: www.tops-int.com/contact-us
 - Set up manually using code after you create the campaign**

At the bottom of the dialog are "Cancel" and "Apply" buttons.

ads.google.com/aw/campaigns/new?ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1%2C%3%3A%2Fwww.tops-int.c...

Google Ads Billing & payments Search for a page or campaign Appearance Help Notifications 350-370-4731 Tops Technolog... S

Choose goals you would like to focus on

Pick the most important goals that you would like to focus on. Based on your selection, Smart Bidding will then optimize your campaign performance by delivering your ads to the right people. [Learn more about smart bidding](#)

Purchase Show your ads to people who are most likely to buy products from your website, app, or store.

Form submissions from your ads Let highly engaged leads enter their info right from your ad. Easy to set up and integrate with any lead management system. No coding required. [See examples](#)

Form submissions from your website Gather leads' information through a form on your website. Some coding may be required.
Google Ads will optimize your campaign for this action at this URL: www.tops-int.com/contact-us

[Edit](#)

Sign up Show your ads to people who are most likely to sign up for a free newsletter or trial, creates an account, or pre-registers

Page view Show your ads to people who are most likely to view a page on your website (such as an article or product page)

ads.google.com/aw/campaigns/new?ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1%2C%3%3A%2Fwww.tops-int.c...

Google Ads Billing & payments Search for a page or campaign Appearance Help Notifications 350-370-4731 Tops Technolog... S

Campaign name

Tops Max Clicks User Engage Camp

Turn on enhanced conversions for your account

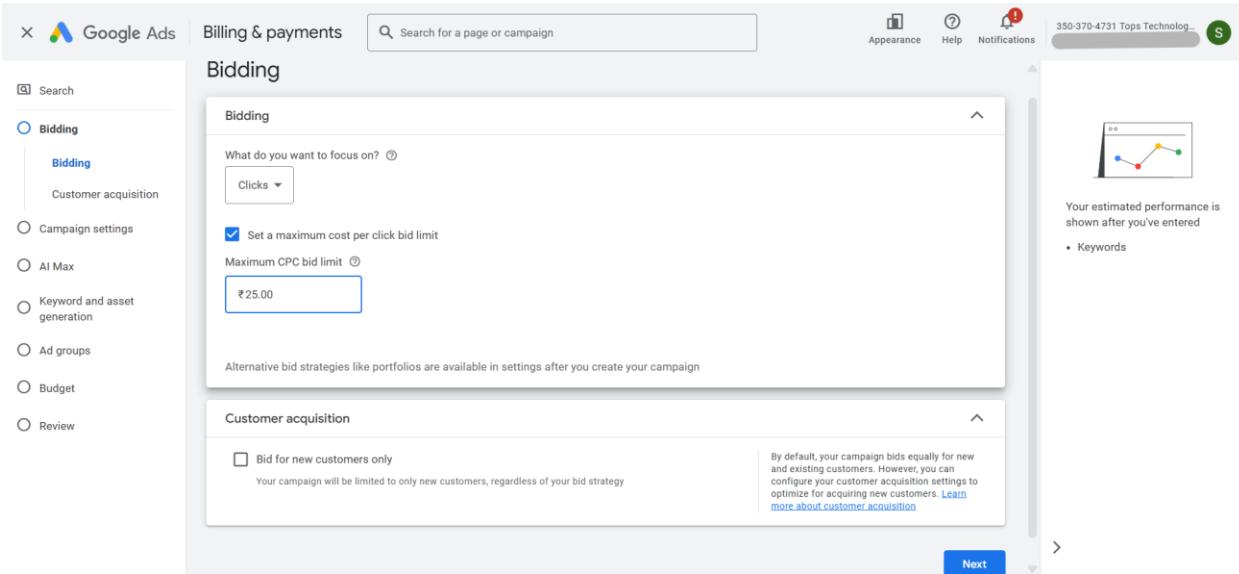
Enhanced conversions automatically detects and uses data customers provide on your website (such as email addresses), which can improve measurement and optimize your campaign. This setting will apply to all eligible conversions in your account. [Learn more about enhanced conversions](#)

Turn on enhanced conversions
By clicking "Agree and continue", you confirm that you comply with Google's [policies](#). You are instructing Google to process your data as described in [ada_targeting_Google_Policy_article](#). The [Google Ads Data Processing terms](#) apply to enhanced conversions.

[Cancel](#) [Agree and continue](#)

© Google, 2025.

[ads.google.com/aw/campaigns/new/search/draft?ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%" data-bbox="121 94 876 108">ads.google.com/aw/campaigns/new/search/draft?ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%" data-bbox="121 94 876 108">https%3A%2F%2Fwww.google.com](https://ads.google.com/aw/campaigns/new/search/draft?ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%)



Billing & payments

Bidding

What do you want to focus on?

Set a maximum cost per click bid limit

Maximum CPC bid limit

Alternative bid strategies like portfolios are available in settings after you create your campaign

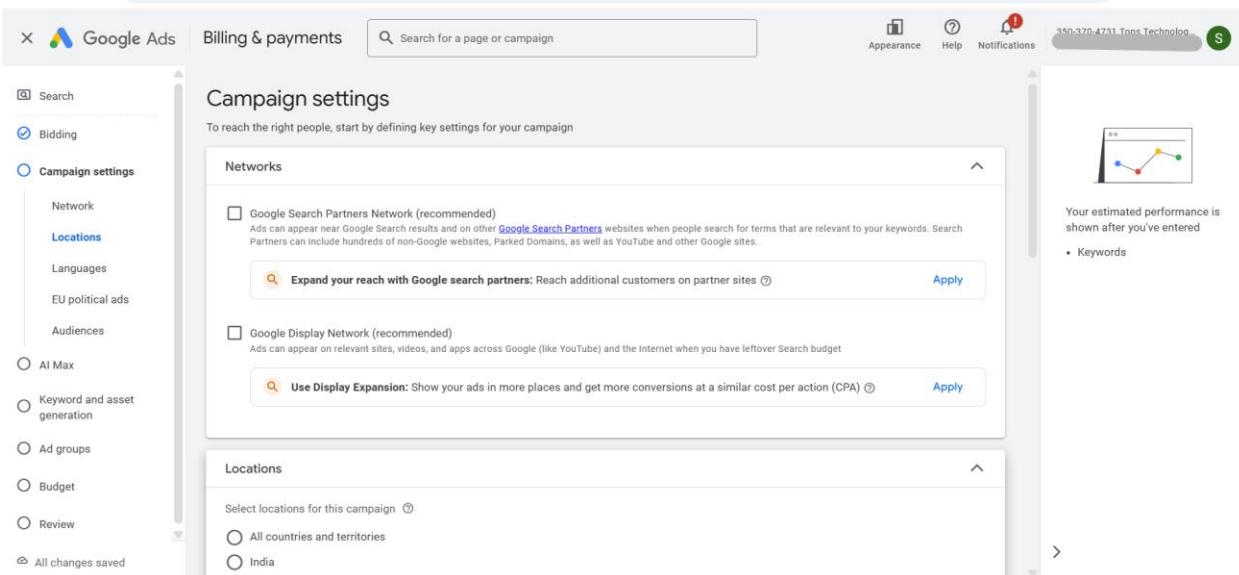
Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. [Learn more about customer acquisition](#)

Next

[ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%" data-bbox="121 384 876 398">ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%" data-bbox="121 384 876 398">https%3A%2F%2Fwww.google.com](https://ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%)



Billing & payments

Campaign settings

To reach the right people, start by defining key settings for your campaign

Google Search Partners Network (recommended)

Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.

Expand your reach with Google search partners: Reach additional customers on partner sites

Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA)

All countries and territories

India

Locations

Select locations for this campaign

Networks

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

Billing & payments

Search for a page or campaign

Appearance Help Notifications

Locations

Select locations for this campaign [?](#)

All countries and territories

India

Enter another location

Locations (4)

	Reach ?
Anand, Gujarat, India city	428,000 X
Nadiad, Gujarat, India city	185,000 X
Vadodara, Gujarat, India city	5,000,000 X
Vasad, Gujarat, India city	21,000 X

Enter a location to include or exclude [Advanced search](#)

For example, a country, city, region, or postal code

Location options

Include [?](#)

Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

Presence: People in or regularly in your included locations

Your estimated performance is shown after you've entered

- Keywords

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

Billing & payments

Search for a page or campaign

Appearance Help Notifications

Locations

Select the languages your customers speak. [?](#)

Start typing or select a language

English [X](#)

EU political ads

Does your campaign have European Union political ads?

Required

Yes, this campaign has EU political ads

No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on [+ New segment](#) in the Search tab. [?](#)

Search Browse None selected Clear all

Your estimated performance is shown after you've entered

- Keywords

<ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%...>

Google Ads Billing & payments Search for a page or campaign Appearance Help Notifications 350-370-4731 Tops Technolog... S

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab.

Search **Browse** 23 selected Clear all

What their interests and habits are

Affinity

- Banking & Finance
- Beauty & Wellness
- Food & Dining
- Home & Garden
- Lifestyles & Hobbies
- Media & Entertainment

Detailed demographics

- Employment > Industry Education Sector
- Education > Highest Level of Educational Attainment High School Graduate
- Education > Highest Level of Educational Attainment Bachelor's Degree
- Education > Highest Level of Educational Attainment Advanced Degree
- Education Current College Students

Targeting setting for this campaign

Targeting Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended) Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Your estimated performance is shown after you've entered

- Keywords

<ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%...>

Google Ads Billing & payments Search for a page or campaign Appearance Help Notifications 350-370-4731 Tops Technolog... S

Audience segments

Select audience segments to add to your campaign. You can create new Your data segments by clicking on **+ New segment** in the Search tab.

Search **Browse** 23 selected Clear all

What their interests and habits are

Affinity

- Banking & Finance
- Beauty & Wellness
- Food & Dining
- Home & Garden
- Lifestyles & Hobbies
- Media & Entertainment

Detailed demographics

- Employment > Industry Education Sector
- Education > Highest Level of Educational Attainment High School Graduate
- Education > Highest Level of Educational Attainment Bachelor's Degree
- Education > Highest Level of Educational Attainment Advanced Degree
- Education Current College Students

Targeting setting for this campaign

Targeting Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

Observation (recommended) Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Your estimated performance is shown after you've entered

- Keywords

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1...

Billing & payments

Search for a page or campaign

Appearance Help Notifications

350-370-4731 Tops Technolog... S

Campaign settings

- Search
- Bidding
- Campaign settings**
- Network
- Locations
- Languages
- EU political ads
- Audiences
- Ad rotation
- Start and end dates**
- AI Max
- Keyword and asset generation
- Ad groups

All changes saved © Google, 2025. Leave feedback

Ad rotation

- Optimize: Prefer best performing ads
- Do not optimize: Rotate ads indefinitely
- Optimize for conversions (Not supported)
- Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Start and end dates

Start date: Sep 7, 2025

End date: None

Your ads will continue to run unless you specify an end date.

Sep 30, 2025

More settings

Next

Start and end dates

Start date: Sep 7, 2025

End date: None

Your ads will continue to run unless you specify an end date.

Sep 30, 2025

Ad schedule

All days 09:00 to 22:00 X

Add

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

More settings

Next



Your estimated performance is shown after you've entered

- Keywords



Your estimated performance is shown after you've entered

- Keywords

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%...

AI Max for Search campaigns

Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search Campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

- Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your landing pages and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.
- Tailor your ads and keep them fresh. Use Google AI to serve the most relevant ad copy and landing pages to each customer based on their unique interest and intent.
- Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

[Learn more](#)

Optimize your campaign with AI Max BETA

Asset Optimization	Text customization and Final URL expansion turned off
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

All changes saved

[Next](#)

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%...

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the Google [Privacy Policy](#).

What is the URL of the products or service you want to advertise?

Google Ads will suggest a campaign structure based on your URL.

Final URL (required)*

Keyword and asset generation is not available in all languages

What makes your products or services unique?

Describe the product or service to advertise (required)*

TOPS Technologies is India's leading institute for computer courses, offering a wide range of programs in software development, software testing, hardware networking, and digital marketing. We provide 100% job-focused training with a strong emphasis on practical skills and industry-relevant knowledge. Our commitment to student success is evident in our 3000+ company tie-ups and our dedicated placement assistance program, including JobFest and CampusFest events. We have a proven track record of placing students in top IT companies, and our alumni consistently praise the quality of our training and the support we provide. With multiple locations across India and a variety of online learning options, TOPS Technologies is the ideal choice for anyone looking to launch a successful career in the IT industry.

All changes saved

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

What makes your products or services unique?

TOPS Technologies is India's leading institute for computer courses, offering a wide range of programs in software development, software testing, hardware networking, and digital marketing. We provide 100% job-focused training with a strong emphasis on practical skills and industry-relevant knowledge. Our commitment to student success is evident in our 3000+ company tie-ups and our dedicated placement assistance program, including JobFest and CampusFest events. We have a proven track record of placing students in top IT companies, and our alumni consistently praise the quality of our training and the support we provide. With multiple locations across India and a variety of online learning options, TOPS Technologies is the ideal choice for anyone looking to launch a successful career in the IT industry.

Review ad groups

Google AI suggests these ad groups to make sure your ads are relevant to your keywords. You can edit ad groups on the next step. [Organize your account with ad groups.](#)

TOPS Technologies
Final URL: <https://www.tops-int.com/>

More suggestions
+ Add an ad group

By adding generated assets, you're confirming that you'll review the suggested keywords and assets on the next page and ensure that they're accurate, not misleading, and not in violation of any Google advertising policies or applicable laws before publishing them.

Skip Generate

All changes saved © Google, 2025. Leave feedback

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

Ad group 1

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Add details to match your ads to the right searches

Keywords

Get keyword suggestions (optional)

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Final URL
<https://www.tops-int.com/>

Add products or services to advertise

certifications and skill courses IT training courses placements campus drive job fest

Update keyword suggestions

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

79.1% Campaign optimization score

Weekly estimates

Estimates are based on your keywords and daily budget

Ad group 1	Weekly clicks	Avg. CPC
	1,323	₹1.59
	Weekly cost	₹2,097.13

All changes saved

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar includes options like Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups (selected), Ad group 1 (selected), Keywords (selected), AI Max, Ads, Budget, Review, and All changes saved. The main area displays 'Update keyword suggestions' and a list of suggested keywords under 'Enter keywords'. It also shows 'Ad group settings for AI Max' which is turned off. A sidebar on the right shows a 'Campaign optimization score' of 79.1% and 'Weekly estimates' for Ad group 1.

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

This screenshot shows the 'Create your ads' section for Ad group 1. It includes fields for 'Final URL' (set to https://www.tops-int.com/) and 'Display path' (set to www.tops-int.com). A preview window shows a mobile phone displaying a Google search result for the sponsored link. The sidebar on the right remains the same, showing the 79.1% optimization score and weekly estimates.

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

Campaign optimization score: 79.1%

Weekly estimates:

- Ad group 1

Weekly.clicks	Avg.CPC
1,323	₹1.59
Weekly.cost	
₹2,097.13	

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

Campaign optimization score: 79.1%

Weekly estimates:

- Ad group 1

Weekly.clicks	Avg.CPC
1,323	₹1.59
Weekly.cost	
₹2,097.13	

<ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...>

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar includes options like Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups (selected), Ad group 1 (Keywords, AI Max, Ads), Budget, Review, and All changes saved. The main area displays headline suggestions for an ad group, with one suggestion selected: "TOPS Int". Below the headlines, there's a section for descriptions and sitelinks.

Ad strength: Good

Try including more keywords in your headlines

Add headlines View ideas
Include popular keywords View ideas
Make headlines unique View ideas
Make descriptions unique View ideas

79.1%
Campaign optimization score

Weekly estimates
Estimates are based on your keywords and daily budget

Ad group 1

Weekly.clicks	Avg.CPC
1,323	₹1.59
Weekly.cost	₹2,097.13

<ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...>

The second screenshot shows the continuation of the Google Ads interface. It displays descriptions and sitelinks for the same ad group. The descriptions section shows four entries, with the first one selected: "Learn IT skills & get certified in Vaddoda. Join Tops Technologies today!". The sitelinks section shows one entry: "Upskill with Tops Technologies. Online & classroom IT courses available." Both sections include character count indicators (e.g., 74 / 90).

Descriptions View ideas

Learn IT skills & get certified in Vaddoda. Join Tops Technologies today!
Required 74 / 90

Advance your career with Python, Java & Data Science courses. Enroll now!
Required 73 / 90

Job-oriented IT training in Vaddoda. Hands-on courses by expert trainers.
74 / 90

Upskill with Tops Technologies. Online & classroom IT courses available.
72 / 90

Sitelinks

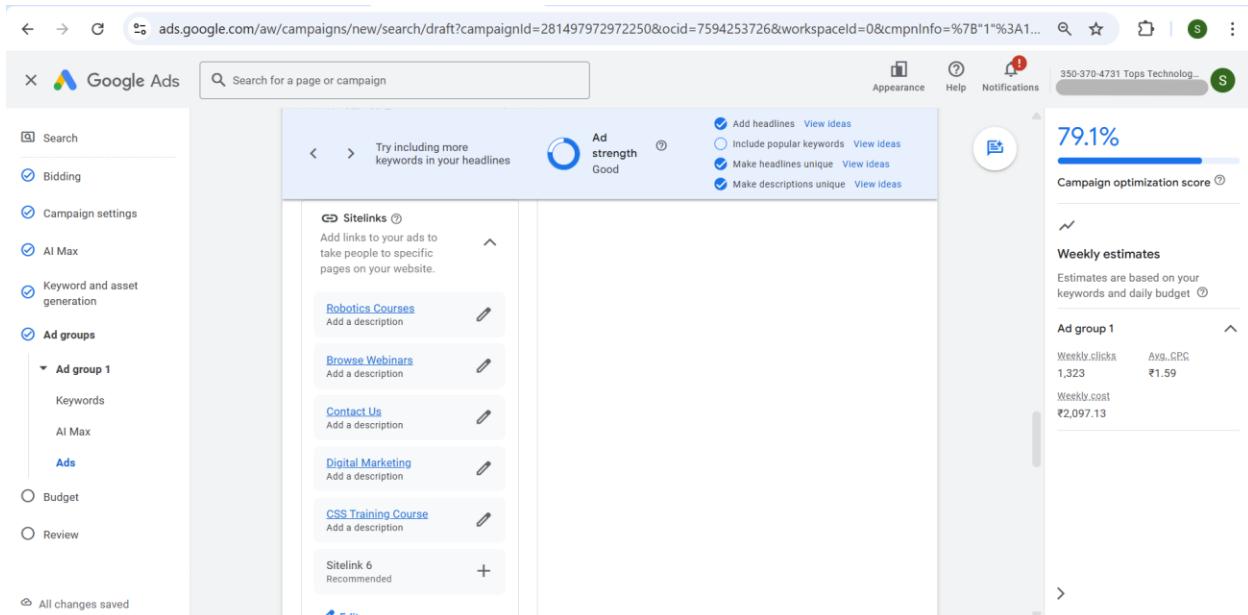
Add links to your ads to take people to specific pages on your website.

79.1%
Campaign optimization score

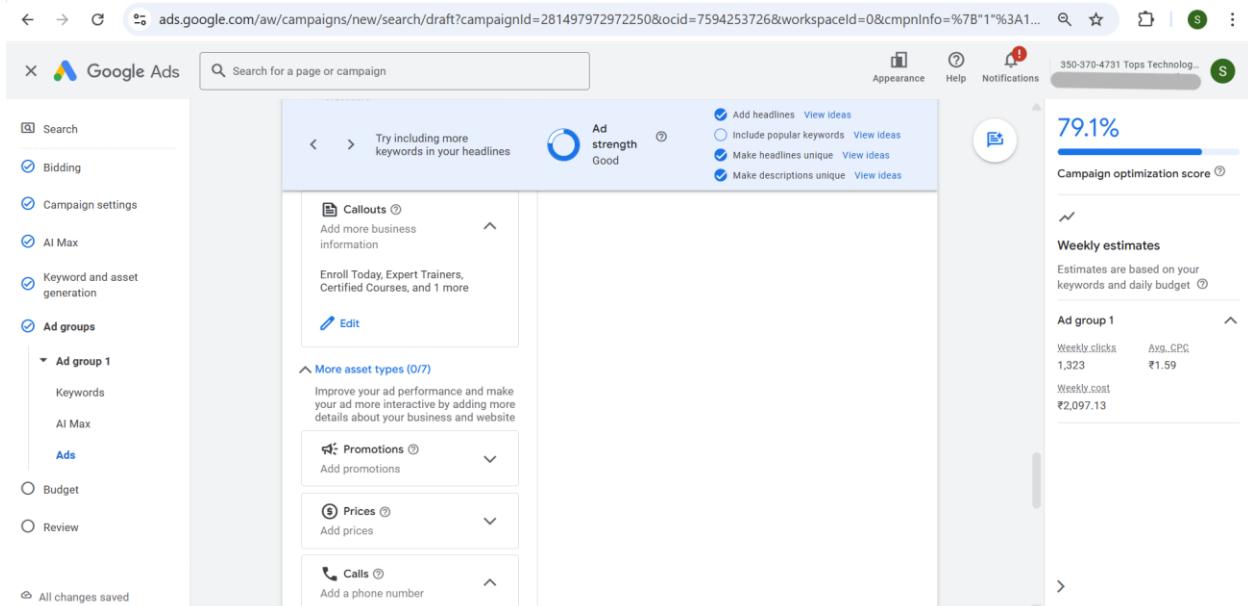
Weekly estimates
Estimates are based on your keywords and daily budget

Ad group 1

Weekly.clicks	Avg.CPC
1,323	₹1.59
Weekly.cost	₹2,097.13



The screenshot shows the Google Ads interface for campaign optimization. On the left, a sidebar lists various settings like Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups (with Ad group 1 expanded), Ads, Budget, and Review. A message at the top right encourages adding more keywords to headlines. The main area displays 'Ad strength Good' and several sitelink options: Robotics Courses, Browse Webinars, Contact Us, Digital Marketing, and CSS Training Course, each with an edit icon. A 'Sitelink 6 Recommended' section is shown with a plus sign. On the far right, a summary bar shows a 79.1% campaign optimization score.



This screenshot shows the Google Ads interface after changes have been made. The sidebar remains the same. The main area now displays 'Callouts' instead of sitelinks. It includes a message to add more business information and a sample callout: 'Enroll Today. Expert Trainers, Certified Courses, and 1 more'. Below this, there's a section for 'More asset types (0/7)' with options for Promotions, Prices, and Calls, each with an edit icon. The right side of the screen shows the same 79.1% campaign optimization score summary.

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar includes options like Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups (selected), Ad group 1 (Keywords, AI Max, Ads), Budget, and Review. A note says 'All changes saved'. The main area displays 'Ad strength Good' with tips for headlines and descriptions. It lists 'Structured snippets', 'Lead forms' (with a '+ Lead forms' button), 'Locations' (with a 'Locations (account)' dropdown), and 'Apps' (with a '+ Apps' button). Below these are 'Ad URL options' and a 'Tracking template' section. On the right, a 'Campaign optimization score' bar is at 79.1%, and 'Weekly estimates' show a budget of ₹2,097.13. A 'Save' button is at the bottom.

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

79.1%

Campaign optimization score

Ad group 1

Keywords (20)

Headlines 15/15

IT Training in Vadodara, Best IT Institute Vadodara See 13 more

Descriptions 4/4

Learn IT skills & get certified in Vadodara. Join Tops Technologies today! See 3 more

Other assets

Sitelinks (5)

Sitelinks are campaign-level assets.

Robotics Courses, Browse Webinars, Contact Us, Digital Marketing, CSS Training Course

Callouts (4)

Callouts are campaign-level assets.

Enroll Today, Expert Trainers, Certified Courses, Learn STEM Skills

Final URL: <https://www.tops-int.com/>

Remove Edit

Create an ad group manually Next

All changes saved © Google, 2025. Leave feedback

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmpnInfo=%7B%1%3A1...

79.9%

Campaign optimization score

Ad group 1

Keywords (55)

Headlines 15/15

IT Training in Vadodara, Best IT Institute Vadodara See 13 more

Descriptions 4/4

Learn IT skills & get certified in Vadodara. Join Tops Technologies today! See 3 more

Other assets

Sitelinks (5)

Sitelinks are campaign-level assets.

Robotics Courses, Browse Webinars, Contact Us, Digital Marketing, CSS Training Course

Callouts (4)

Callouts are campaign-level assets.

Enroll Today, Expert Trainers, Certified Courses, Learn STEM Skills

Final URL: <https://www.tops-int.com/>

Remove Edit

Create an ad group manually Next

Changes failed to save © Google, 2025. Leave feedback

ads.google.com/aw/campaigns/new/search/draft?campaignId=281497972972250&ocid=7594253726&workspaceId=0&cmprnInfo=%7B%1%3A1...

The screenshot shows the Google Ads interface for setting up a new search campaign. On the left, a sidebar lists campaign components: Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups, Budget, Review, and a note about changes failing to save. The main area is titled "Set custom budget" and displays three budget options: ₹360.00, ₹300.73 (Recommended), and ₹239.70. A sub-section "Set custom budget" allows setting an average daily budget of ₹300.73. Below this, performance metrics are shown: Weekly clicks (1,076), Avg. CPC (₹1.96), and Weekly cost (₹2,105.11). A message indicates new budgets are based on changes made to the campaign. To the right, a sidebar shows a "Campaign optimization score" of 79.9%, weekly estimates for Ad group 1 (clicks 1,076, CPC ₹1.96, cost ₹2,105.11), and a note that estimates are based on keywords and daily budget.

Budget Configuration:

- ₹360.00
- ₹300.73 Recommended
- ₹239.70

Set custom budget

Set your average daily budget for this campaign

₹300.73

Weekly.clicks	Avg.CPC	Weekly.cost
1,076	₹1.96	₹2,105.11

New budgets are shown based on changes made to your campaign.

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Campaign Optimization Score: 79.9%

Weekly Estimates:

Ad group 1

Weekly.clicks	Avg.CPC
1,076	₹1.96

Weekly.cost
₹2,105.11

Your campaign is ready to publish

Recommendations: Bid more efficiently with Maximize conversions: Get more conversions with a fully automated bid strategy +11.9% View Apply

Overview:

Campaign name	Tops Max Clicks User Engage Camp
Campaign type	Search
Goal	Submit lead forms

Bidding:

Bidding	Maximize clicks
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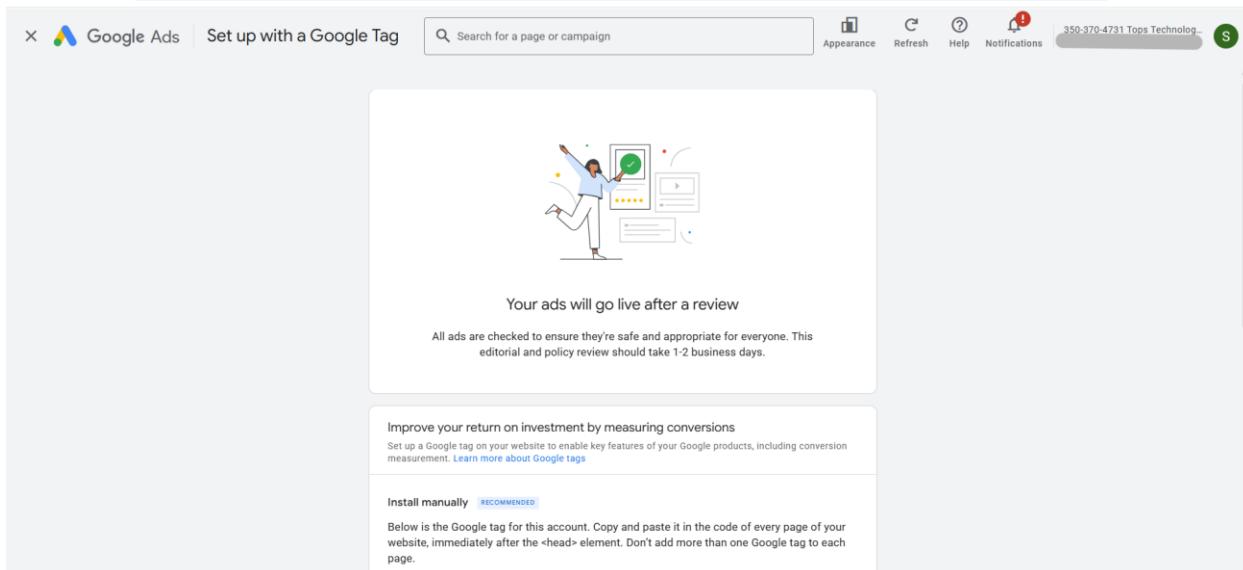
Customer acquisition: Bid equally for new and existing customers

All changes saved

The screenshot shows the Google Ads interface for creating a new campaign. The left sidebar contains navigation links: Search, Bidding, Campaign settings, AI Max, Keyword and asset generation, Ad groups, Budget, and Review. The main content area is divided into several sections:

- Campaign settings:** Networks: Google Search Network; Locations: Anand, Nadiad, Vadodara, Vasad; Languages: English; EU political ads: Doesn't have EU political ads; Audiences: Current College Students + 19 more.
- AI Max:** Asset Optimization: Text customization and Final URL expansion turned off; Brands: Limiting to: 0 brand lists, Excluding: 0 brand lists.
- Ad groups:** Ad group 1: 55 keywords, 1 ad.
- Budget:** Budget: ₹300.73/day.

A sidebar on the right displays a "Campaign optimization score" of 73% and "Weekly estimates" based on current settings. A "Publish campaign" button is located at the bottom right of the main content area.



This screenshot shows the Google Ads Overview page. The left sidebar includes "Create", "Campaigns", "Goals", "Tools", "Billing", and "Admin" sections. The main area is titled "Overview" and displays a summary of a campaign named "Tops Max Clicks User Engage Camp". The campaign is "Enabled", has a "Status: Bid strategy learning", "Type: Search", and a "Budget: ₹300.73/day". The "Optimization score: -" is shown. The "Metrics" and "Adjust" buttons are visible. Below the summary, there are four large data cards: "Clicks 0", "Impressions 0", "Avg. CPC ₹0.00", and "Cost ₹0.00". A timeline graph at the bottom shows zero activity from 12 AM to 11 PM. The URL in the address bar is "ads.google.com/aw/overview?campaignid=2299644444&ocid=7594253726&workspaceid=0&euid=1482932530&_u=4291367970&uscid=759...".