

## Module - 4

Module Assignment – 4

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

**Ans.**

1. An advertiser's eligibility for the auction.
2. The subsequent order in which eligible ads appear on the page.
3. How much each advertiser will pay if their ad is clicked.
  - Your bid. The first factor is how much an advertiser is willing to pay for a click. Advertisers set a maximum bid (called Max CPC) that they're willing to pay. Bids can be set at the individual keyword level or at the ad group level (a grouping of related keywords).
  - Your relevance. The search engines aim to show ads that users will actually want to click on. If ads are relevant, users have a bad experience and the engines miss out on revenue from ad clicks. That's where the second factor of ad relevance comes in.

An ad's Quality Score is a combination of relevancy factors that we'll get into below. When an ad is eligible for the auction, the engines perform a calculation:  $\text{Max CPC} \times \text{Quality Score} = \text{Ad Rank}$ . That determine where an ad will show on the page.

### **Q. 2 does a search engine calculate actual CPC?**

**Ans .**

Your actual cost-per-click (actual CPC) is the final amount you're charged for a click. You're often charged less – sometimes much less – than your maximum cost-per-click (max. CPC) bid, which is the most you'll typically be charged for a click.

Actual CPC is often less than max. CPC because with the Google Ads auction, you only pay what's minimally required to clear the Ad Rank thresholds and beat the Ad Rank of the competitor immediately below you. And if there are no competitors immediately below you (for example, if no competitors other than you have cleared their Ad Rank thresholds), you only pay the reserve price. (See Ad Rank thresholds to learn more.) Keep in mind that your actual CPC may exceed your max. CPC if, for example, you've enabled Enhanced CPC or if you've set a bid adjustment.

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

**Ans .**

If you're trying to master PPC, especially Google Ads, you need a solid understanding of Quality Score. That's because your Quality Scores have enormous influence over the cost and effectiveness of your paid search campaigns. Just as your credit score can affect whether or not you qualify for a loan and how high your interest rate is, Google Quality Score affects how your PPC ads perform and how much you pay for each click.

What is Quality Score? Quality Score is Google's rating of the quality and relevance of both your keywords and PPC ads. It is used to determine your cost per click (CPC) and multiplied by your maximum bid to determine your ad rank in the ad auction process. Your Quality Score depends on multiple factors, including:

- Your click-through rate (CTR).
- The relevance of each keyword to its ad group.
- Landing page quality and relevance.
- The relevance of your ad text.
- Your historical Google Ads account performance.

These are the core Quality Score components. No one outside of Google knows exactly how much each factor "weighs" in the Quality Score algorithm, but we do know that click-through rate is the most important component. When more people who see your ad click it, that's a strong indication to Google that your ads are relevant and helpful to users. Accordingly, Google rewards you with:

- Higher ad rankings
- A Lower costs

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

**Ans.**

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

**Ans.**

**Q.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.**

**Ans.**