Module-4

- 1. What are the main factors that can affect PPC bidding?
- 1. **Keyword Competition:** The level of competition for a keyword directly impacts bidding, with higher competition often requiring higher bids.
- 2. **Quality Score:** Google Ads assigns a Quality Score based on ad relevance, click-through rate, and landing page quality, affecting your bidding and ad placement.
- 3. **Ad Position:** Bidding higher can improve ad placement on search results, affecting visibility and click-through rates.
- 4. **Budget:** Your daily or campaign budget limits bidding options and ad exposure.
- 5. **Ad Relevance:** Irrelevant ads can lead to lower Quality Scores and higher bidding costs.
- 6. **Click-Through Rate (CTR):** Higher CTR can positively influence Quality Score and potentially lower bidding costs.
- 7. **Conversion Rate:** A higher conversion rate justifies higher bids, as it increases the overall ROI.
- 8. **Ad Extensions:** Using ad extensions can improve ad visibility and potentially lower click costs.
- 9. **Location and Device:** Bids may vary based on the user's location and device, affecting competition and costs.
- 10. **Seasonality:** Demand fluctuations during specific seasons can impact bidding strategies and costs.
- 2. How does a search engine calculate actual CPC?

Actual CPC (**Cost Per Click**) is calculated through an auction process and depends on the following factors:

1. **Ad Rank of Competitors:** The ad's position relative to others in the auction affects the actual CPC. Higher ad ranks often lead to lower CPCs.

- 2. **Competitor Bids:** The bid amounts of competing advertisers influence the actual CPC. Advertisers with higher bids tend to pay more for clicks.
- 3. **Quality Score:** Advertisers with higher Quality Scores often pay less for clicks, as search engines reward relevant and engaging ads.
- 4. **Ad Extensions:** The use of ad extensions can improve ad visibility and ad rank, potentially reducing the actual CPC.
- 5. **Auction Dynamics:** The actual CPC is often just enough to beat the ad rank of the next competitor, ensuring advertisers pay a competitive price.

In essence, the actual CPC is influenced by both bid amounts and the quality and relevance of ads, creating a dynamic bidding environment.

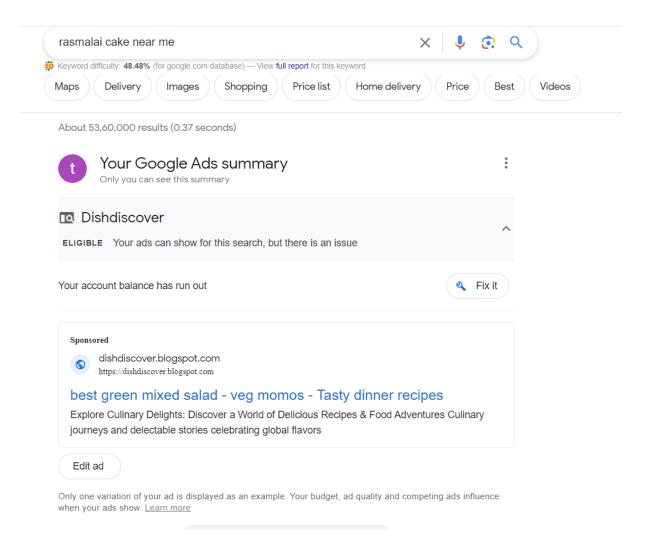
3. What is a quality score and why it is important for Ads?

Quality Score is a metric used by advertising platforms like Google Ads to measure the relevance and quality of ads, keywords, and landing pages. It's important because:

- Ad Ranking: Quality Score influences ad position on search results.
 Higher scores can lead to better ad placements even with lower bids.
- 2. **Cost Savings:** A higher Quality Score can result in lower costs per click (CPC) and per conversion, improving return on investment.
- 3. **Ad Visibility:** Ads with better Quality Scores are more likely to be shown, increasing visibility and potential clicks.
- 4. **User Experience:** Relevance and quality improve user experience, leading to higher click-through rates (CTR) and conversions.
- 5. **Competitive Advantage:** A strong Quality Score can give an advantage over competitors, allowing you to pay less for higher placements.

In essence, Quality Score rewards advertisers who provide valuable and relevant content, benefiting both advertisers and users.

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



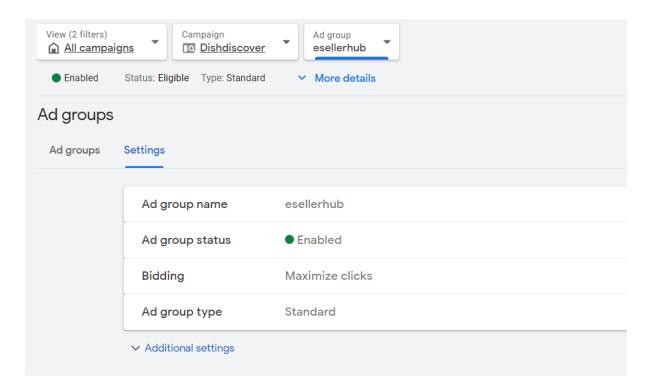
5. Create an ad for http://esellerhub.com/ to get the maximum Clicks.

inventory management software | Sears Inventory Management | ... Ad www.esellerhub.com

All-in-one e-commerce management platform for streamlined online business. The Best Inventory Management Software for Your Business.

Contact us

Contact us Success Stories Custom eCommerce Software Why-eSellerhub?



- 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.

