

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:




1. **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

rasmalai cake near me

×



Keyword difficulty: 48.48% (for google.com database) — View [full report](#) for this keyword

Maps

Delivery

Images

Shopping

Price list


Home delivery

Price

Best


Videos

About 53,60,000 results (0.37 seconds)



Your Google Ads summary
Only you can see this summary

⋮




Dishdiscover


⌵

ELIGIBLE Your ads can show for this search, but there is an issue

Your account balance has run out

 **Fix it**

Sponsored



dishdiscover.blogspot.com
<https://dishdiscover.blogspot.com>

best green mixed salad - veg momos - Tasty dinner recipes

Explore Culinary Delights: Discover a World of Delicious Recipes & Food Adventures Culinary journeys and delectable stories celebrating global flavors

Edit ad

Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. [Learn more](#)

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?](#)

View (2 filters)
🏠 All campaigns ▼

Campaign
🔍 Dishdiscover ▼

Ad group
esellerhub ▼

● Enabled Status: Eligible Type: Standard ▼ [More details](#)

Ad groups

Ad groups Settings

Ad group name	esellerhub
Ad group status	● Enabled
Bidding	Maximize clicks
Ad group type	Standard




▼ [Additional settings](#)


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.

mobile application development

×



 Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

Images

Videos

Tutorial

Course

Notes


Examples

PDF

Tools


Languages

About 2,69,00,00,000 results (0.37 seconds)



Your Google Ads summary
Only you can see this summary

⋮


 designer2developer

⤴


ELIGIBLE

Your ads can show for this search, but there is an issue

Your account balance has run out

 Fix it

Sponsored



www.designer2developer.com
<https://designer2developer.com>

software development company - mobile application development ...

IOT development company | Top Mobile App Development Transforming visionary designs into seamless, functional websites at Designer2Developer

Edit ad

Get more information about Designer2Developer

View (2 filters)
All campaigns

Campaign
designer2developer 1

Ad groups (1)
Select an ad group

Enabled

Status: Bid strategy learning

Type: Search

Budget: ₹5,000.00/day

Optimization score: —

Close

Aug 24, 2023 - Aug 30, 2023

Custom schedule

India

English, Hindi

Campaign objective

Website traffic

Campaign goals

Submit lead forms (website)
(Account default goals)

Bid strategy

Maximize conversions (Target CPA - ₹5,000.00)

Ad groups
1 Standard · 0 Dynamic

Ad · www.designer2developer.com
software development company | mobil...
IOT development company | Top Mobile ...
Transforming visionary designs into sea...

Example ad

Ad group

designer2developer

Type

Standard

Target CPA

₹5,000.00

Keywords

app building company, app building software, app company, app developers + 31 more

Assets

Sitelink, Callout

View (2 filters)
All campaigns

Campaign
designer2developer

Ad groups (1)
Select an ad group

Enabled

Status: Bid strategy learning

Type: Search

Budget: ₹5,000.00/day

Optimization score:

Campaigns

Campaigns

Drafts

Settings

Goals

Using account goal settings

Customer acquisition

Bid equally for new and existing customers

Marketing Objective

Website traffic

Campaign status

Enabled

Networks

Google Search Network, Display Network

Locations

India (country)

Languages

English and Hindi

Budget

₹5,000.00/day

Bidding

Maximize conversions (Target CPA - ₹5,000.00)

Audiences

Last 7 days

Aug 21 – 26, 2023

< > Show last 30 days

Aug 21, 2023

Aug 26, 2023

^ Hide table

[Edit audience segments](#)

Add filter

Ad group view

Segment

Columns

More

<input type="checkbox"/>	<input checked="" type="radio"/>	Audience segment	Type	Ad group	Bid adj.	Targeting setting	Status	Conversion	C
<input type="checkbox"/>	<input checked="" type="radio"/>	Computers ...	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Software	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Education > ... Arts & Desig...	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Telecom	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Software Design Soft...	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Software > D... Drawing & A...	In-market segment	designer2developer	—	Observation	Eligible	0.00	3
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Ser... Web Design ...	In-market segment	designer2developer	—	Observation	Eligible	0.00	3

View (2 filters)

[All campaigns](#)

Campaign

[designer2developer 1](#)

Ad groups (1)

Select an ad group

☒ EnabledStatus: [Bid strategy learning](#)

Type: Search

Budget: ₹5,000.00/day

Optimization score: —

[More details](#)

Overview

Last 7 days

Aug 21 – 24, 2023

< > Show last 30 days

Keywords

[Add keyword](#)

Summary of how your keywords are performing

	Cost	Clicks	CTR
<input checked="" type="radio"/> mobile application development	₹0.00	0	0.00%
<input checked="" type="radio"/> application development	₹0.00	0	0.00%
<input checked="" type="radio"/> application development services	₹0.00	0	0.00%
<input checked="" type="radio"/> app developers	₹0.00	0	0.00%
<input checked="" type="radio"/> mobile development	₹0.00	0	0.00%

[Keywords](#) [Negative keywords](#)

< 1 / 7 >

Locations

Impressions

Ads

☒ designer2developer[software development company | mobile application development ...](#)
[www.designer2developer.com](#)

IOT development company | Top Mobile App Development. Transforming visionary designs into seamless, functional websites at Designer2Developer.

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☒ Enabled

Impressions

0

Clicks

0

CTR

0.00%