

MODULE-4 ASSIGNMENT(GOOGLE ADS)

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

- 1.Goals
- 2.Budget
- 3.Industry and niche
- 4.Keyword
- 5.Quality Score
- 6.Ad Rank
- 7.Device Targeting
- 8.Competitor Bids
- 9.Time of day/day of weeks
- 10.Seasonal Trends
- 11.Negative Keyword

- How does a search engine calculate actual CPC?

Actual CPC Formula:

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

Description:

1. Ad Rank of Competitor Below You : This is the advertiser's ad rank just below your position in the auction. Ad rank is determined by multiplying the advertiser's bid by their quality score.

2. Your Quality Score: A score assigned by the search engine based on factors such as ad relevance, expected click-through rate (CTR), and landing page experience.

3. + 0.01: A small increment is added to ensure you only pay the minimum amount necessary to maintain your position above the competitor.

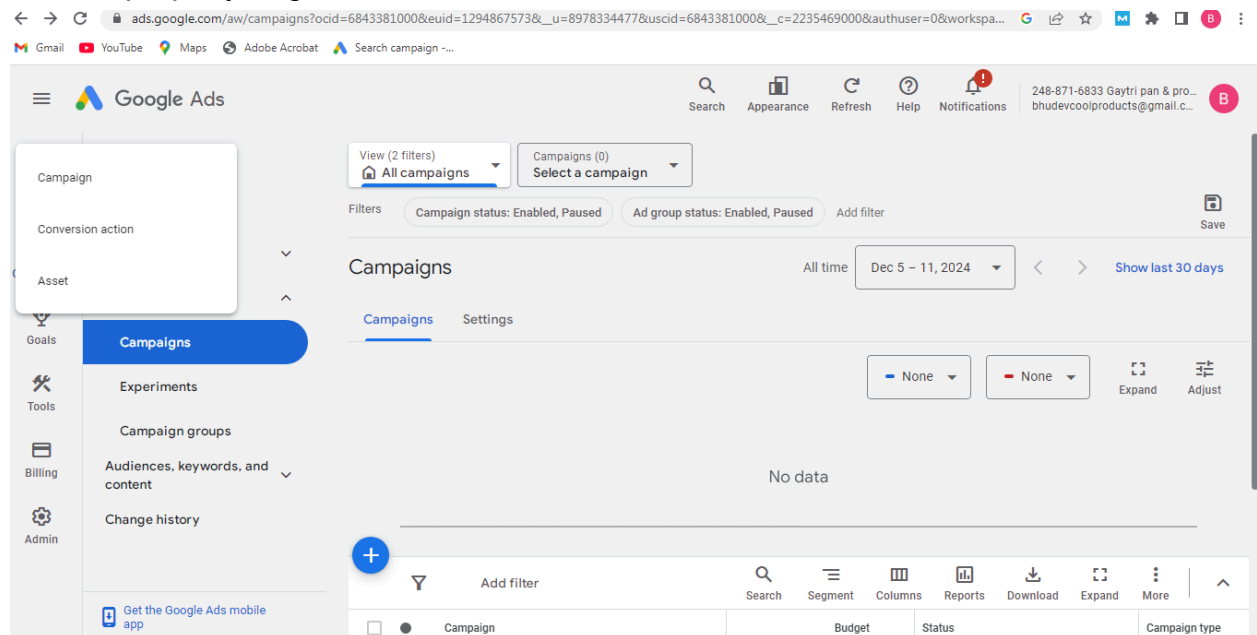
- What is a quality score and why it is important for Ads?

Quality Score measures how relevant and useful your ad, keywords, and landing page are to users. It ranges from 1 to 10, with higher scores indicating better quality.

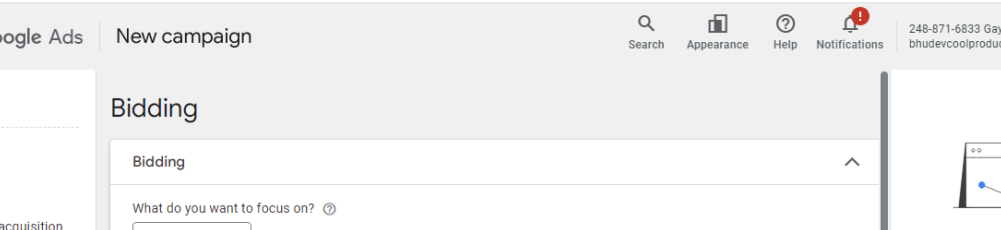
Why Important:

1. Reduces Costs: Higher scores lower your cost-per-click (CPC).
2. Boosts Rankings: Improves ad positions without raising bids.
3. Increases Efficiency: Ensures better results for your ad spend.
4. Enhances Visibility: High scores lead to more frequent ad displays.
5. Supports User Experience: Relevant ads match user intent, driving more engagement

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



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

A screenshot of the Google Ads 'New campaign' setup page. The left sidebar shows navigation options: Search, Bidding (selected), Customer acquisition, Campaign settings, Keyword and asset generation, Keywords and ads, Budget, and Review. The main content area is titled 'Bidding' and contains the question 'What do you want to focus on?' with a dropdown menu set to 'Conversions'. Below this is an unchecked checkbox for 'Set a target cost per action (optional)'. A note states: 'Alternative bid strategies like portfolios are available in settings after you create your campaign'. The 'Customer acquisition' section is partially visible at the bottom, showing an unchecked checkbox for 'Bid for new customers only' and a descriptive text block. On the right, a preview of the campaign's estimated performance is shown with a line graph and the text: 'Your estimated performance is shown after you've entered' followed by a bullet point for 'Keywords'.

- o Create an ad for the display network.

[illegible]

ads.google.com/aw/campaigns/new/search/draft?campaignId=281496984657106&ocid=6843381000&workspaceId=0&cmpnInfo=%7B%22%3A1%2C%3A... Search Appearance Help Notifications 248-871-6833 Gaytri pan & pro... bhudevcoolproducts@gmail.c...

Google Ads New campaign

Try including more keywords in your headlines Ad strength Average

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

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

- [Explore Our IT Courses](#)
Expert IT Training in Rajkot · Join Top IT Courses Today
- [Fees & Duration Details](#)
Free Demo Class Available Now · Get Certified in IT Courses
- [IT Certifications](#)
Job Placement Assistance · Affordable IT Training Courses
- [Job Placement Support](#)
Boost Your IT Skills Now · Learn IT with Industry Experts

93.1
Ad grou
Week
cost, 114
Cost./
Conv. ₹252
Week
cost ₹28,6

Google Ads Add a lead form to your campaign

Headline
Attend a Free Demo 18 / 30

Business name
tops technologies 17 / 25

Description
guidance 58 / 200

Questions
To change the information you ask for after saving your campaign, you will have to create a new form

Contact information

| | |
|--|--|
| <input checked="" type="checkbox"/> Name Pre-filled | <input checked="" type="checkbox"/> City Pre-filled |
| <input type="checkbox"/> First name and last name | <input type="checkbox"/> Zip/Postal code Pre-filled |
| <input checked="" type="radio"/> Full name | <input type="checkbox"/> State/Province |

Apply Cancel

tops technologies
Fill the details and we will call you for further guidance

Name

Phone number

Email

City

Which program are you interested in?



- o Choose a proper Target audience.

Campaign: Tops_technologies

Select audience segments to add to a campaign or ad group. You can create new Your data segments by clicking on + New segment in the Search tab. ?

☐ 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

| Search | Browse | 4 selected |
|---|--------|---|
| <input type="text" value="students"/> | | Detailed demographics |
| <input checked="" type="checkbox"/> Who they are (12) | | Education > Highest Level of Educational Attainment Bachelor's Degree |
| <input checked="" type="checkbox"/> Detailed demographics Current College Students | | Education > Highest Level of Educational Attainment Advanced Degree |
| <input type="checkbox"/> Detailed demographics Parents of Grade-Schoolers (6-12 years) | | Education > Highest Level of Educational Attainment High School Graduate |
| <input checked="" type="checkbox"/> Detailed demographics | | |

Save Cancel

o Expected conversion: need maximum user engagement within the budget.

google.com/search?q=google+ads&oq=&laqs=chrome.3.35i39i362i5j46i39i175i199i362j35i39i362j46i39i199i362i465.1864754j0j15&sourceid=chrome&ie=U...

Gmail YouTube Maps Adobe Acrobat Search campaign ...

All Images Videos News Shopping Web Maps : more

Your Google Ads summary
Only you can see this summary

Tops tech_camp
ELIGIBLE (LEARNING) Your ads are showing

Your account balance has run out **Fix it**

Last 7 days

| | | | |
|----------|---------------|----------------|------------|
| 0 Clicks | 0 Impressions | ₹0.00 Avg. CPC | ₹0.00 Cost |
|----------|---------------|----------------|------------|

Sponsored

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

Tops Int - JobFest by Tops Technologies - TOPS Technologies
Collaboration With Top Universities Of India IT Training Courses in Rajkot | Best Coding classes - TOPS

+<0.1% Add callouts to your ads ? **Apply**

o Budget: 5000.

☒ **Set custom budget**

Set your average daily budget for this campaign

₹ 5,000.00

☐ ₹4,128.07 Recommended



☐ ₹3,302.46



☒ Set custom budget



Set your average daily budget for this campaign

₹ 5,000.00

| <u>Weekly conv.</u> | <u>Cost / Conv.</u> | <u>Weekly cost</u> |
|---------------------|---------------------|--------------------|
| 125 | ₹279.55 | ₹35,000.00 |

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](#)

Next