

Module -4

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

1. Budget and Bid Strategy
2. Quality Score
3. Competition
4. Keyword Selection
5. Geographic Targeting
6. Device Targeting
7. Ad Placement

2. How does a search engine calculate actual CPC?

Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + \$0.01.

This means you pay just enough to outrank the competitor below you. Factors like Ad Rank, Quality Score, and competition influence the final CPC.

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

Quality Score is a metric used by search engines like Google to measure the relevance and quality of your ads, keywords, and landing pages. It is scored on a scale of 1 to 10, where 10 is the highest.

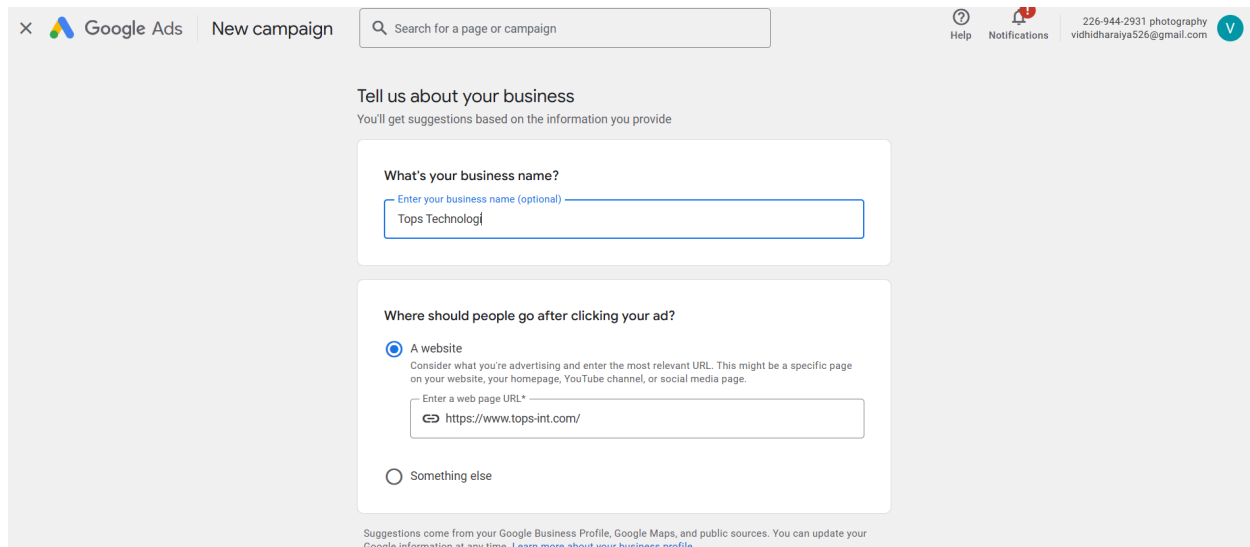
Components of Quality Score

1. **Expected Click-Through Rate (CTR):** How likely users are to click on your ad.
 2. **Ad Relevance:** How closely your ad matches the user's search intent.
 3. **Landing Page Experience:** The quality and relevance of the landing page linked to your ad.
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Why is Quality Score Important?

1. **Lower Cost-Per-Click (CPC):** Higher Quality Scores reduce the CPC by improving Ad Rank at a lower cost.
2. **Better Ad Placement:** Ads with higher Quality Scores appear in better positions on search results.
3. **Improved ROI:** Relevance leads to higher CTRs, better conversions, and more effective ad spend.
4. **Reward for Relevance:** It ensures users see ads that match their intent, improving campaign performance.

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



The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a navigation bar with the Google Ads logo, a 'New campaign' button, and a search bar. On the right, there are links for 'Help', 'Notifications', and a user profile section showing a phone number and email address. The main content area is titled 'Tell us about your business' with a subtext 'You'll get suggestions based on the information you provide'. Below this, there are two main input sections. The first is 'What's your business name?' with a text box containing 'Tops Technolog'. The second is 'Where should people go after clicking your ad?' with two radio button options: 'A website' (selected) and 'Something else'. Under 'A website', there's a text box for 'Enter a web page URL*' containing 'https://www.tops-int.com/'. At the bottom, a small disclaimer states: 'Suggestions come from your Google Business Profile, Google Maps, and public sources. You can update your Google information at any time. [Learn more about your business profile](#)'.

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

Google Ads New campaign

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** (Selected)
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 a goal's guidance**
Choose a campaign type first, without a recommendation based on your objective.

Use these conversion goals to improve Website traffic

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Google Ads New campaign

Select a campaign type to tailor your experience to the goals and settings that will work best for your campaign

- Search**
Get in front of high-intent customers at the right time on Google Search
- Performance Max** (Selected)
Reach audiences across all of Google with a single campaign. [See how it works](#)
- Demand Gen**
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads
- Display**
Reach customers across 3 million sites and apps with engaging creative
- Shopping**
Showcase your products to shoppers as they explore what to buy
- Video**
Reach viewers on YouTube and get conversions

Back Continue

- Create an ad for www.tops-int.com

Google Ads

New campaign

Help
 Notifications

226-944-2931 photography
 vidhidharaiya526@gmail.com

Shopping
 Showcase your products to shoppers as they explore what to buy

Video
 Reach viewers on YouTube and get conversions

Select the ways you'd like to reach your goal

Campaign name

o Create an ad for the display network.

Google Ads

New campaign

Help
 Notifications

226-944-2931 photography
 vidhidharaiya526@gmail.com

☒ Search

☒ Bidding

☒ Campaign settings

☒ **Keyword and asset generation**

☒ **Keyword and asset generation**

☐ Keywords and ads

☐ Budget

☐ Review

All changes saved

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](#).

Where will people go when they click your ad?

Final URL (required)*

Keyword and asset generation is only available in English

What makes your products or services unique?

Describe the product or service to advertise (required)*

Your estimated performance is shown after you've entered

- Keywords

Google Ads

New campaign

Search

Help

Notifications

226-944-2931 photography vidhidharaiya526@gmail.com

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](#)

100% Job Assistance

19 / 30

Best IT Training Company

24 / 30

Learn IT Skills at Tops Rajkc

30 / 30

Top Tech Courses in Rajkot

26 / 30

Kickstart Your Career at Top

29 / 30

Rajkot's Best IT Training Hul

29 / 30

Master AI Skills in Rajkot

93.1%

Ad group 1

Weekly cost, 131

Cost / conv, ₹151.47

Weekly cost, ₹19,79...

Chat BETA

This product uses AI and may display inaccurate info. Your chat activity may be used to improve the product and your use is subject to Google's [Terms](#), [AI Use Policy](#), and [Privacy Policy](#). [Learn more about Chat AI Privacy](#).

Hi Vidhi

Type message

Keywords: None

Resume draft Remove

Ads

tops

Ad group 1

Tops Int | Top IT Training Company | Tops Technologies

Ad www.tops-int.com

Best IT Training & Placement Company in India | Tops Technologies. Find Your Next Job At TOPS Job Fest.

Job-Oriented Training

Certified IT Programs

Best IT Training

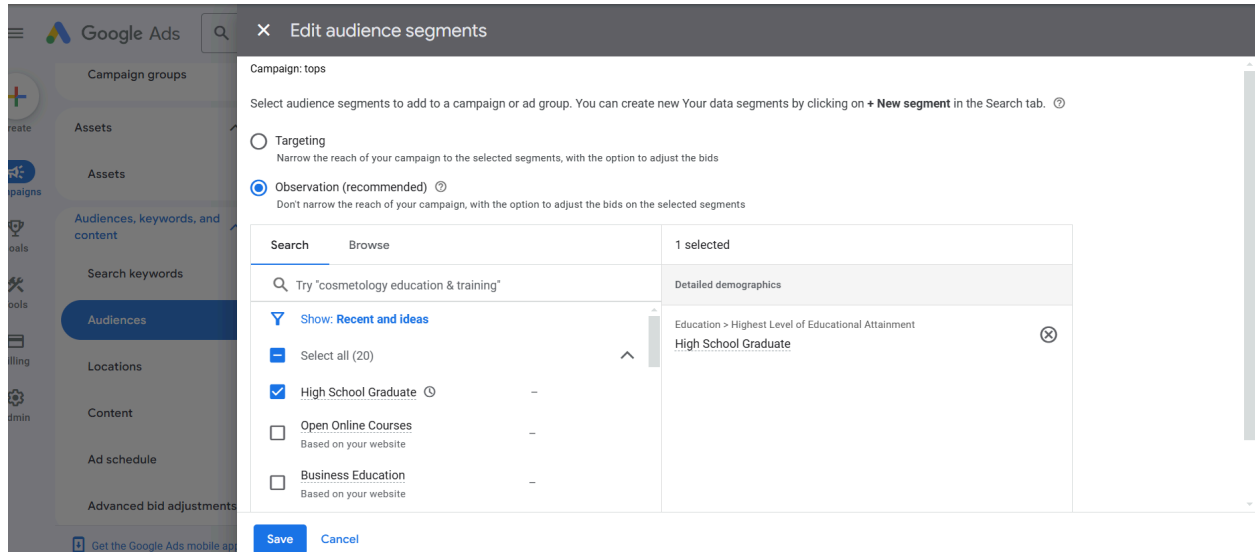
IT Courses in Rajkot

Ad	Status	Impressions	Clicks	CTR
Enabled	Eligible	0	0	0.00%

ENG

11:35

o Choose a proper Target audience



- o Expected conversion: need maximum user engagement within the budget.
- o Budget: 5000.

