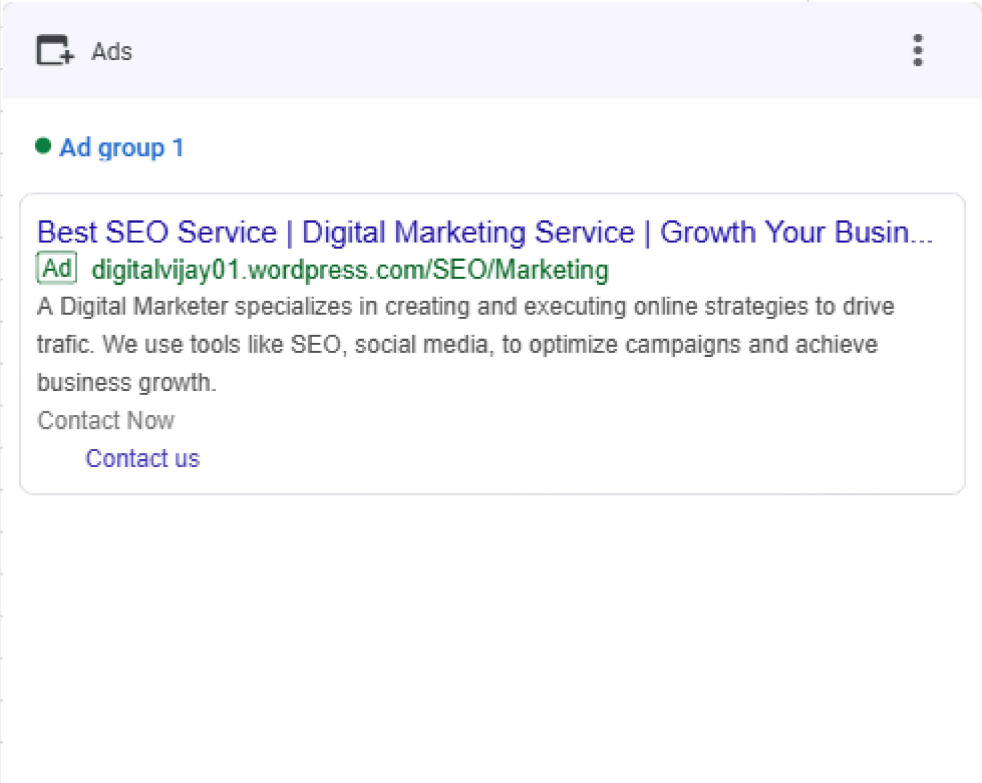


1	What are the main factors that can affect PPC bidding?	<p>Quality Score</p> <p>Bid Amount</p> <p>Ad Extensions</p> <p>Competition</p>
2	How does a search engine calculate actual CPC?	$\text{Actual CPC} = \frac{\text{Your Quality Score}}{\text{Ad Rank of the ad below you}} = +0.01$
3	What is a quality score and why it is important for Ads?	<p>Quality Score is a metric used by search engines (like Google Ads) to measure the relevance and quality of an ad in relation to the keywords, ad copy, and landing page. It's a crucial factor in the PPC auction process, as it helps determine both the position of the ad on the search engine results page (SERP) and the actual cost-per-click (CPC) that the advertiser will pay.</p>
4	Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience	

● Enabled	Eligible	0	0	0.00%
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All ads All assets

< 1 / 1 >

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

 Ads

- Ad group 1

Tops Technologies | IT Training Center Near You | Certified Trainin...

Ad www.tops-int.com/IT/Training

TOPS Technologies offers job-oriented IT courses in Ahmedabad. TopS Technologies is one of the best training institute has got placement facility.

Contact Now

SEO Course

CCNA Course

Robotics Courses

[Contact Us](#)

Ad	Status	Impressions	Clicks ▾	CTR ▾
Under Review	Pending	0	0	0.00%

All ads All assets

< 1 / 1 >

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



Tops Technologies



Get 100% Job Assistance & Get
Placed In Your Dream Company



Previews shown here are examples and don't include all
possible formats