

PPC & Google Ads Presentation

Google Ads Concepts, Bidding & Ad
Mockups

www.tops-int.com

Factors Affecting PPC Bidding

- Bid Amount
- Quality Score
- Ad Relevance
- Expected CTR
- Landing Page Experience
- Competition
- Targeting & Ad Rank

How Actual CPC is Calculated

- Google Ads uses an auction system.
- Actual CPC = (Ad Rank of competitor below ÷ Your Quality Score) + 1
- Advertisers usually pay less than their maximum bid.

Quality Score

- Quality Score is a rating from 1 to 10.
- Based on:
 - Expected CTR
 - Ad Relevance
 - Landing Page Experience
- Importance:
 - Lower CPC
 - Higher Ad Rank
 - Better ROI

Search Ad Mockup – www.tops-int.com

- TOPS Technologies – Job-Oriented IT Courses
- Learn Python, Data Science & Digital Marketing
- 100% Practical Training | Placement Support
- CTA: Apply Now | Get Free Demo

Display Ad Mockup – www.tops-int.com

- Build Your IT Career with TOPS Technologies
- Learn trending IT skills with live projects
- For students & professionals
- CTA: Start Learning Today

Display Ad Mockup – Website / Blog

- Learn Digital Marketing from Experts
- SEO, PPC & Content Marketing Blogs
- Simple guides & tips
- CTA: Read More

Target Audience

- Age: 18–35
- Students, Freshers & Working Professionals
- In-Market for IT & Software Courses
- Location: India (Metro Cities)

Budget & Campaign Goal

- Total Budget: ₹5,000
- Daily Budget: ~₹165
- Goal:
 - Maximum Clicks
 - High User Engagement
 - Course Inquiries

Conclusion

- Proper bidding strategy + Quality Score + Targeting
- = Better performance within budget
- Google Ads helps generate traffic, engagement, and conversions.