

## MODULE – 4

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

Definition: A PPC bid (or keyword bid) commonly used in Google Adwords, is a bid placed in a pay-per-click auction to help secure ad placement at the top of search results. Online businesses bid on specific keywords or keyword groups in an attempt to secure ad space for important terms relative to their business

1. An advertiser's eligibility for the auction.
2. The subsequent order in which eligible ads appear on the page.
3. How much each advertiser will pay if their ad is clicked.
  - Your bid. The first factor is how much an advertiser is willing to pay for a click. Advertisers set a maximum bid (called Max CPC) that they're willing to pay. Bids can be set at the individual keyword level or at the ad group level (a grouping of related keywords).
  - Your relevance. The search engines aim to show ads that users will actually want to click on. If ads are relevant, users have a bad experience and the engines miss out on revenue from ad clicks. That's where the second factor of ad relevance comes in.

An ad's Quality Score is a combination of relevancy factors that we'll get into below. When an ad is eligible for the auction, the engines perform a calculation:  $\text{Max CPC} \times \text{Quality Score} = \text{Ad Rank}$ . That determine where an ad will show on the page.

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What, Exactly, Determines Your PPC Keyword Price?

- Your Keyword Bids: The most obvious determinant of your keywords' cost-per-click is in fact your actual bid!
- Quality Score: What's a conversation about PPC without mention of the 800 lbs.
- Competition: Competitors are like belly buttons - we've all got

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You should use white hat SEO if you do not want any Google penalty for your site, and if you want to know more about white hat SEO, and other digital marketing techniques to rank your site or blog faster

### Q. 2 How does a search engine calculate actual CPC?

A. Average Cost Per Click

As Google Ads is a live auction, the result of each auction will differ depending on competitors, ad extensions, search term relevance, user location, etc. Your average CPC on Google Ads is **the total cost of the clicks in the dataset divided by the number of clicks**.

## How this works

We combine the auction-time ad quality (including expected clickthrough rate, ad relevance, and landing page experience), the max. CPC bid, the [Ad Rank thresholds](#), the competitiveness of an auction, the context of the person's search, and the expected impact of assets and other ad formats to determine [Ad Rank](#). When estimating the expected impact of assets and ad formats, we consider such factors as the relevance, expected clickthrough rates, and the prominence of the assets or formats on the search results page. Each advertiser's Ad Rank is then used to determine where the ad appears and what types of assets and other ad formats will show with the ad (or whether the ad or ad format will appear at all).

For ads on the Search Network, the Ad Rank thresholds (and the resulting Actual CPCs) are typically higher for [ads above search results](#) in order to maintain a high-quality experience and to help ensure that actual CPCs reflect the value of the ads' prominent location. As a result, the actual CPC when you appear above search results is often higher than the actual CPC if you appear below search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher clickthrough rates and may allow you to show certain ad assets and other features available only in the top ad slot. As always, you're never charged more than your max. CPC bid (unless you're using automated bidding tools).

Also note that the competitiveness of an ad auction can affect your actual cost-per-click. If two ads competing for the same position have similar ad ranks, each will have a similar opportunity to win that position. But as the gap in ad rank between two advertisers' ads grows, the higher-ranking ad will be more likely to win but also may pay a higher cost-per-click for the benefit of the increased certainty of winning. This same pricing dynamic applies for each ad position down the search results page. In this way, your actual cost-per-click is influenced not only by the competitor immediately below you but also by the competitors below them.

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

**A. A higher Quality Score means that your ad and landing page are more relevant and useful to someone searching for your keyword, compared to other advertisers.** You can use the Quality Score diagnostic tool to identify where it might be beneficial to improve your ads, landing pages, or keyword selection.

**What is Quality Score?** Quality Score is Google's rating of the quality and relevance of both your keywords and PPC ads. It is used to determine your [cost per click](#) (CPC) and multiplied by your maximum bid to determine your ad rank in the ad auction process. Your Quality Score depends on multiple factors, including:

- Your [click-through rate](#) (CTR).
- The relevance of each keyword to its ad group.
- Landing page quality and relevance.
- The relevance of your [ad text](#).
- Your historical Google Ads account performance.

These are the core Quality Score components. No one outside of Google knows exactly how much each factor "weighs" in the Quality Score algorithm, but we do know that click-through rate is the most important component. When more people who see your ad click it, that's a strong

indication to Google that your ads are relevant and helpful to users. Accordingly, Google rewards you with:

- *Higher* ad rankings
- *Lower* costs

### How Do You Increase Your Google Ads Quality Score?

Since Quality Score in Google Ads and Microsoft Ads determines where and how often your ads appear, it's important to boost your ratings by working consistently on your account. This can be achieved by focusing your efforts on several key areas:

- **Keyword research** – Discover new, highly relevant [keywords](#) to add to your campaigns, including long-tail opportunities that can contribute to the bulk of your overall traffic.
- **Keyword organization** – Split your keywords into tight, organized groups that can be more effectively tied to individual ad campaigns. Use our [guide to Google Ads account structure](#) for more help.
- **Refine ad text** – Test out PPC ad copy that is more targeted to your individual ad groups. More effective ads get higher CTR, one of the best ways to improve Quality Score.
- **Optimize landing pages** – Follow landing page best practices to create pages that connect directly with your ad groups and provide a cohesive experience for visitors, from keyword to conversion.
- **Add negative keywords** – Continuously research, identify, and exclude [irrelevant search terms](#) that are wasting your budget.

As you can see, [Quality Score is primarily a measure of relevance](#), and improving keyword Quality Score is a matter of structuring your PPC campaigns into small, well-organized, tightly-knit groups of keywords. Better keyword research and organization will also naturally improve the quality and specificity of your ads and website content, allowing you to target the *exact* audience most likely to be searching for your offerings.

Low Google Ads Quality Scores are primarily the result of a disconnect between keywords, ad groups, ad text, and landing page content. A high Quality Score comes naturally when a Google Ads account contains organized keywords in appropriate keyword groups, ad text that corresponds with certain ad groups, and landing pages that connect with the ad text's offer. While there is no easy, foolproof answer to improving your Quality Score formula, paying careful attention to relevance will greatly improve your scores.

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

**Q.5 Create an ad for <http://esellerhub.com/> to get the maximum Clicks.**

**Q.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.**