

## **MODULE 4**

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

The main factors affecting PPC bidding include: keyword competition, your Quality Score, the average CPC of your chosen keywords, your budget, desired ROI, landing page quality, the bidding strategy you select, and the actions of your competitors who are bidding on the same keywords.

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

A search engine calculates actual CPC (cost per click) by dividing the total cost of clicks received by the number of clicks generated on an ad, essentially taking into account the ad's "Ad Rank" and quality score in an auction system where the advertiser with the highest "Ad Rank" wins the ad position.

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

Google Ads Quality Score is a metric that measures how relevant and useful your ads are to users. It's based on a scale of 1–10 and is available at the keyword level.

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

- **Create an ad for [www.tops-int.com](http://www.tops-int.com) to get the maximum Clicks**
- **Create an ad for [www.tops-int.com](http://www.tops-int.com)**
- **Create an ad for the display network.**
- **Choose a proper Target audience.**
- **Expected conversion: need maximum user engagement within the budget.**

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

🔔

Notifications

174-604-9696 test000  
anamikatops@gmail.com

📅

Display

🔵

Campaign settings

📍

Locations

🌐

Languages

🔵

Budget and bidding

🎯

Targeting

📄

Ads

🔍

Review

Locations

Select locations for this campaign ⓘ

☐ All countries and territories

☐ India

☒ Enter another location

Locations (2)

Ahmedabad, Gujarat, India city

Nikol, Gujarat, India neighborhood

🔍

Enter a location to include or exclude

Advanced search

^

Location options

Include ⓘ

☒ Presence or interest: People in, regularly in, or who've shown interest in your included locations (recommended)

☐ Presence: People in or regularly in your included locations

Languages

Select the languages your customers speak. ⓘ

Weekly estimates

📊

Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions  
7.7B ↑  
+400M since last update

✓

Your estimated performance

To see estimated performance, enter the following settings:

•

Budget

[Leave feedback](#)

Google Ads

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Display

Campaign settings

Budget and bidding

Bidding

Targeting

Ads

Review

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

The most you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days you might spend more or less than your daily budget. [Learn more](#)

Bidding

Maximize conversions

Change bid strategy

Edit your bid strategy

Google Ads automatically sets your bids to help you get the most conversions within your budget. [Learn more](#)

Next

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Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions7.7B

Your estimated performance

Based on your targeting, settings and daily budget of ₹5,000.00

Clicks6.5K - 24KConversionsUnavailable

Average CPAUnavailable

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Display

Campaign settings

Budget and bidding

Targeting

Ads

Ad creation

Review

Ad strength

Average

ImagesHeadlinesVideosDescriptions

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

Required

Business name

TOPS TECHNOLOGIES

Required17 / 25

Images

Add up to 15 images [Learn more](#)

At least 1 landscape image is required

At least 1 square image is required

TOPS

TOPS

TOPS

TOPS

Edit

Suggested images

BETA

Select all

TOPS

TOPS

TOPS

Display

Gmail

YouTube

Must Watch

Before Starting Digital Marketing Career

TOPS Technology

Get 100% Job Assistance & Get Started in Your Dream Profession

Weekly estimates

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions7.7B

Your estimated performance

Based on your targeting, settings and daily budget of ₹5,000.00

Clicks6.5K - 24KConversionsUnavailable

Average CPAUnavailable

Leave feedback

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New campaign

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🔔

Notifications

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anamikatomps@gmail.com

📅

Display

✓

Campaign settings

✓

Budget and bidding

✓

Targeting

✓

Ads

🔴

Review

Ad creation

➔

➔

📘

Add more high quality images to increase your chances for better performance. [View creative guidelines](#)

🔄

Ad strength

Average

📺

Images

✓

Headlines

✓

Videos

🔄

Descriptions

Logos

📘

Add up to 5 logos

TOPS Technology

TOPS Technology

TOPS Technology

TOPS Technology

✎

Edit

Videos

Optional (portrait and landscape around 30 seconds work best)

📺

✎

Edit

📘

Some of your headlines and descriptions for this responsive display ad have been prefilled with suggestions from your final URL and previous high-performing ads.

Headlines

📘

Add up to 5 headlines

⋮

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

👤

Weekly estimates

👤

Available impressions

Based on your targeting and settings but not your budget or bid

Impressions  
7.7B

✓

Your estimated performance

Based on your targeting, settings and daily budget of ₹5,000.00

Clicks  
6.5K - 24K

Conversions  
Unavailable

Average CPA  
Unavailable

[Leave feedback](#)

×

Google Ads

New campaign

🔍

Search for a page or campaign

🏠

Appearance

?

Help

Not

📅

Display

✓

Campaign settings

✓

Budget and bidding

✓

Targeting

✓

Ads

🔴

Review

Budget and bidding

Budget

₹5,000.00/day

Bidding

Maximize conversions

Ad group 1

📝

Targeting

Optimized targeting

On

Ads

Ad creation

1 responsive display ad

Publish campaign

☁

All changes saved

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