

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 to get the maximum Clicks**
- **Create an ad for 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

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 New campaign

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

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

ads.google.com/aw/campaigns/new/display?campaignId=281497261311316&ocid=1655682451&cmpnInfo=%7B%1%3A2%2C%8%3A%aBD90731D-45D0-4A96-A...

Google Ads New campaign Search for a page or campaign

Display Campaign settings Budget and bidding Targeting Ads Ad creation Review

Ad strength Average

Images Headlines Videos Descriptions

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

Business name TOPS TECHNOLOGIES Required 17 / 25

Images Add up to 15 images Learn more

At least 1 landscape image is required
At least 1 square image is required

Suggested images BETA Select all

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

31°C Smoke Search ENG IN 2018 27-02-2025

Find Your Campaign Keywords Display campaign - testooo Campaigns - testooo - Google Best IT Training & Placement C Untitled document - Google D

ads.google.com/aw/campaigns/new/display?campaignId=281497261311316&ocid=1655682451&cmpnInfo=%7B%1%3A2%2C%8%3A%aBD90731D-45D0-4A96-A...

Google Ads New campaign Search for a page or campaign

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Images Headlines Videos Descriptions

Logos Add up to 5 logos

Videos Optional (portrait and landscape around 30 seconds work best)

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

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

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