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

### → 🧠 1. Quality Score

- Determined by Google based on **ad relevance**, **expected CTR (Click-Through Rate)**, and **landing page experience**.

- Higher Quality Score → lower CPC (Cost Per Click) → better ad position at a lower cost.

### 💰 2. Bid Amount

- The maximum amount you're willing to pay per click.

- A higher bid increases the chance of your ad showing in a higher position, but it must balance with ROI.

### 🎯 3. Competition Level

- When more advertisers bid on the same keyword, CPC rises.

- High-demand keywords (like "insurance" or "loans") usually cost more due to intense competition.

### 🔍 4. Keyword Relevance

- More relevant keywords lead to better ad performance and lower CPC.

- Irrelevant or broad keywords can waste budget and reduce conversion rate.

### 📈 5. Ad Rank

- Ad Rank = **Bid Amount × Quality Score**

- Determines your ad's position in the auction. Even a lower bid can win if Quality Score is high.

### 🌍 6. Geographic Location & Time

- Costs vary by **region, city, or time of day** depending on user activity and competition.

- Example: Bids may be higher in metro cities or during peak shopping hours.

### 👥 7. Audience Targeting

- More refined targeting (demographics, interests, retargeting) can affect CPC and competition levels.

- Niche audiences may have higher or lower costs depending on demand.

### 📅 8. Device Type

- CPC can differ across **mobile, desktop, and tablet** devices.

- For example, mobile traffic might have lower CPC but different conversion rates.

### ⚙️ 9. Ad Extensions

- Using sitelinks, callouts, and structured snippets can improve CTR and Quality Score, reducing CPC.

### 🧾 10. Industry & Seasonality

- Some industries (like e-commerce or travel) see CPC spikes during **festivals, holidays, or sale seasons** due to higher competition.

## 2) How does a search engine calculate actual CPC?

→ A search engine (like Google) calculates **Actual CPC (Cost Per Click)** using this formula:

$$\text{Actual CPC} = \frac{\text{Ad Rank of the competitor below you}}{\text{Your Quality Score}} + 0.01$$

🔍 **Explanation:**

- **Ad Rank** = Bid × Quality Score

- You **don't pay your maximum bid** — you only pay just enough to beat the competitor below you.

- The **$0.01** (or ₹0.01) is the minimum amount needed to maintain your position above them.

🧮 **Example:Your Actual CPC = (360 / 10) + 0.01 = ₹36.01**

| Advertiser | Max Bid | Quality Score | Ad Rank (Bid × QS) |
|---|---|---|---|
| A (you) | ₹50 | 10 | 500 |
| B | ₹40 | 9 | 360 |

So, even though you bid ₹50, you only pay **₹36.01 per click**.

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

→ Quality Score and Its Importance in Google Ads

Quality Score is a key metric used by Google Ads to measure the relevance, quality, and performance potential of your ads, keywords, and landing pages. It is scored on a scale from 1 to 10, where 10 represents the highest quality. The score is determined by several factors, including:

1. Expected Click-Through Rate (CTR): How likely users are to click on your ad when it appears.

2. Ad Relevance: How closely your ad matches the user's search intent and chosen keywords.

3. Landing Page Experience: How useful, relevant, and easy-to-navigate your landing page is for visitors.

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Importance of Quality Score

1. Improves Ad Rank:
   Google uses both your bid amount and Quality Score to determine your ad's position in the auction.
   $\text{Ad Rank} = \text{Bid} \times \text{Quality Score}$
   This means that even with a lower bid, an advertiser with a high Quality Score can outrank competitors with higher bids but lower quality.

2. Reduces Cost Per Click (CPC):
   A higher Quality Score lowers the actual amount you pay for each click. Google rewards high-quality ads by charging less per click because they provide a better experience for users.

3. Enhances Return on Investment (ROI):
   With lower costs and better ad placement, your campaigns become more cost-effective, leading to a higher ROI. Ads that are relevant and engaging are also more likely to convert visitors into customers.

4. Increases Ad Visibility and Performance:
   Ads with a higher Quality Score are shown more often and in better positions, improving visibility and engagement. This can lead to more traffic and conversions for your business.

5. Encourages Better User Experience:
   Google's goal is to provide users with the most relevant results. A good Quality Score ensures that your ads are useful, relevant, and trustworthy, which enhances the overall user experience.

## 4) Create an ad for your website/ blog in Google Ads that display on the display network with?

→ **Creating a Google Display Network Ad for a Website or Blog**

Creating an ad for the Google Display Network (GDN) is an excellent way to increase visibility for your website or blog. The Display Network reaches over 90% of global internet users through millions of websites, news pages, blogs, and apps, allowing advertisers to visually showcase their brand using images, banners, and videos. Below is a detailed example and explanation of how to create a professional display ad campaign.

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1. Objective of the Campaign

The first step in creating a Display Ad is to identify your campaign objective.
For a website or blog, common objectives include:

- Driving traffic: Attract visitors to your website or blog.

- Increasing brand awareness: Introduce your brand to new audiences.

- Engaging readers: Encourage users to read more articles or subscribe to your newsletter.

Let's assume the goal is to drive traffic to a skincare and beauty blog.

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2. Example Campaign: "Glow Naturally with Expert Skincare Tips"

Campaign Type:

Google Display Network – Responsive Display Ads

Campaign Goal:

To attract readers to the skincare blog and boost engagement with skincare-related content.

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3. Ad Components

Headlines (30 characters each):

1. Get Glowing Skin Naturally

2. Discover Daily Skin Secrets

3. Skincare Tips That Work

4. Learn Beauty Routines

5. Radiant Skin Starts Here

These headlines should be short, catchy, and keyword-rich to grab attention while clearly communicating the topic of the blog.

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Descriptions (90 characters each):

1. Explore expert skincare blogs for glowing, healthy, and youthful skin every day.

2. Discover easy beauty routines and natural skincare tips that really work!

3. Read helpful guides to get flawless skin using simple home ingredients.

These descriptions provide additional context and persuade the viewer to click on the ad by highlighting the benefits of visiting the blog.

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Final URL:

👉 www.yourskincareblog.com

This is the landing page where users will arrive after clicking the ad. The page should be mobile-friendly, visually appealing, and relevant to the ad message.

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4. Visual Elements

Images:

Use high-quality visuals that align with the message of your blog. For example:

- A person with radiant, healthy skin.

- Natural skincare products like aloe vera, rose water, or silk pillowcases.

- Calm, pastel-colored backgrounds (soft pink, beige, or white) to reflect purity and elegance.

Logo:

Include your blog logo to build brand recognition. The logo helps your audience identify your brand quickly across multiple placements.

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5. Target Audience

To ensure your ad reaches the right people, you should define your audience based on:

- Gender: Primarily women, ages 18–45

- Interests: Skincare, beauty, lifestyle, wellness, and health

- Location: Target specific cities or countries where your potential readers live

- Device Type: Focus on mobile and tablet users, as most blog readers browse on these devices

You can also use affinity audiences and custom intent audiences in Google Ads to target users who have recently searched for skincare products or beauty tips.

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6. Example Ad Copy (as it might appear online):

> Headline: Get Glowing Skin Naturally
> Description: Discover expert skincare blogs with easy tips for clear, radiant skin.
> CTA (Call to Action): *Read Now* or *Explore More*

This version is concise and visually appealing, motivating users to visit the blog.

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7. Budget and Bidding Strategy

Set a daily budget based on your goals. For beginners, a budget of ₹300–₹500 per day is sufficient to test performance.
Use the Maximize Clicks or Target CPA (Cost Per Acquisition) bidding strategy to get the most visitors within your budget.

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8. Measuring Success

Once the campaign is live, monitor performance using Google Ads and Google Analytics. Track metrics such as:

- Impressions: How many times your ad was seen.

- Clicks: How many users visited your site.

- CTR (Click-Through Rate): Measures ad engagement.

- Conversions: Number of readers who subscribed, commented, or purchased (if applicable).

Regularly optimize the campaign by testing new visuals, headlines, and targeting strategies.

# 4) Create an ad for your website/ blog in Google Ads that display on the display network with?

**→ 1. Campaign Objective**

The primary goal of this Display Ad campaign is to **get maximum clicks and user engagement** within a **budget of ₹5,000**.
 The campaign aims to promote TOPS Technologies' **IT training programs, internships, and placement support** to students and professionals interested in developing their technical skills.

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## 2. Campaign Type

**Google Ads – Display Network (Responsive Display Ads)**
 This ad type automatically adjusts format, size, and appearance to fit various websites, apps, and devices across Google's partner sites.

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## 3. Campaign Goal

🎯 **Objective:** Increase website traffic and user engagement
💡 **Expected Conversion:** More clicks, form sign-ups, and demo inquiries for IT courses
💰 **Budget:** ₹5,000 (daily average ₹250–₹300 over ~20 days)
🕐 **Bidding Strategy:** Maximize Clicks (auto-optimizes for most clicks within budget)

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## 4. Target Audience

### A. Demographics

- **Age:** 18–35 years

- **Gender:** All

- **Education Level:** College students, graduates, and working professionals

## B. Geographic Location

- **Cities:** Ahmedabad, Surat, Rajkot, Vadodara, Nagpur, Pune, Indore, and nearby urban centers in India (where TOPS Technologies has centers)

## C. Interests & Behavior

- People interested in:

    - IT and software development

    - Programming languages (Python, Java, PHP, C++, etc.)

    - Web designing and development

    - Digital marketing, data analytics, AI, and ML courses

    - Job-oriented or career advancement training

## D. Device Targeting

- **Mobile and Desktop** (students mostly browse via mobile, but course enrollments often happen on desktop)

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## 5. Ad Copy for Display Network

👷 **Headline Ideas (30 characters max each)**

1. Learn IT Skills Today!

2. Build Your Tech Career

3. Join TOPS Technologies

4. 100% Job-Oriented Courses

5. Become a Certified Expert

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💬 **Description Lines (90 characters max each)**

1. Learn Python, Java, Web Design, and more. Get certified & start your career now!

2. 100% Practical IT Training with Live Projects & Placement Support. Enroll Today!

3. Upgrade your skills with industry experts. Online & Offline batches available.

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🌐 **Final URL:**

https://www.tops-int.com

📱 **Call to Action (CTA):**

- *Enroll Now*

- *Book Free Demo*

- *Learn More*

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## 6. Visual Elements

**Images / Banner Suggestions:**

- Image of students learning in a lab or online session.

- TOPS Technologies logo with tagline: *"Learn. Build. Grow."*

- Icons of programming languages (Python, Java, HTML, etc.)

- Vibrant color scheme — blue and orange (brand colors).

**Ad Format Examples:**

- **300×250 px (medium rectangle)**

- **728×90 px (leaderboard)**

- **320×100 px (mobile banner)**

- **Responsive image ad for YouTube or mobile apps**

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## 7. Landing Page Experience

**Landing Page:**
👉 https://www.tops-int.com

The landing page should:

- Clearly highlight available courses and benefits.

- Include a visible **"Book Free Demo" or "Enroll Now"** button.

- Display testimonials, placement records, and short video introductions.

- Load quickly and be mobile-responsive.

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## 8. Budget Allocation Plan

| Component | Amount (₹) | Duration | Goal |
|---|---|---|---|
| Display Ad Campaign | ₹5,000 | 20 Days | Maximize Clicks |
| Estimated CPC | ₹5–₹8 | — | ~650–1000 Clicks Expected |

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## 9. Performance Measurement (KPIs)

Monitor campaign performance through **Google Ads Dashboard** and **Google Analytics**, tracking:

- **Impressions** – Number of times the ad was shown.

- **Clicks** – Users who visited the website.

- **CTR (Click-Through Rate)** – % of people who clicked after seeing the ad.

- **Engagement Rate** – Time spent on landing page, pageviews, etc.

- **Conversions** – Number of demo sign-ups or form submissions.

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**10. Example Final Ad Preview**

      **Headline:** Learn IT Skills with TOPS
      **Description:** Join industry-leading IT training programs with live projects & placement help.
      **CTA:** *Enroll Now!*
      **Image:** Smiling students in a classroom with laptops, coding icons in background.

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**Conclusion**

This **Google Display Network Ad Campaign** for **www.tops-int.com** is designed to:

- Reach young learners actively seeking IT training.

- Maximize website clicks and engagement within a ₹5,000 budget.

- Build brand awareness and drive more enrollments through effective targeting, creative visuals, and optimized ad copy.

By monitoring performance regularly and refining keywords, audience targeting, and creatives, TOPS Technologies can achieve strong engagement and a high return on investment (ROI) from this campaign.