

## **MODULE -4**

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

**Ans-1.**

Several key factors can significantly impact Pay-Per-Click (PPC) bidding in online advertising campaigns. These factors influence how much an advertiser pays for each click and the overall success of the campaign. Here are the main factors that can affect PPC bidding.

1. **Keyword Relevance:** The relevance of keywords to the ad copy and landing page content is crucial. High relevance leads to better Quality Scores, which can result in lower costs and better ad placements.
2. **Quality Score:** Search engines assign Quality Scores to ads based on factors like click-through rates, ad relevance, and landing page experience. Higher Quality Scores generally lead to lower costs and better ad positions.
3. **Bid Amount:** The maximum bid an advertiser is willing to pay for a click directly impacts ad visibility. A higher bid might result in a better ad position, but it's not the sole determinant.
4. **Ad Format:** Different ad formats, such as text ads, image ads, or video ads, have varying costs and levels of engagement. Advertisers should choose formats that resonate with their target audience.
5. **Competition:** The number of advertisers bidding on the same keywords affects costs. Highly competitive keywords may lead to higher bids and costs per click.
6. **Ad Extensions:** Using ad extensions, like site links, callouts, or structured snippets, can enhance an ad's visibility and attractiveness, potentially improving click-through rates.
7. **Landing Page Quality:** The landing page experience matters. A relevant and user-friendly landing page can improve Quality Scores, reducing costs and increasing conversions.
8. **Ad Position:** Higher ad positions often result in more clicks, but they can also lead to higher costs. Finding the optimal balance is important.
9. **Geographic Targeting:** Targeting specific locations can affect costs. Some locations might have higher competition, driving up bids.

10. Device Targeting: Bids can vary based on the devices targeted (desktop, mobile, tablet), as user behavior differs across devices.

11. Time of Day/Week: Bidding may be adjusted based on when the target audience is most active, as costs can vary at different times.

12. Ad Scheduling: Running ads at specific times or days can impact costs and engagement. Bidding adjustments can be made accordingly.

13. Campaign Goals: The goals of the campaign, whether it's brand awareness, lead generation, or direct sales, can influence bidding strategies.

14. Historical Performance: Past campaign performance, including click-through rates and conversion rates, can influence bidding decisions.

15. Ad Position Preference: Some advertisers might prefer top positions, while others focus on more cost-effective positions lower on the page.

PPC bidding is a dynamic process that requires constant monitoring and adjustment. Advertisers should analyze the interaction of these factors to optimize their bidding strategies for maximum results within their budget constraints.

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

**Ans-2.**

Certainly! A search engine calculates the actual Cost Per Click (CPC) in its advertising platform through a bidding process. Here's how it generally works:

1. Advertiser Bidding: When advertisers want their ads to appear for specific keywords or search queries, they participate in an auction-like system. They place bids on how much they're willing to pay for a click on their ad.

2. Ad Rank Determination: The search engine doesn't just consider the bid amount; it also factors in the ad's relevance and quality. This is usually expressed as the "Ad Rank," which is a combination of the bid and the Quality Score. The Quality Score is influenced by the ad's expected click-through rate, ad relevance, and landing page experience.

3. Auction Outcome: The search engine then compares the Ad Ranks of all the ads competing for the same keyword or query. The ad with the highest Ad Rank typically gets the top ad spot.

4. CPC Calculation: The CPC is not necessarily the same as the bid amount. It's calculated using the following formula:

$$\text{CPC} = (\text{Ad Rank of the Advertiser Below You} / \text{Your Quality Score}) + \$0.01$$

The CPC is what the advertiser actually pays when someone clicks on their ad. It's usually slightly higher than the bid of the advertiser just below them, divided by their own Quality Score, plus a small increment (like \$0.01).

5. Ad Placement: Advertisers are charged only when someone clicks on their ad, not when the ad is displayed. So, the actual CPC can vary depending on the competition, the Quality Score, and the ad's performance.

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

**Ans-3.**

A Quality Score is a metric used by search engines, like Google, to evaluate the relevance and quality of ads and keywords in their advertising platforms. It's an important factor because it directly influences ad position, cost-per-click (CPC), and ad eligibility. Here's why Quality Score matters for ads:

1. Ad Ranking: Search engines want to provide users with the best experience by displaying ads that are relevant to their search queries. Quality Score helps determine an ad's position on the search results page. Even if an advertiser places a high bid, a low Quality Score can result in a lower ad placement compared to an ad with a higher Quality Score and a lower bid.

2. Cost Efficiency: Ads with higher Quality Scores often pay lower CPCs to achieve higher ad positions. This means that advertisers can achieve better placements at a lower cost if their ads are deemed highly relevant and valuable to users.

3. Ad Eligibility: Low-quality ads might even be rejected by search engines. Quality Score serves as a threshold for ad approval; ads with very low Quality Scores might not even be displayed.

4. User Experience: Search engines want to maintain a positive user experience. Relevant ads are more likely to lead to clicks, which in turn benefits both users and advertisers. Quality Score ensures that ads are not only targeted but also valuable to users, leading to higher user satisfaction.

5. Optimization Guidance: Quality Score is composed of factors like expected click-through rate, ad relevance, and landing page experience. Advertisers receive insights into these factors, helping them understand how to improve their ads' performance and relevance.

6. Long-Term Success: Advertisers who focus on creating high-quality, relevant ads are likely to build stronger, longer-lasting campaigns. Over time, this can lead to better results, increased user engagement, and improved return on investment (ROI).

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

**Ans-4.**

The image shows two screenshots of the Google Ads interface. The top screenshot displays the 'Campaign settings' page for a campaign named 'Target audience-1'. The campaign is enabled, has a budget of ₹5,000.00/day, and is set to 'Display' type. The 'Marketing Objective' is 'Brand awareness and reach', and the 'Locations' are set to 'India (country)'. The 'Languages' are 'English, Hindi and Gujarati', and the 'Bidding' strategy is 'Maximise conversions'. The bottom screenshot shows the 'Edit campaign' page where the campaign type is 'Search' and the goal is 'Website traffic'. The campaign name is 'Website traffic-Search-1'. Under the 'Networks' section, the 'Search Network' is selected, and the 'Display Network' is also selected, indicating that the ads will appear on both search and display networks.

**Google Ads** | Edit campaign

Account cannot show ads - To start running your ads, enter your billing information.

Campaign settings: ☒ Ad Groups ☒ Ads

Type: Search Goal: Website traffic

Campaign name: Website traffic-Search-1

**Networks**

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

☒ Include Google search partners

**Display Network**

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network

Google Ads

Edit campaign

Search

Tools and settings

Help

Notifications

Your account cannot show ads - To start running your ads, enter your billing information.

Hide

Campaign settings

Ad Groups

Ads

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Set your average daily budget for this campaign

₹ 921.50

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

Maximise clicks

☐ Set a maximum cost per click bid limit

[Change bid strategy.](#)

Show more settings

[google.com/search?q=skin+care&sa\\_escv=55995589&r/z=1C1TYUH\\_enI3G1nH06T3\\_henI3G1nH06T3\\_qRvcjJttbw%3A1692958039206&ei=v33oZKKPDJ...>](#)

Keywora dmsity: ... (for google.com database) — view full report for this keyword

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Nearby Walmart amazon.com Ulta Beauty Target On sale Under \$60 CeraVe Organic Drums & Co.

About 6,730,000,000 results (0.99 seconds)

Results for Gujarat, India · Choose area

## Your Google Ads Summary

Only you can see this summary


### Website traffic—Search-h

ELIGIBLE Your ads can show for this search, but there is an issue Fix It

Sponsored allaboutskinlove.blogspot.com  
[https://allaboutskinlove.blogspot.com/beauty\\_shop/beauty\\_products](https://allaboutskinlove.blogspot.com/beauty_shop/beauty_products)

skin care tips - "Skin Love Secrets" - "Glowing Skin Tips"


"Discover Your Radiance at Our Beauty Haven – Where Elegance Meets Transformation!"  
"Discover Skin Care Secrets on AllAboutSkinLove. Glow with Expert Tips!"



Purchase a plan to see the Google metrics below

Metric	Value	Status
SEO Difficulty	100/100	Brand Query Yes
Off-Page Difficulty	75/100	Link Difficulty 98/100

How these metrics are calculated breakdown ONLY \$123/MO Trend Data where Global Copy Export



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

**Ans-5.**

The screenshot shows the Google Ads 'New campaign' interface. The campaign name is 'Website traffic-Discovery-3'. The campaign type is 'Discovery', the objective is 'Website traffic', and the goal is 'Sign-ups'. The final URL is 'http://esellerhub.com'. The campaign settings include: Locations (India (country)), Languages (English, Hindi and Gujarati), Bidding (Target CPA - ₹740.00), and Budget (₹7,400.00/day). The sidebar on the right shows 'Weekly estimates' with a note that conversions are unavailable due to insufficient recent conversions. It also shows 'Available impressions' as 10B+ and 'Your estimated performance' with a daily budget of ₹7,400.00 and a bid of ₹740.00. The estimated performance shows 5.4K clicks and unavailable conversions.

**Campaign details:**

- Campaign name: Website traffic-Discovery-3
- Campaign type: Discovery
- Objective: Website traffic
- Goal: Sign-ups
- Final URL: http://esellerhub.com

**Campaign settings:**

- Locations: India (country)
- Languages: English, Hindi and Gujarati
- Bidding: Target CPA - ₹740.00
- Budget: ₹7,400.00/day

**Weekly estimates:**

- Conversions: Estimates are unavailable because your account doesn't have enough recent conversions.
- Available impressions: 10B+
- Your estimated performance: Based on your targeting, settings, daily budget of ₹7,400.00 and a bid of ₹740.00. Clicks: 5.4K - 24K, Conversions: Unavailable.

**Ad group 1:**

- Targeting: Audience: e commerce service provider, Optimised targeting: On
- Ads: Ad creation: 1 Discovery ad

[Publish campaign](#)

**Que-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.

**Ans-6.**

Google Ads

New campaign

SearchTools and settingsHelpNotifications597-855-5233denishadasani19@gmail.com

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HideLearn moreFix it

Discovery

Campaign settings

Conversions

Locations

Languages

Bidding

Budget

Targeting

Ads

Review

Locations

Select locations to target

All countries and territories

India

Enter another location

Languages

Select the languages that your customers speak

Start typing or select a language

English

Gujarati

Hindi

Bidding

What do you want to focus on?

Conversions

Conversions are actions on your website, app or shop that you define.

Learn more

Weekly estimates

Conversions / Average CPA estimates are unavailable because your account doesn't have enough recent conversions

Available impressions

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

Impressions 10B+

Your estimated performance

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

Clicks 5.3K - 25K

Conversions Unavailable

Average CPA Unavailable

Google Ads

New campaign

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HideLearn moreFix it

Discovery

Campaign settings

Conversions

Locations

Languages

Bidding

Budget

Targeting

Ads

Review

Bidding

What do you want to focus on?

Conversions

Conversions are actions on your website, app or shop that you define.

Learn more

Recommended for your campaign goal

Set a target cost per action

Based on the selections, this campaign will use the **Maximise conversions** bid strategy

Budget

Enter the average you want to spend each day

₹ 5000

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

More settings

Next

Weekly estimates

Conversions / Average CPA estimates are unavailable because your account doesn't have enough recent conversions

Available impressions

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

Impressions 10B+

Your estimated performance

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

Clicks 5.3K - 25K

Conversions Unavailable

Average CPA Unavailable

Google Ads

New campaign

SearchTools and settingsHelpNotifications597-855-5233denishadasani19@gmail.com

Your account cannot show ads - To start running your ads, enter your billing information.

HideLearn moreFix it

Discovery

Campaign settings

Conversions

Locations

Languages

Bidding

Budget

Targeting

Ads

Review

Campaign settings

To reach the right people, start by defining key settings for your campaign

Discovery conversion selection

Discovery campaigns perform best with one conversion goal. Choose one conversion goal to better reach your Discovery campaign's sales objective.

Conversion goals

Conversion Source

Conversion Actions

None of your conversion goals are being measured properly. To continue with a conversion goal, update its conversion actions. [Fix it](#)

Locations

Select locations to target

All countries and territories

India

Enter another location

Weekly estimates

Conversions / Average CPA estimates are unavailable because your account doesn't have enough recent conversions

Available impressions

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

Impressions 10B+

Your estimated performance

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

Clicks 3.2K - 14K

Conversions Unavailable

Average CPA Unavailable





