

Google Ads

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

- **Keywords:** The keywords you select determine which users will see your ads.
- **Bid adjustments:** Bid adjustments are percentage multipliers that can automatically increase or decrease your bids based on certain conditions, such as user location or device type.
- **Quality score:** Your quality score affects your bids, ad ranks, and other campaign components. A poor quality score can result in higher costs and a lower ad placement

2) How does a search engine calculate actual CPC?

Search engines calculate actual cost-per-click (CPC) by using a bidding process that takes into account several factors, including

Quality score, Ad rank, Bidding strategy

- **Quality score:** A metric that measures how well your ad compares to other advertisers
- **Bids:** The maximum amount you're willing to pay per click
- **Ad Rank:** This is determined by your bid amount multiplied by your Quality Score. Higher ad rank can lead to better ad positions.
- **Formula:** $CPC = \text{Total Ad Spend} / \text{Total Clicks}$

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

Quality Score is a metric used by search engines to assess the relevance and quality of your ads, keywords.

It's important because a higher Quality Score can improve your ad placement, lower your costs per click, and enhance overall campaign performance.

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


reate 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
- Budget: 5000.


The above question includes the steps below.


Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign


**Sales**
Drive sales online, in app, by phone or in store


**Leads**
Get leads and other conversions by encouraging customers to take action

**Website traffic**
Get the right people to visit your website


**App promotion**
Get more installs, engagement and pre-registration for your app


**Awareness and consideration**
Reach a broad audience and build interest in your products or brand


**Local shop visits and promotions**
Drive visits to local shops, including restaurants and dealerships.


**Create a campaign without a goal's guidance**
Choose a campaign type first, without a recommendation based on your objective.


Select a campaign type


**Search**
Get in front of high-intent customers at the right time on Google Search


**Performance Max**
Reach audiences across all of Google with a single campaign. [See how it works](#)


**Demand Gen**
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads

**Display**
Reach customers across three million sites and apps with engaging creative


**Shopping**
Showcase your products to shoppers as they explore what to buy

**Video**
Reach viewers on YouTube and get conversions

**App**
Drive downloads and grow engagement for your app

**Smart**
Reach customers with a one-stop solution built for small businesses

This is the web page people will go to after clicking your ad ?



Campaign name

Locations



Select locations for this campaign

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (1)

Ahmedabad, Gujarat, India city



Enter a location to include or exclude

[Advanced search](#)

[Location options](#)

Languages



Select the languages that your customers speak.



hindi

English

Gujarati

Hindi

Budget

Set your average daily budget for this campaign


₹ 100.00

The most that 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



What do you want to focus on? 

Conversions ▼

Recommended for your campaign goal

How do you want to get conversions? 

Manually set bids ▼

Enter your enhanced CPC bid for this ad group 

₹ 60.00




This campaign will use the **Enhanced CPC** bid strategy to help you get the most conversions by increasing or decreasing your bid

[Or, select a bid strategy directly \(not recommended\)](#)

Content

Keywords



Suggest terms related to your products or services to target relevant websites 

Targeted keywords (10)



"tops technologies" + 9 more

Topics



Suggest webpages, apps and videos about a certain topic 


Targeted topics (15)



Advertising & Marketing + 14 more

Audience Segments



Suggest who should see your ads. You can create new segments in [Audience Manager](#). 


Targeted segments (12)



What they're actively researching or planning
Developer Training Courses + 11 more

Demographics



Suggest people based on age, gender, parental status or household income 

Targeted demographics



Age
18 - 24 + 2 more

Household income
Unknown

Final URL ?

https://www.tops-int.com

Required

Business name ?

TOPS Technologies

Required

17 / 25

Images ?

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

Suggested images ?



[Review](#) [Hide](#)

Preview

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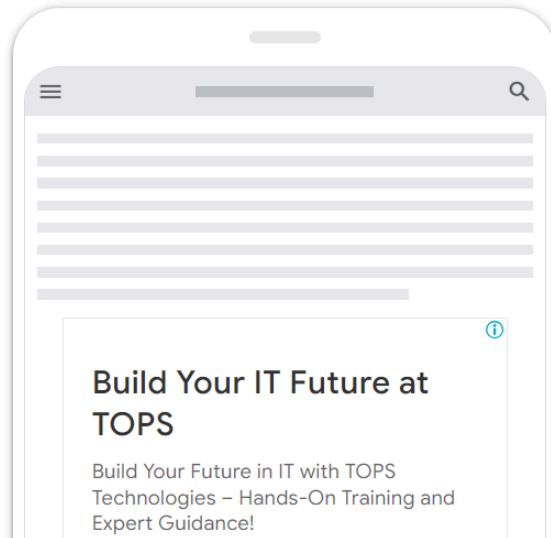
Display



Gmail



YouTube



Headlines ?

Add up to 5 headlines

Suggested headlines

[More ideas](#)

i You have entered the maximum number of headlines.

Get Trained With TOPS Tech

Required

26 / 30

Build Your IT Future at TOPS

28 / 30

Join TOPS for IT Excellence

27 / 30

Tops Technologies

17 / 30

Transform Your Career at Tops

29 / 30

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.

Long headline ?


Advance Your Career with TOPS
Technologies – Comprehensive IT
Training for Success!

Required 83 / 90

Descriptions ?

Add up to 5 descriptions

Suggested descriptions [More ideas](#)

 You have entered the maximum
number of descriptions.

TOPS Technologies: Shaping the Future

Required 87 / 90

Transform Your Professional Journey w

88 / 90

Build Your Future in IT with TOPS Techn

Over 100000 Students Trained and Plac

69 / 90

Get 100% Job Assistance & Get Placed |

58 / 90