

Module 4

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

1. Quality Score:- Higher quality score reduces cost and improves ad position.
2. Bid Amount:-The amount you are willing to pay directly affects your ad rank.
3. Competition Level:-More advertisers bidding on the same keyword increases CPC.
4. Keyword Relevance:-Highly relevant keywords improve ad performance and lower costs.
5. Ad Rank:- $\text{Ad Rank} = \text{Bid} \times \text{Quality Score}$. Higher ad rank wins better positions.
6. Landing Page Quality:-A well-optimized, relevant landing page improves quality score and reduces CPC
7. Device, Location & Time:-Bids vary depending on user's device, location, and time of day.
8. Ad Formats & Extensions:-Using ad extensions improves engagement and helps increase ad rank.

2. How does a search engine calculate actual CPC?

Google does not charge your full bid amount.

Actual CPC is based on the Ad Rank of the competitor below you.

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

This means:

- You only pay the minimum amount required to beat the next advertiser.

- Higher quality score = lower actual CPC.

3. What is a Quality Score and why is it important for Ads?

Quality Score is a rating (1–10) given by Google that measures how relevant and useful your ad, keyword, and landing page are to the user.

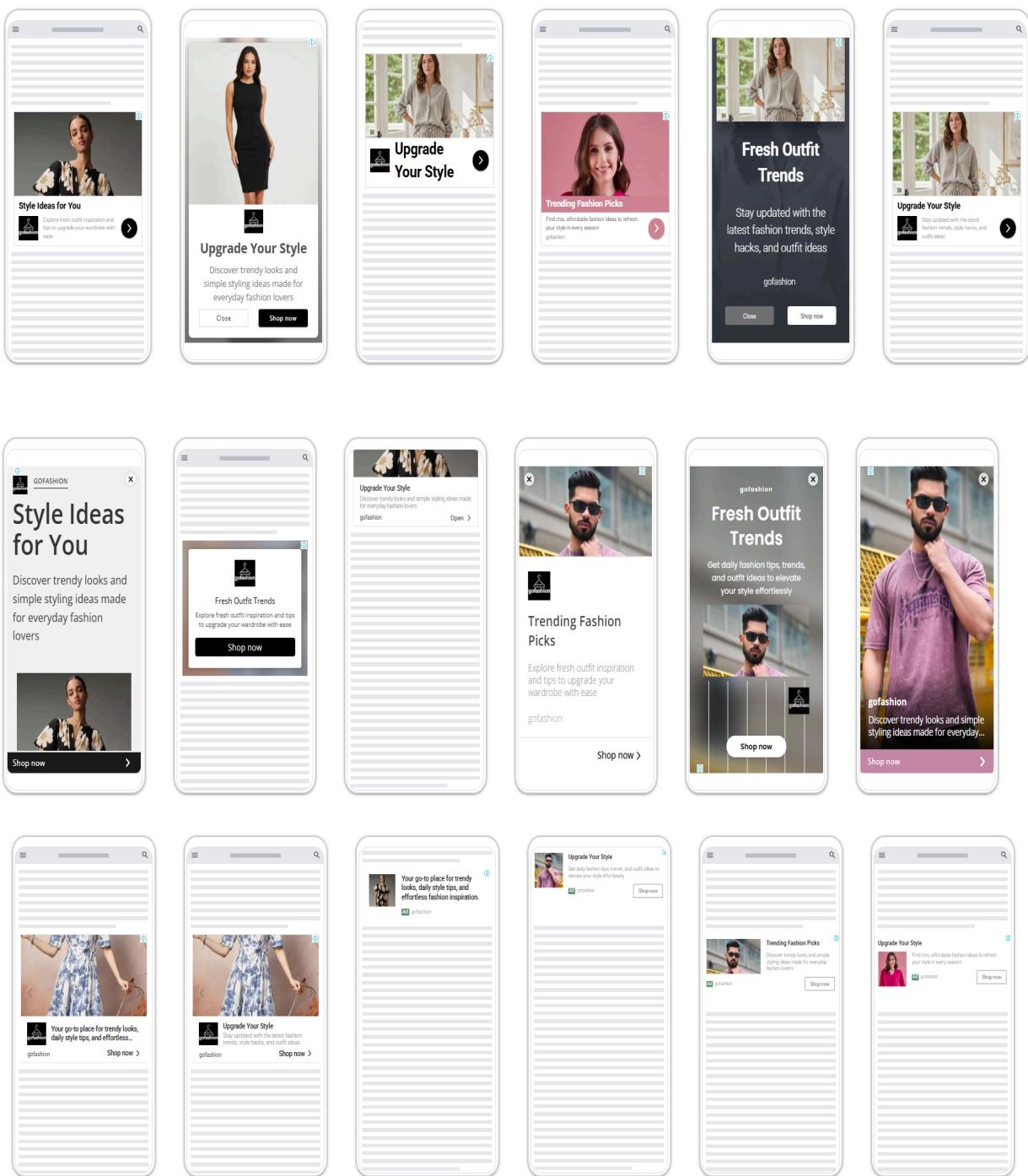
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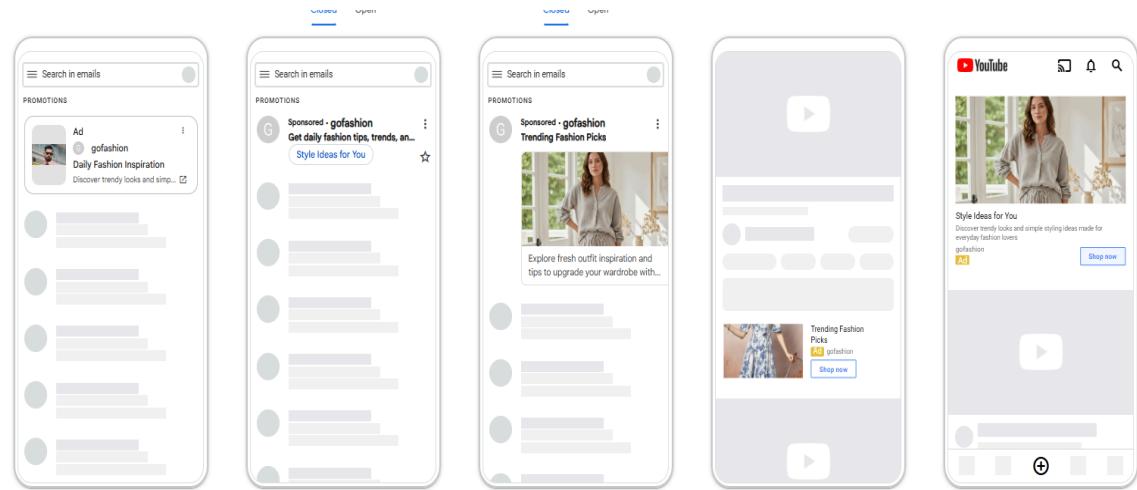
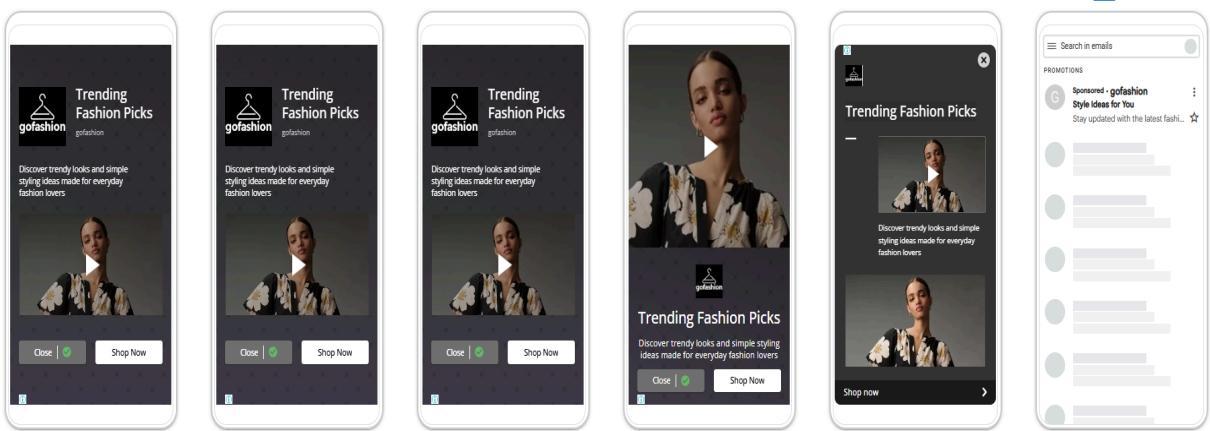
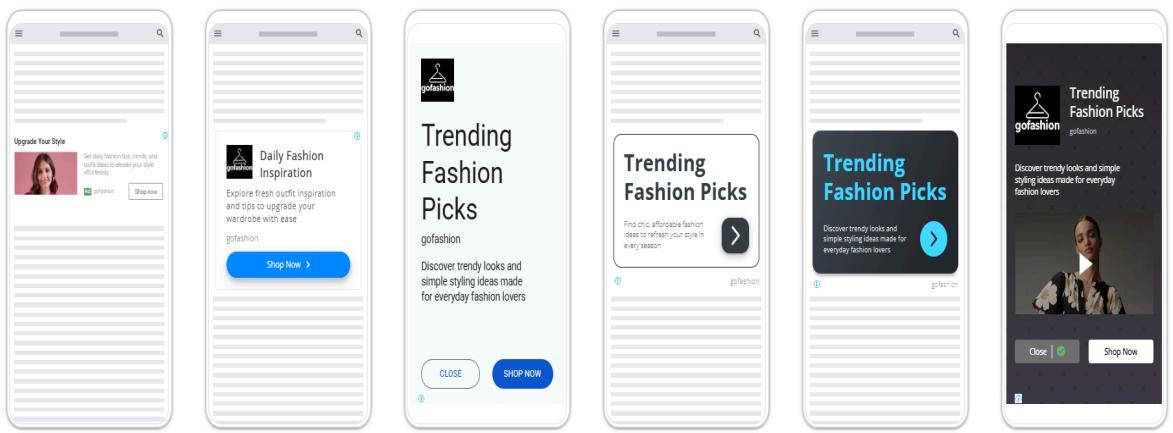
1. Expected CTR (Click-Through Rate)
2. Ad Relevance
3. Landing Page Experience

Why is it important?

- Lower CPC: Better quality score reduces your cost per click.
- Higher Ad Rank: Helps your ads appear in better positions.
- Better Performance: More relevant ads lead to higher clicks and conversions.
- Budget Efficiency: You get more results without increasing budget.

Create an ad for your website/ blog in Google Ads that display 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
 - o Create an ad for the display network.
 - o Choose a proper Target audience.
 - o Expected conversion: need maximum user engagement within the budget.
 - o Budget: 5000.

