

1. Main Factors Affecting PPC Bidding:

- **Competition:** Higher competition for a keyword increases the cost per click.
- **Bid Amount:** The maximum bid set by advertisers directly affects ad placement.
- **Quality Score:** Ads with a higher Quality Score often pay less for higher positions.
- **Ad Relevance:** How relevant the ad is to the keyword and target audience.
- **Landing Page Experience:** The quality, relevance, and user-friendliness of the landing page impact bidding.
- **Click-Through Rate (CTR):** Higher CTR indicates ad success and reduces CPC over time.

2. How Search Engines Calculate Actual CPC:

3. What is a Quality Score and Why It is Important for Ads?

- **Definition:** A metric used by search engines to measure the relevance and quality of your ad, keywords, and landing page.
- **Components of Quality Score:**
 - **CTR** (expected click-through rate).
 - **Ad relevance** to the keyword.
 - **Landing page experience.**
- **Importance:**
 - **Cost Efficiency:** Higher Quality Scores reduce CPC.
 - **Better Ad Placement:** Ensures higher positions in search results.
 - **Improved ROI:** Lowers costs while maintaining or increasing ad visibility.
 - **User Experience:** Ensures relevant and engaging ads for users.

4. 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
 - Create an ad for the display network.
 - Choose a proper Target audience.
 - Expected conversion: need maximum user engagement within the budget.
 - Budget: 5000.


Your campaign is ready to publish

Publish campaign

Recommendations

Apply these recommendations to optimize campaign performance

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 **Add sitelinks:** Draw more attention to your ads by adding at least 4 sitelinks. ⓘ

+2.8%

[View](#)

Overview

Campaign name

tops_Performance Max-2

Campaign type

Performance Max

Goal

Outbound clicks

95%

Campaign optimization score ⓘ



Weekly estimates

Based on your daily budget and bid settings

Weekly conv.	Cost/L.Conv.
12	₹959.13

Weekly cost
₹11,509.54

Asset group

Asset group name	Asset Group 1
Brand guidelines	5 logos and tops technology
Assets	20 images, 5 videos, 15 headlines, 5 long headlines, 5 descriptions, 3 sitelinks, and 1 call
Search themes	Best digital marketing agency, Social media marketing experts, SEO services n...
Audience	tops techno

Budget

Budget	₹1,644.22/day
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[Publish campaign](#)