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.

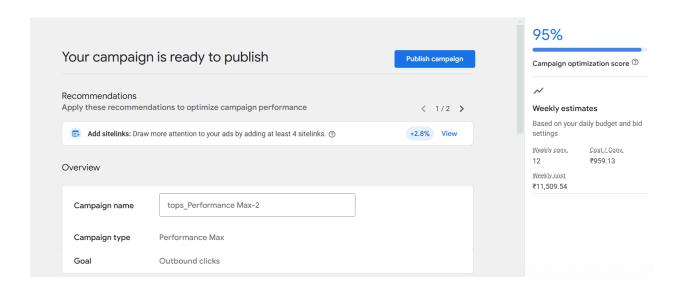
2. How Search Engines Calculate Actual CPC:

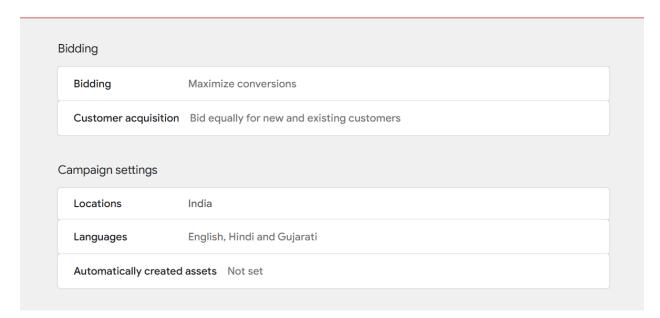
3. What is a Quality Score and Why It is Important for Ads?

- **Definition**: A metric used by search engines to measure the relevance and quality of your ad, keywords, and landing page.
- Components of Quality Score:
 - o 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 forwww.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.





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

Publish campaign