

Module-4 Assignment

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

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1. Keyword Competition: - Highly competitive keywords generally have higher costs per click because more advertisers are bidding on them. The competition level can fluctuate based on the industry, seasonality, and market demand.

2. Quality Score: - This is a metric used by platforms like Google Ads to measure the relevance and quality of your ads and landing pages. A higher Quality Score can lead to lower costs per click and better ad placement.

3. Ad Position: - The position of your ad on the search results page can affect your bid. Higher positions often require higher bids, but they can also lead to more clicks and better visibility.

4. Target Audience: - The demographics, interests, and behavior of your target audience can influence bidding. More competitive or niche audiences might drive up costs.

5. Ad Budget: - Your overall budget constraints will affect your bidding strategy. A higher budget can allow for more aggressive bidding, while a lower budget might require more strategic allocation.

6. Conversion Rate: - Ads that drive high-quality traffic with a good conversion rate can justify higher bids. If your landing pages are effective at

converting visitors into customers, you might be willing to bid more for those valuable clicks.

7. Ad Extensions: - Using ad extensions (like sitelinks, callouts, or structured snippets) can improve ad visibility and CTR, potentially affecting your bidding strategy. Higher CTR can improve Quality Score, leading to lower costs per click.

8. Seasonality and Trends: - Certain times of the year or current trends can impact keyword demand and competition. For example, bids might increase during peak shopping seasons like holidays.

9. Geographical Targeting: - The geographic location you are targeting can affect bid prices. Competitive regions or countries might have higher CPCs.

10. Device Targeting: - Bidding strategies may vary based on the device used (desktop, mobile, tablet). For instance, mobile traffic might be more competitive or valuable depending on your industry.

11. Bid Strategies: - Automated bidding strategies (like Target CPA, Target ROAS, or Maximize Clicks) can influence how much you bid. These strategies use machine learning to optimize bids based on your goals.

12. Competitor Actions: - Your competitors' bidding strategies and changes can impact your own bidding. If a competitor increases their bids, it might drive up the cost for your keywords.

13. Ad Relevance and Copy: - The relevance of your ad copy to the keywords and the intent behind searches can impact your bidding effectiveness. Well-crafted ad copy that matches user intent can improve CTR and lower CPC.

14. Landing Page Experience: - The quality and relevance of your landing page to the ad and the search query can impact your Quality Score, which in turn affects your bids.

Balancing these factors effectively can help you optimize your PPC campaigns for better performance and cost-efficiency.

Q-2) How does a search engine calculate actual CPC?

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The actual Cost-Per-Click (CPC) in a search engine like Google Ads is determined through a combination of your bid amount, Quality Score, and the competitive landscape of the auction. Here's a breakdown of how it's calculated:

1. Bid Amount: - This is the maximum amount you're willing to pay for a click on your ad. You set this as your maximum CPC bid in your PPC campaign settings.

2. Quality Score: - This is a metric used by search engines to evaluate the relevance and quality of your ads and landing pages. It includes factors like:

- Ad Relevance: - How closely your ad matches the user's search query.

- Click-Through Rate (CTR): - The historical performance of your ad in attracting clicks.

- Landing Page Experience: - How relevant and user-friendly your landing page is.

3. Ad Rank: - Search engines use Ad Rank to determine the position of your ad on the search results page. Ad Rank is calculated using:

- Bid Amount: - Your maximum CPC bid.
- Quality Score: - Higher Quality Scores can improve your Ad Rank.
- Other Factors: - Such as the impact of ad extensions and other ad formats.

4. Competitor's Ad Rank: - To determine the actual CPC you pay; the search engine will look at the Ad Rank of the advertiser below you. Specifically, your actual CPC is influenced by the bid and Quality Score of the next highest bidder.

The formula for calculating the actual CPC you pay is:

$$\text{Actual CPC} = \frac{\text{Ad Rank of the Competitor Below You}}{\text{Your Quality Score}} + \$0.01$$

Here's a step-by-step explanation:

1. Ad Rank of the Competitor Below You: - This is the Ad Rank of the highest bidder who is in a lower position than you.

2. Your Quality Score: - Your Quality Score plays a role in determining the CPC you actually pay.

3. Adding \$0.01: - To ensure you pay just enough to maintain your ad position, you add a small increment (usually \$0.01) to the CPC.

Example:

- Suppose your maximum bid is \$2.00, and your Quality Score is 8.
- The Ad Rank of the competitor below you are 15.

Your Actual CPC would be:

$$\text{Actual CPC} = \frac{15}{8} + 0.01 = 1.875 + 0.01 = \$1.885$$

So, you would pay approximately \$1.89 per click, which is enough to keep your ad position.

In summary, the actual CPC you pay is determined by your bid amount, the Quality Score of your ads, and the competitive landscape of the auction, ensuring you pay just enough to maintain your ad position above competitors.

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

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A Quality Score is a metric used by search engines, particularly Google, to measure the relevance and quality of your ads, keywords, and landing pages.

1. Cost Efficiency: - A higher Quality Score often leads to lower cost-per-click (CPC) rates. This is because search engines reward ads that are relevant and provide a good user experience with lower costs. Essentially, you pay less for each click if your ads are of high quality.

2. Ad Position: - Quality Score can affect your ad's position on the search engine results page (SERP). Higher Quality Scores can improve your ad's position, which increases its visibility and likelihood of clicks.

3. Relevance: - It ensures that your ads are relevant to users' search queries. A high-Quality Score indicates that your ad, keyword, and landing page are well-aligned with what users are searching for, improving the overall user experience.

4. Competitive Advantage: - In competitive markets, having a higher Quality Score can give you an edge over competitors, as it can help your ads appear in better positions even if you have a lower budget.

5. Ad Performance: - It reflects how well your ads are performing in terms of user engagement and satisfaction. Ads with high relevance and quality are more likely to attract clicks and conversions.

The Quality Score is typically evaluated on a scale from 1 to 10 and is influenced by several factors, including:

- Click-Through Rate (CTR): - The ratio of clicks to impressions of your ad. Higher CTR generally indicates that your ad is relevant to the search query.

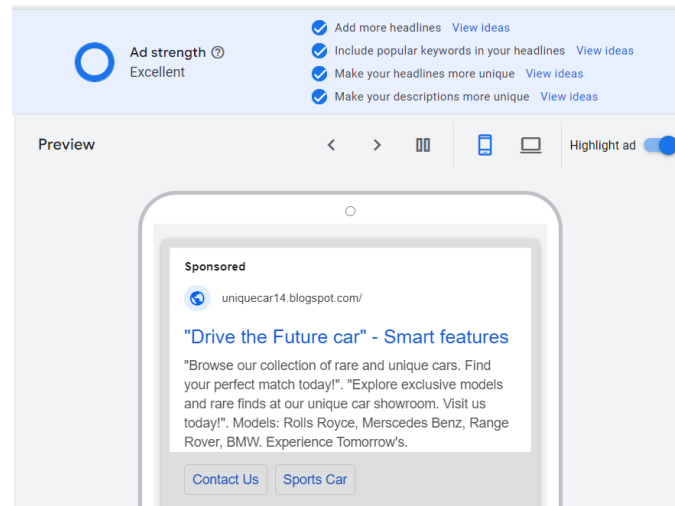
- Ad Relevance: - How closely your ad matches the intent of the user's search query.

- Landing Page Experience: - The quality and relevance of the landing page users are directed to after clicking your ad. It should be useful, relevant, and provide a good user experience.

Optimizing your Quality Score involves improving these factors to ensure your ads are relevant, engaging, and lead to a positive user experience. This, in turn, helps you achieve better ad performance and cost efficiency.

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

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Overview

All time Jul 23 – 31, 2024 Show last 30 days

● super cars ● Ad group 1

"Range Rover SUV Cars" | "Drive the Future car" | benz cars
Ad uniquecar14.blogspot.com
"Browse our collection of rare and unique cars. Find your perfect match today!".
"Explore exclusive models and rare finds at our unique car showroom. Visit us today!".

Summary of how your keywords are performing

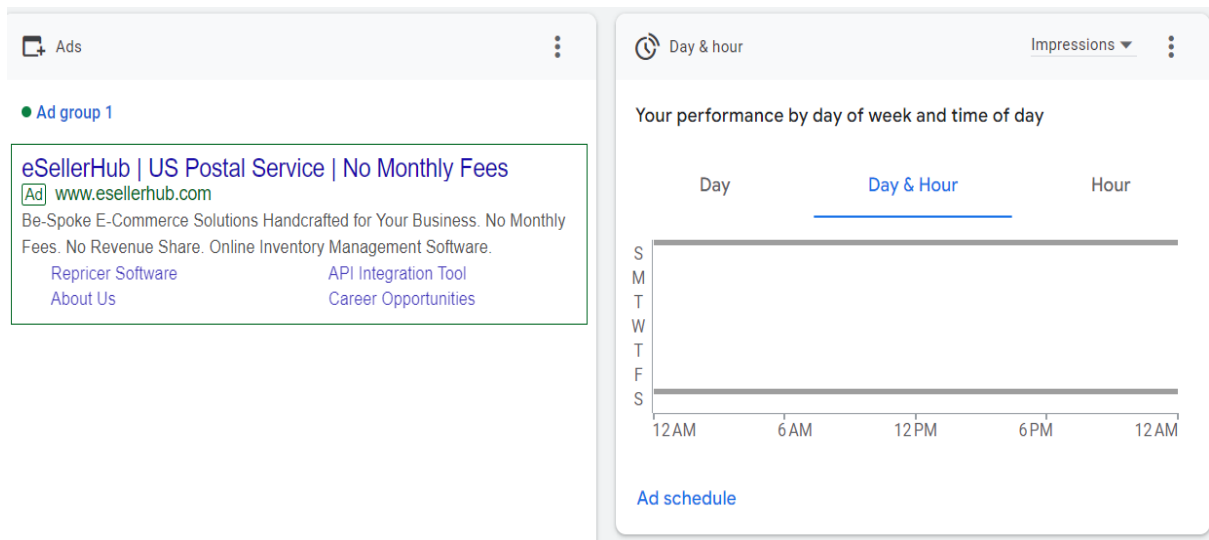
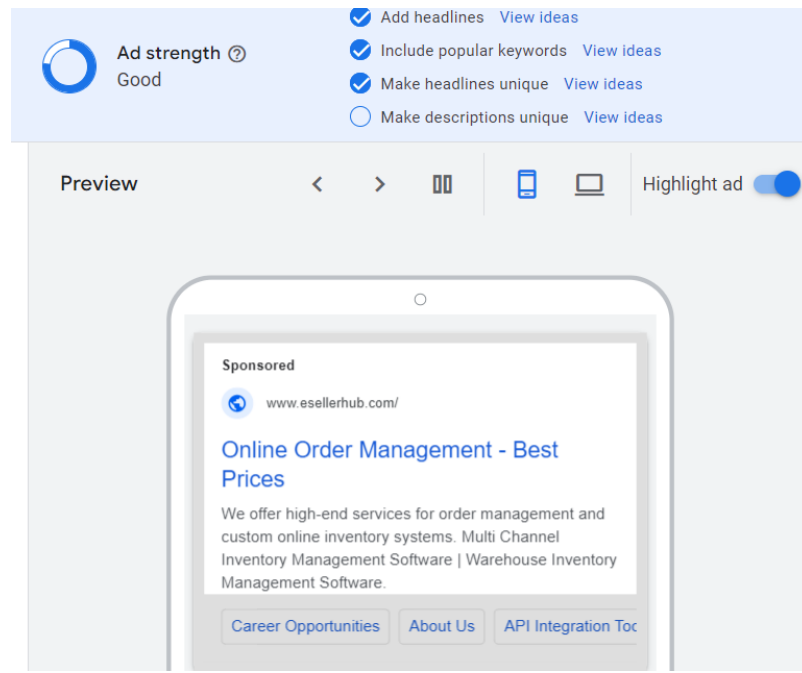
	Cost	Clicks	CTR
● mercedes car	₹0.00	0	0.00%
● exotic cars	₹0.00	0	0.00%
● luxury cars	₹0.00	0	0.00%
● luxury suv	₹0.00	0	0.00%
● mercedes benz cars	₹0.00	0	0.00%

Keywords Negative keywords < 1 / 2 >

Ad Status Impressions Clicks CTR

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

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Q-6) Create an ad for <http://www.designer2developer.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

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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](#)




Display
Reach customers across 3 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



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

Locations

Select locations for this campaign ?

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

Locations (8)

Delhi, Delhi, India city

Goa, India state

Gondal, Gujarat, India city

Gurugram, Haryana, India city

Jamnagar, Gujarat, India city

🔍 Enter a location to include or exclude

[Advanced search](#)

Bidding



What do you want to focus on? [?](#)

Conversions ▼

Recommended for your campaign goal

How do you want to get conversions? [?](#)

Automatically maximize conversions ▼

☐ Set a target cost per action



This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

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

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5000

The most 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](#)