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

1. Quality Score

- Google Ads assigns a Quality Score (1–10) based on:
    - CTR (Click-Through Rate)
    - Ad Relevance (match to keywords & search intent)
    - Landing Page Experience (relevance, speed, user-friendliness)
- Higher Quality Score = lower CPC for the same position.

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2. Competition

- The number of advertisers bidding for the same keywords.
- High competition = higher CPC.
- Niche or long-tail keywords often cost less than broad, high-demand ones.

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3. Keyword Relevance

- Keywords closely aligned with your ad group, ad copy, and landing page convert better.
- Poorly matched keywords = wasted spend + higher CPC.

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4. Ad Rank

- Determined by:
    - Bid amount × Quality Score × Ad Extensions impact
- Even with high bids, low relevance = poor ad rank.

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5. Targeting Settings

- Geography: CPC varies by location (e.g., metro cities cost more).
- Device type: Mobile vs. desktop performance differs.
- Time/day: Peak business hours usually cost more.

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6. Industry & Seasonality

- Some industries (finance, law, insurance) have very expensive CPCs.
- Seasonal demand (festivals, holidays, Black Friday) can spike bids.

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7. Bidding Strategy

- Manual CPC vs. automated strategies (Maximize Clicks, Target CPA, Target ROAS).
- Automation can optimize bids but depends heavily on data quality.

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8. Ad Extensions & Format

- Using sitelinks, callouts, structured snippets, etc., improves CTR.
- Higher CTR → better Quality Score → lower CPC.

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9. Budget Allocation

- Limited daily budgets may restrict competitiveness in auctions.
- Larger budgets = more visibility and flexible bidding.

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10. Competitor Behavior

- If competitors aggressively bid or change strategy, your CPC can rise.
- Competitors with higher Quality Scores may outbid you at lower costs.

Q. 2 • How does a search engine calculate actual CPC?

Formula for Actual CPC

Actual CPC=Ad Rank of competitor below youYour Quality Score+0.01\text{Actual CPC} = \frac{\text{Ad Rank of competitor below you}}{\text{Your Quality Score}} + 0.01Actual CPC=Your Quality ScoreAd Rank of competitor below you+0.01

🔹 How it works step by step

1. Each advertiser enters an auction with:
    - Max CPC bid
    - Quality Score (CTR, ad relevance, landing page experience)
2. Ad Rank is calculated:
   Ad Rank=Bid×Quality Score+Ad Extensions impact\text{Ad Rank} = \text{Bid} \times \text{Quality Score} + \text{Ad Extensions impact}Ad Rank=Bid×Quality Score+Ad Extensions impact
3. Ads are ordered from highest Ad Rank to lowest.
4. Your Actual CPC is set just high enough to beat the Ad Rank of the competitor below you.
    - So, you don't pay your full max bid.
    - Instead, you pay *the minimum required* to maintain your position.

Q.3 • What is a quality score and why it is important for Ads?

What is Quality Score?

Quality Score is a **1–10 rating** that search engines (like Google Ads) assign to your keywords, ads, and landing pages.
It reflects **how relevant and useful** your ad is to the user.

It's calculated based on three main components:

1. **Expected Click-Through Rate (CTR)**
    - How likely users are to click your ad when shown.
2. **Ad Relevance**
    - How closely your ad copy matches the searcher's intent and keyword.
3. **Landing Page Experience**
    - How relevant, user-friendly, and fast your landing page is.

Why is Quality Score Important?

1. Lower CPC (Cost Per Click)

- A higher Quality Score reduces the actual amount you pay per click.
- You can often **out-rank competitors with higher bids** if your Quality Score is better.

2. Better Ad Rank

- Ad Rank = Bid × Quality Score (+ Ad Extensions).
- Even with a smaller budget, strong Quality Scores can win top positions.

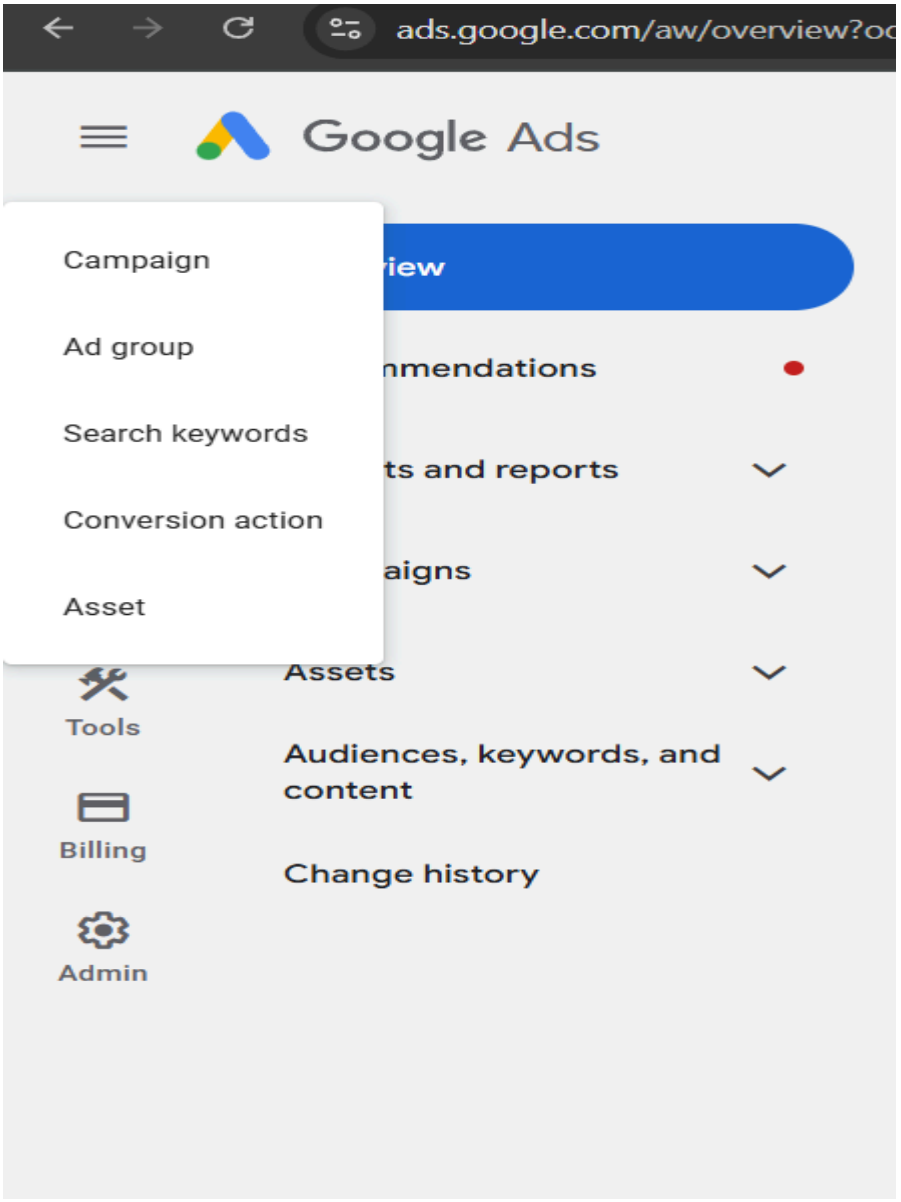
3. Higher ROI

- Relevant ads mean more clicks from the right audience.
- You spend less while gaining higher conversions.

4. Improved User Experience

- Google rewards advertisers who create ads that genuinely help users.
- If users are satisfied, they're more likely to convert (win-win for you).

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



What's your campaign objective?

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 store visits and promotions
Drive visits to local stores, including restaurants and dealerships.

Create a campaign without guidance
You'll choose a campaign next

Use these conversion goals to improve Website traffic

Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Conversion Goals	Conversion Source	Conversion Actions
Phone call leads (account default)	Call from Ads	1 action

Add goal

Cancel Continue

Select a campaign type

Search
Drive website traffic from Google Search with text ads

Performance Max
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more See how it works

Demand Gen
Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads

Video
Drive website traffic from YouTube with your video ads

Display
Reach potential customers across 3 million sites and apps with your creative

Shopping
Promote your products from Merchant Center on Google Search with Shopping ads

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

https://patolabyravi0917.blogspot.com/

Cancel Continue

Campaign name

Website display - ads

Cancel Continue

Locations

Select locations for this campaign

- All countries and territories
- India
- Enter another location

Locations (3)

Hyderabad, Telangana, India city

Rajkot, Gujarat, India city

Surendranagar, Gujarat, India city

Enter a location to include or exclude

Advanced search

Location options

Languages

Select the languages your customers speak.

Start typing or select a language

English Hindi Gujarati

EU political ads

Does your campaign have European Union political ads?

Required

- ○ Yes, this campaign has EU political ads
- ◉ No, this campaign doesn't have EU political ads

EU regulation requires Google to ask this question
Learn how an EU political ad is defined

Ad schedule

Mondays - Fridays | 01:00 | to | 23:45 | ×

Add

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

More settings

Devices	Show on all devices	
Campaign URL options	No options set	
Dynamic ads	No data feed	
Start and end dates	Start date: November 6, 2025	End date: Not set
Content exclusions	Parked domains	

Next

)25.

Budget and bidding

Budget

Set your average daily budget for this campaign

₹ 5,000.00

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

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)

Next

Ads

Ad creation

In Progress
Responsive display ad
Change

Add some images and logos to make your ad stand out

Ad strength
Incomplete

Images
Videos
Headlines
Descriptions

Final URL

https://patolabyravi0917.blogspot.com/

Required

Business name

patolaby__ravi

Required 14 / 25

Images
Add up to 15 images Learn more

+ Images

At least 1 landscape image is required
At least 1 square image is required

Preview

Share Preview ads

Display Gmail YouTube

To unlock this format, add the following assets:

- 1 headline or long headline
- 1 disclaimer or description
- 1 horizontal image

Headlines
Add up to 5 headlines

Suggested headlines More ideas

You have entered the maximum number of headlines.

Weaving Heritage by Ravi

Required 24 / 30

Patola Magic by Ravi

20 / 30

Ravi's Timeless Patola Art

26 / 30

Tradition Woven by Ravi

23 / 30

Timeless Weaves Patola by Ravi

30 / 30

Long headline

Crafted Grace — Patola Ravi

Required 27 / 90

Descriptions

Add up to 5 descriptions

Suggested descriptions More ideas

You have entered the maximum number of descriptions.

Authentic Patola sarees handcrafted with heritage, elegance and timeless detail

Required 80 / 90

Royal Patola art, woven by hand with love, tradition and premium craftsmanship.

79 / 90

Experience pure Patola luxury — traditional weave, modern elegance.

67 / 90

Handwoven Patola sarees that reflect culture, class and timeless beauty.

72 / 90

Where heritage meets style — Premium Patola sarees by skilled artisans.

71 / 90

Targeting

Content

Keywords

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

Edit targeted keywords — Done

Patola by Ravi,
Patola Saree,
Limbdi Patola,
Single Ikkat Saree,
Double Ikkat Patola,
Rajkot Patola Saree,
Patan Patola Weaving,
Handwoven Patola Silk,
Pure Silk Patola Saree,
Traditional Patola Sarees,
Bridal Patola Collection, Designer Patola Sarees,
Premium Handloom Sarees,
Heritage Silk Sarees,
Gujarat Patola Art,
Indian Ethnic Sarees,
Artisanal Silk Weaves,
Royal Weaving Tradition,
Custom Patola Designs,
Luxury Saree Collection

Get keyword ideas

https://patolabyravi0917.blogspot.com/

Enter your product or service

Keywords	Relevance
+ blogger	99
+ blogspot	94
+ internet blogger	89
+ my blog	84
+ blogger theme	80

Add all ideas

Keyword setting

- ○ Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords
- ○ Content: Only show ads on webpages, apps, and videos related to these keywords

Topics

Suggest webpages, apps, and videos about a certain topic

Edit targeted topics — Done

Search by word, phrase, or URL

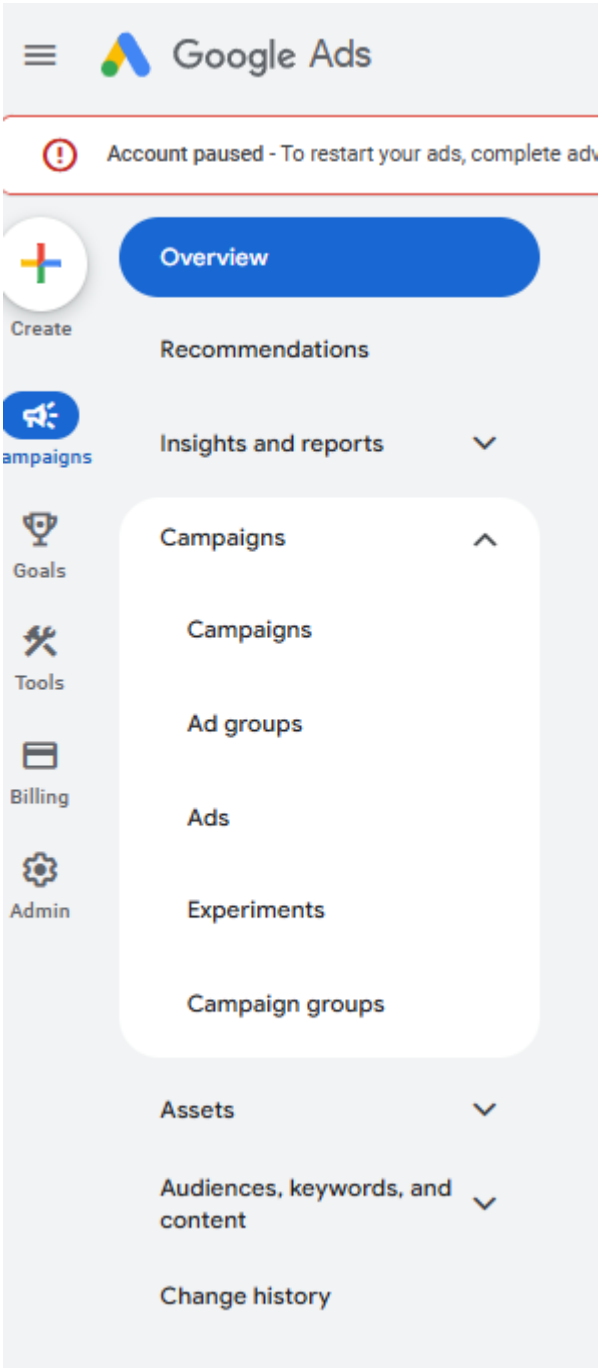
- ☐ Pets & Animals
- ☐ Real Estate
- ☐ Reference
- ☐ Science
- ☑ Shopping & Retailers
- ☐ Sports
- ☐ Travel & Transportation
- ☐ World Localities

2 selected — Clear all

Shopping & Retailers

Shopping & Retailers > Apparel
Women's Clothing

Q.5 • Create an ad for www.tops-int.com to get the maximum Clicks.


Google Ads
Account paused - To restart your ads, complete adv
Create
ampaigns
Goals
Tools
Billing
Admin
Overview
Recommendations
Insights and reports
Campaigns
Campaigns
Ad groups
Ads
Experiments
Campaign groups
Assets
Audiences, keywords, and content
Change history

Choose your objective

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

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Video

Drive website traffic from YouTube with your video ads

Display

Reach potential customers across 3 million sites and apps with your creative

Shopping

Promote your products from Merchant Center on Google Search with Shopping ads

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

https://www.tops-int.com/

Cancel Continue

Campaign name

Website traffic- tops

Cancel Continue

Locations

Select locations for this campaign

- ○ All countries and territories
- ○ India
- ◉ Enter another location

Locations (3)

- Ahmedabad, Gujarat, India city
- Rajkot, Gujarat, India city
- Suriname country

Enter a location to include or exclude

Advanced search

Location options

Languages

Select the languages your customers speak.

gu

English × Hindi × Gujarati ×

EU political ads

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Learn how an EU political ad is defined

Ad schedule

Mondays - Fridays | 08:00 | to | 20:00 | ×

Add

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings you changed and adds new ones, resetting any performance data

Start and end dates

Start date

Nov 6, 2025

End date

- None
- Nov 12, 2025

Your ads will continue to run unless you specify an end date.

More settings

Ad rotation	Optimize: Prefer best performing ads
Devices	Show on all devices
Campaign URL options	No options set
Dynamic ads	No data feed
Content exclusions	Parked domains

Next

Budget and bidding

Budget

Set your average daily budget for this campaign

₹5,000.00

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☐ Set a target cost per action

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Or, select a bid strategy directly (not recommended)

Next

Audience Segments

Suggest who should see your ads. You can create new segments in Audience Manager.

Edit targeted segments — Done

Search | Browse

Try "arts & design education"

Show: **Recent and ideas**

☐ Select all (34)

- ☐ Women's Apparel
- ☐ Online Classes — Based on your website
- ☐ On-Site Training Courses — Based on your website
- ☐ Information Technology Courses Online — Based on your website
- ☐ Udemy Courses

3 selected — Clear all

In-market: other

Digital Marketing Services

In-market

Education > Post-Secondary Education
Technology Education

Education

Keywords

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

Edit targeted keywords Done

it course
course course
it classes
training courses
education and development course
software training
it training
class course
online training
software testing course
digital marketing
Ai
Smm
big data course
professional training

Get keyword ideas

https://www.tops-int.com/

Enter your product or service

Keywords	Relevance
free learning courses	52
it computer course	51
free training	49
free class	48
data science training	47
health training	43

Add all ideas

Keyword setting

Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords

Ads

Ad creation

In Progress
Responsive display ad
Change

Add a final URL

Ad strength
Incomplete

Images
Videos
Headlines
Descriptions

Final URL

https://www.example.com

Required

Business name

tops technology

Required 15 / 25

Images
Add up to 15 images Learn more

At least 1 landscape image is required
At least 1 square image is required

Edit

Logos
Add up to 5 logos

Logos

Preview

Share Preview ads

Display Gmail YouTube

To unlock this format, add the following assets:

- 1 disclaimer or description
- 1 horizontal image

Future-Ready IT Training

Description

Headlines

Add up to 5 headlines

Suggested headlines More ideas

You have entered the maximum number of headlines.

Learn. Grow. Excel.

Required 19 / 30

Step Into the Future

20 / 30

Future-Ready IT Training

24 / 30

Master IT with Experts

22 / 30

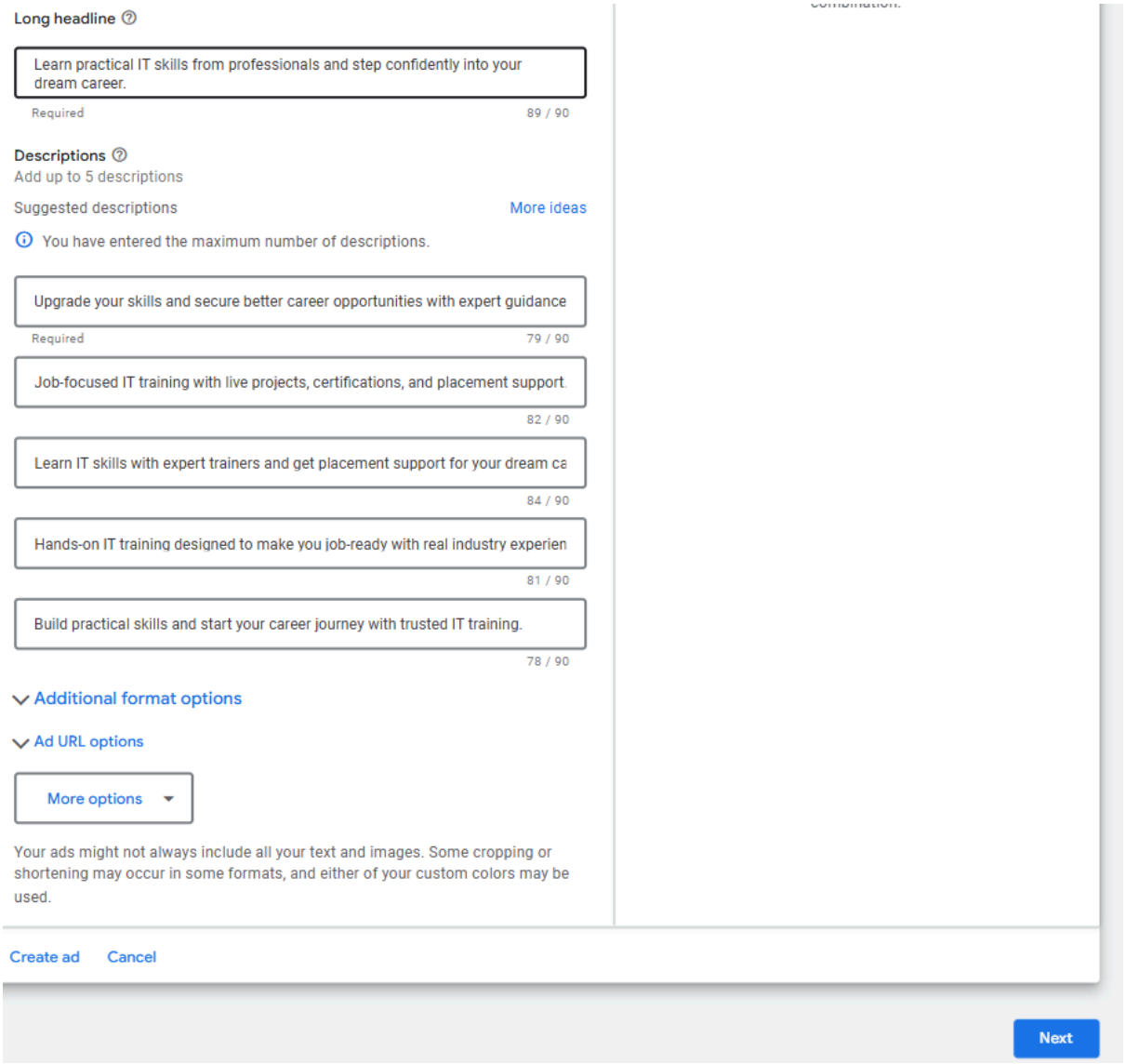
Learn. Practice. Grow.

22 / 30

Long headline

Learn practical IT skills from professionals and step confidently into your dream career

Required 89 / 90


Long headline
Learn practical IT skills from professionals and step confidently into your dream career.
Required
89 / 90
Descriptions
Add up to 5 descriptions
Suggested descriptions
More ideas
You have entered the maximum number of descriptions.
Upgrade your skills and secure better career opportunities with expert guidance
Required
79 / 90
Job-focused IT training with live projects, certifications, and placement support.
82 / 90
Learn IT skills with expert trainers and get placement support for your dream ca
84 / 90
Hands-on IT training designed to make you job-ready with real industry experien
81 / 90
Build practical skills and start your career journey with trusted IT training.
78 / 90
Additional format options
Ad URL options
More options
Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.
Create ad
Cancel
Next