Module -4

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

✅ 1. Quality Score

Your ad quality influences how much you pay:

- **Expected CTR**
- **Ad relevance**
- **Landing page experience**

Higher Quality Score = lower CPC + better ad placements.

✅ 2. Keyword Competition

When many advertisers bid on the same keyword:

- **CPC increases**
  When fewer advertisers bid:
- **CPC decreases**

Highly competitive industries (insurance, finance, travel) have higher bids.

✅ 3. Bidding Strategy

Your chosen strategy affects your bid level:

- **Manual CPC**
- **Maximize Clicks**
- **Target CPA**
- **Target ROAS**
- **Maximize Conversions**

Automated bidding adjusts based on algorithmic predictions.

✅ 4. Audience Targeting

Narrow or highly valuable audiences cost more:

- **Remarketing**
- **High-intent custom segments**
- **Demographic targeting**

More specific = higher CPC.

✅ 5. Device & Location

CPC varies by:

- **Device (mobile clicks are often cheaper)**
- **Location (metros = higher bids)**
- **Time zone and local market value**

Example: Cities like Mumbai, Delhi have higher CPCs vs tier-2 cities.

✅ 6. Ad Rank of Competitors

If competitors have:

- **Better Quality Score**
- **Higher bids**
- **Stronger ads**

… your required bid rises to stay competitive.

✅ 7. Seasonality

Prices fluctuate during high-demand periods:

- **Festive season**

- **Weekend spikes**
- **Special events (Diwali, Christmas, Black Friday)**

Demand ↑ → CPC ↑.

✅ 8. Daily Budget & Ad Schedule

Low daily budget:

- **Google raises CPC to use budget faster**
  Ad schedule:
- **Higher CPC during peak hours**

✅ 9. Industry & Keyword Intent

Commercial intent keywords cost more:

- **“Buy iPhone online” = high CPC**
- **“iPhone review” = low CPC**

Transactional keywords are always expensive.

✅ 10. Ad Format & Extensions

Better ad formats improve CTR, reducing CPC:

- **Sitelinks**
- **Callouts**
- **Structured snippets**
- **Price extensions**

Higher CTR → Better Quality Score → Lower bids.

🔥 Summary (Quick List)

- **Quality Score**
- **Competition**
- **Bidding Strategy**
- **Audience Targeting**
- **Device/Location**
- **Competitors' Ad Rank**
- **Seasonality**
- **Budget & Scheduling**

- **Keyword Intent**
- **Ad Extensions**

If you want, I can also generate:
✅ a PPC bidding checklist
✅ an SEO-friendly blog section
✅ a PPC campaign framework

2. How does a search engine calculate actual CPC?

The Actual CPC you pay is *not* the same as your maximum bid.

The formula is:

⭐ Actual CPC = (Ad Rank of the competitor below you ÷ Your Quality Score) + ₹0.01

This formula ensures:

- **You pay just enough to beat the advertiser below you.**
- **Better Quality Score = lower actual CPC.**

🔍 Step-by-Step Explanation

1. Ads enter the auction

Each advertiser has:

- **A Max CPC bid**
- **A Quality Score (QS)**

2. Search engine calculates Ad Rank

Ad Rank = Max CPC × Quality Score

Higher Ad Rank = better ad position.

3. Actual CPC is determined

You pay just enough to maintain your position above the competitor below you.

📘 Example to Understand Actual CPC

Advertiser	Max CPC	Quality Score	Ad Rank (Max CPC × QS)
A (You)	₹40	10	400
B	₹50	6	300
C	₹30	5	150

You are in Position #1

The advertiser below you is B (Ad Rank = 300).

So your Actual CPC =

➤ 300 ÷ 10 + 0.01 = ₹30.01

Even though your max bid is ₹40,
you pay only ₹30.01!

🧠 Why Search Engines Use This System

✔ Rewards higher Quality Score
✔ Encourages advertisers to create relevant ads
✔ Ensures users get the best results
✔ Prevents unnecessary high bidding wars

📌 Key Takeaway

You don’t pay your maximum bid.
You pay just enough to beat the advertiser below you.

If you want, I can also explain:
✅ Ad Rank
✅ Bidding strategies
✅ How to reduce CPC

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

Quality Score is a metric used by search engines (like Google Ads) to measure the overall quality and relevance of your keywords, ads, and landing pages.

It is rated on a scale of 1 to 10, where 10 is excellent and 1 is poor.

Quality Score is based on three key components:

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

⭐ Why is Quality Score Important for Ads?

Quality Score directly affects how your ads perform and how much you pay.

✅ 1. Lower CPC (Cost Per Click)

Higher Quality Score = you pay less for each click.
Google rewards relevant ads.

✅ 2. Better Ad Position (Higher Ad Rank)

With a strong Quality Score, your ads can appear:

- **Higher on the page**

- **In more competitive search results**
  Even if your bids are lower than competitors.

✅ 3. Higher ROI

Because you pay less and rank higher, you get:

- **More clicks**
- **Better performance**
- **More conversions**

✅ 4. Better User Experience

Google favors ads that provide:

- **Relevant information**
- **Useful landing pages**
- **Good experience**
  This helps users get what they're searching for.

✅ 5. Helps Beat Competitors

Even if competitors bid higher,
a better Quality Score can still outrank them and reduce your cost.

🔥 Quick Summary

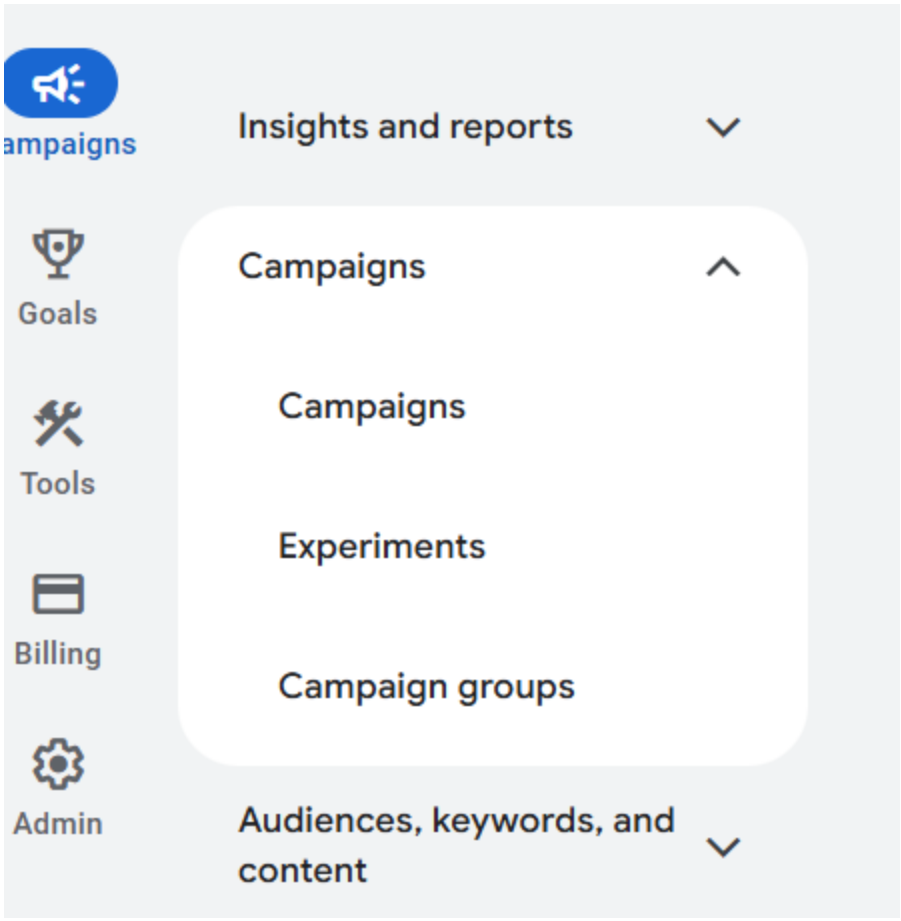
Quality Score = Expected CTR + Ad Relevance + Landing Page Experience

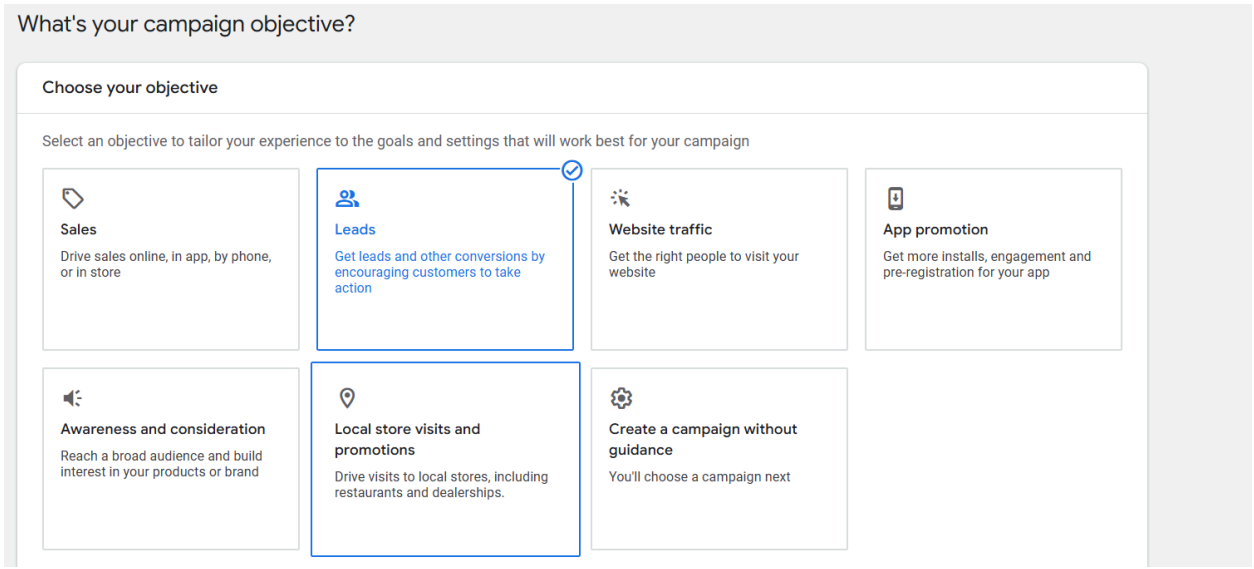
High Quality Score gives you:

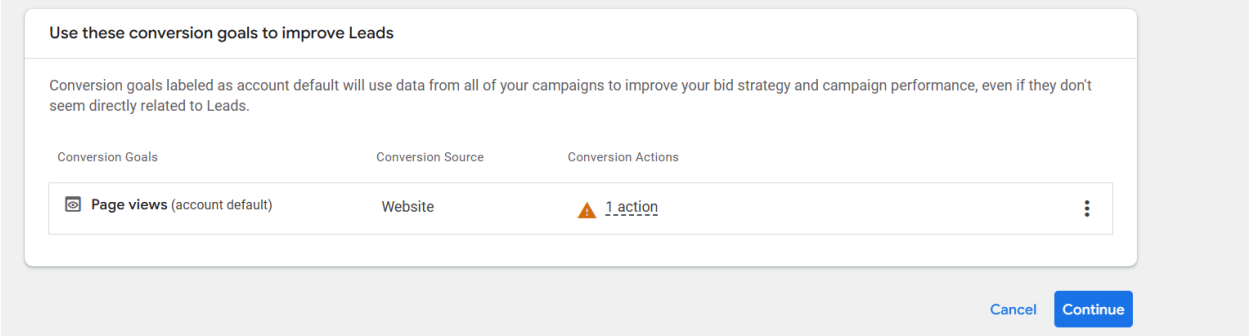
- **✔ Lower CPC**
- **✔ Better ad ranking**
- **✔ Higher conversions**
- **✔ Better overall ad performance**

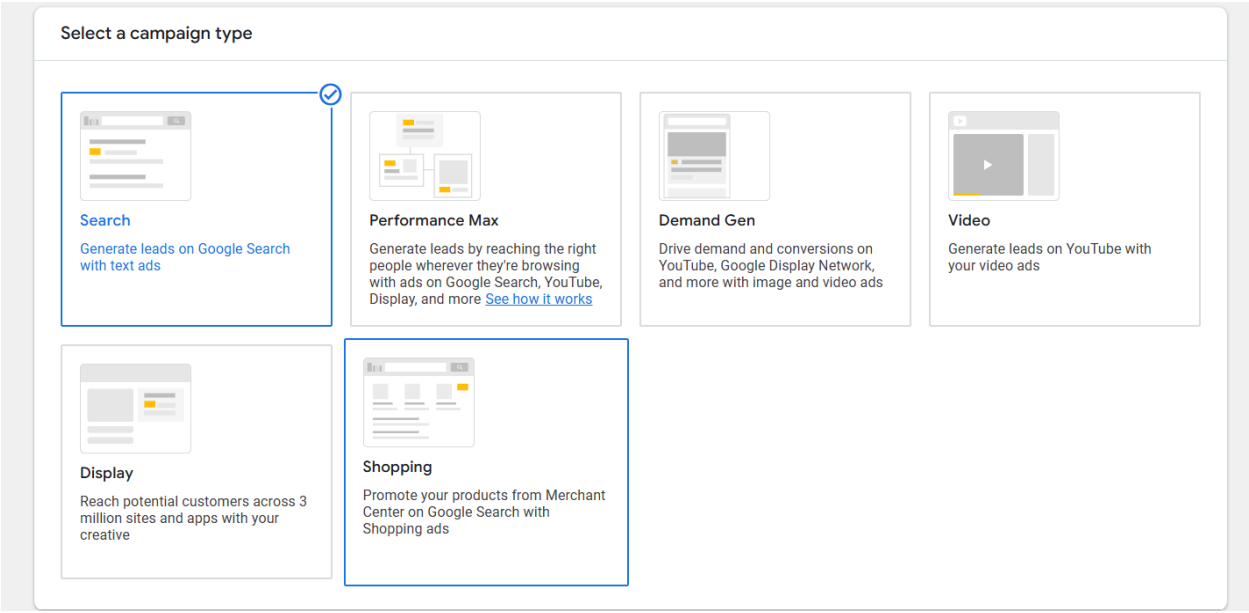
If you want, I can also create:
📌 A short exam-ready version
📌 A one-line definition
📌 A diagram-style explanation

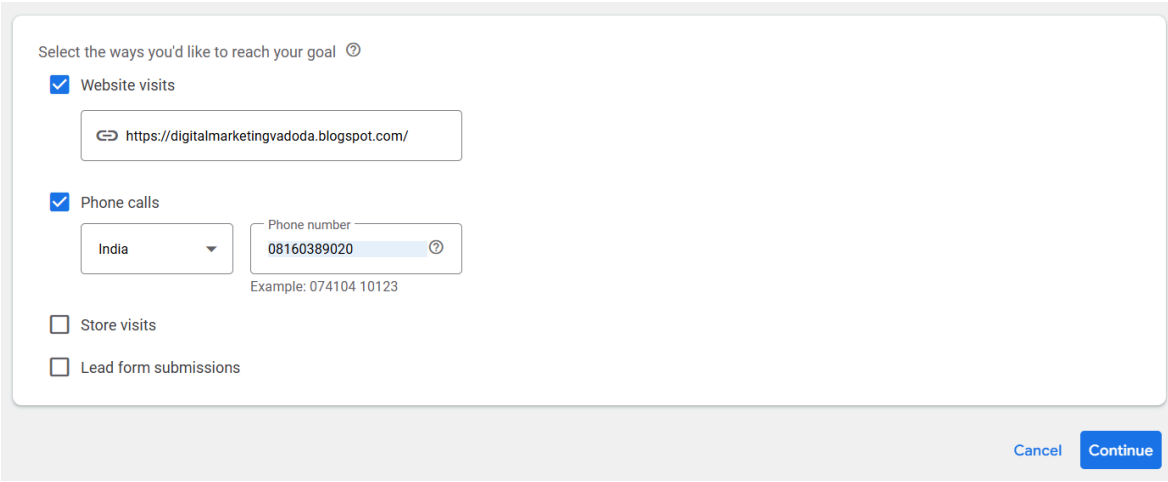
4. Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience .

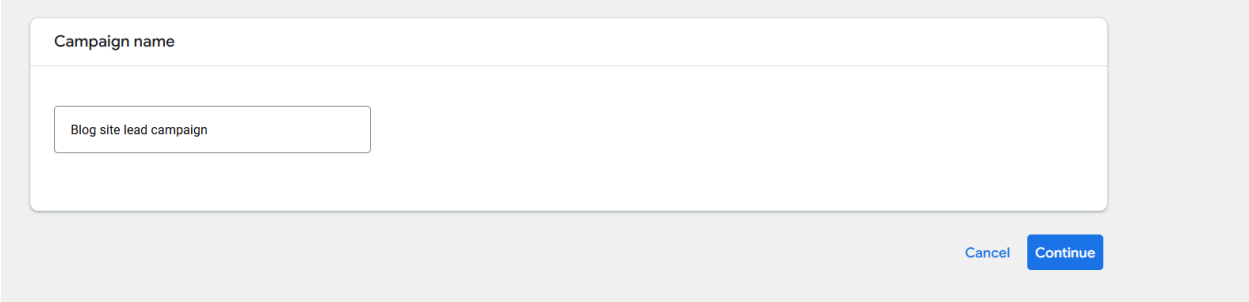

ampaigns
Insights and reports
Goals
Campaigns
Campaigns
Tools
Experiments
Billing
Campaign groups
Admin
Audiences, keywords, and content

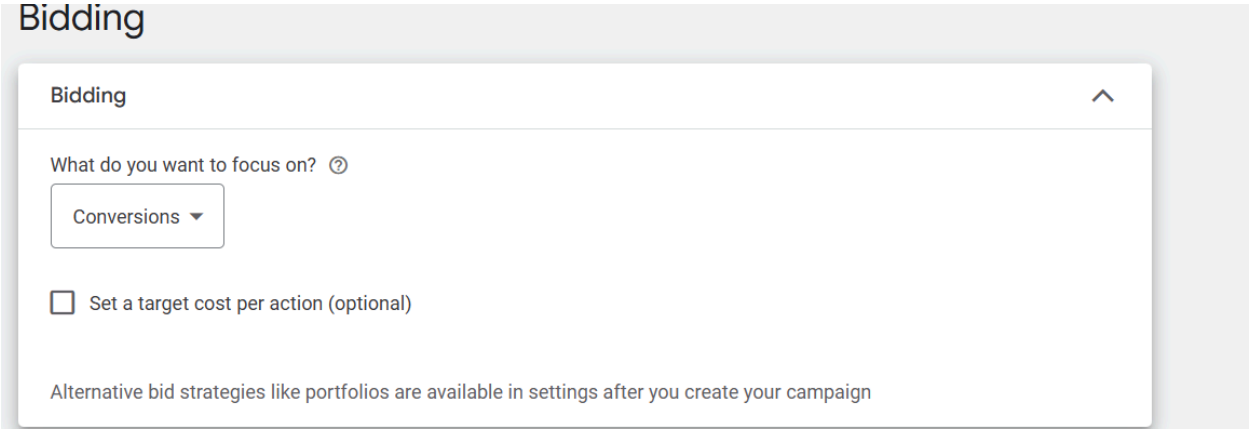

What's your campaign objective?
Choose your objective
Select an objective to tailor your experience to the goals and settings that will work best for your campaign
Sales
Drive sales online, in app, by phone, or in store
Leads
Get leads and other conversions by encouraging customers to take action
Website 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

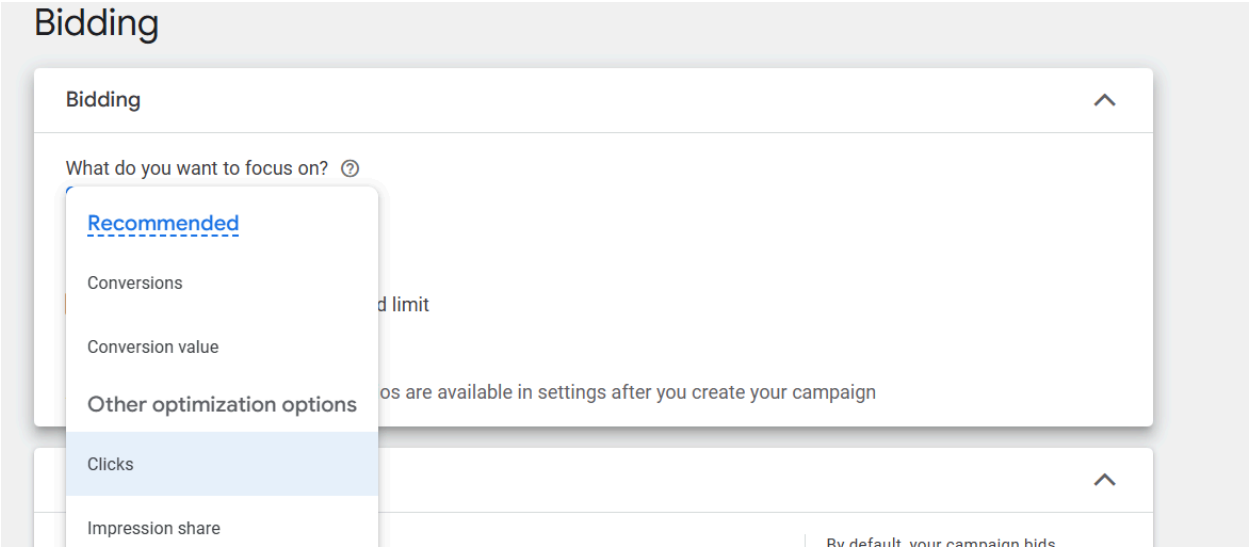

Use these conversion goals to improve Leads
Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Leads.
Conversion Goals
Conversion Source
Conversion Actions
Page views (account default)
Website
1 action
Cancel
Continue


Select a campaign type
Search
Generate leads on Google Search with text ads
Performance Max
Generate leads 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
Generate leads on 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


Select the ways you'd like to reach your goal
Website visits
https://digitalmarketingvadoda.blogspot.com/
Phone calls
India
Phone number
08160389020
Example: 074104 10123
Store visits
Lead form submissions
Cancel
Continue


Campaign name
Blog site lead campaign
Cancel
Continue


Bidding
Bidding
What do you want to focus on?
Conversions
Set a target cost per action (optional)
Alternative bid strategies like portfolios are available in settings after you create your campaign


Bidding
Bidding
What do you want to focus on?
Recommended
Conversions
Conversion value
Other optimization options
Clicks
Impression share
d limit
os are available in settings after you create your campaign

Bidding

Bidding

What do you want to focus on?

Clicks

☐ Set a maximum cost per click bid limit

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition

☐ Bid for new customers only

Your campaign will be limited to only new customers, regardless of your bid strategy

By default, your campaign bids equally for new and existing customers. However, you can configure your customer acquisition settings to optimize for acquiring new customers. Learn more about customer acquisition

Next

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

☑ Google Search Partners Network (recommended)

Ads can appear near Google Search results and on other Google Search Partners websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.

☑ Google Display Network (recommended)

Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign

◉ All countries and territories

○ India

○ Enter another location

Location options

Locations

Select locations for this campaign

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

Locations (5)	Reach
Jamnagar, Gujarat, India city	2,640,000
Junagadh, Gujarat, India city	1,280,000
Rajkot, Gujarat, India city	4,760,000
Surat, Gujarat, India city	11,800,000
Vadodara, Gujarat, India city	5,550,000

Enter a location to include or exclude

Advanced search

For example, a country, city, region, or postal code

Location options

Languages

Select the languages your customers speak.

Gu

English × Hindi × Gujarati ×

EU political ads

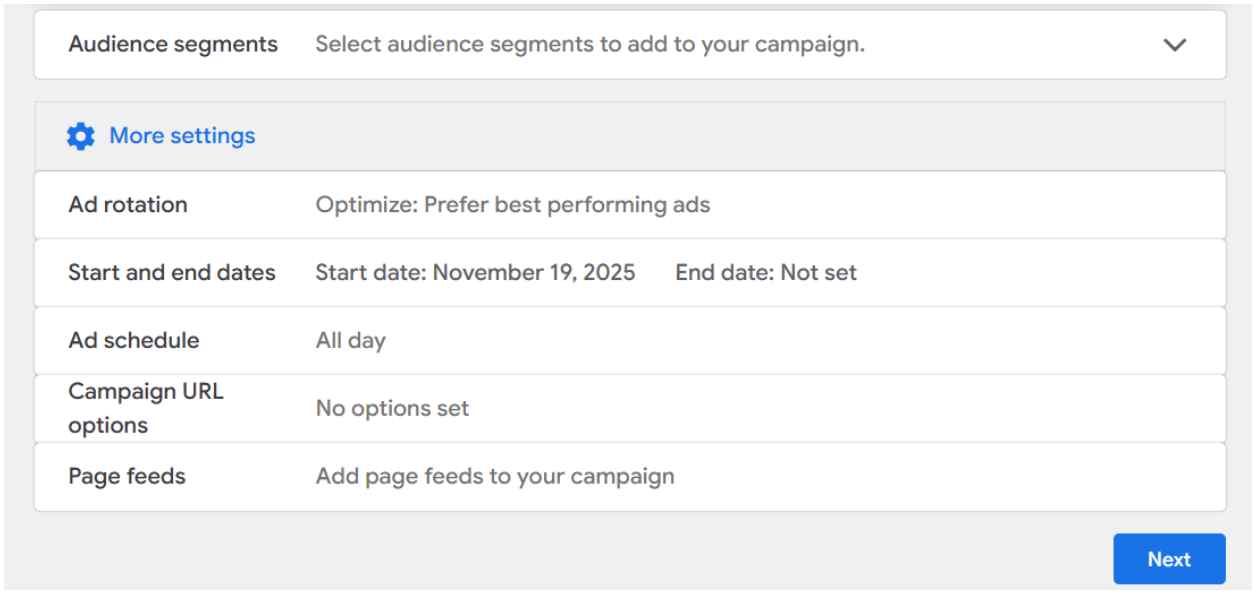
Does your campaign have European Union political ads?

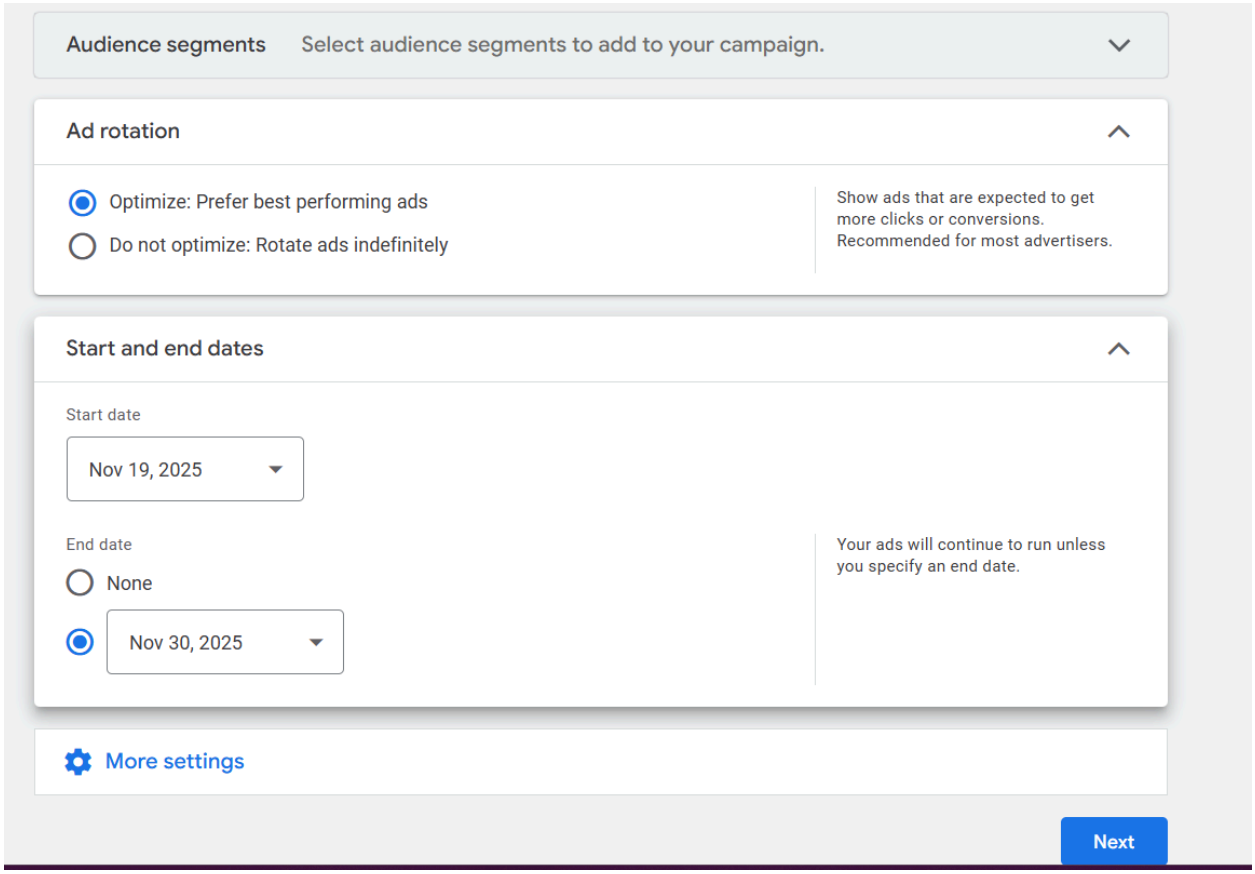
Required

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

☑ I don't plan to use this account to run EU political ads
The same selection will be applied to all new and existing campaigns. You can change this for any campaign at any time.

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


Audience segments
Select audience segments to add to your campaign.
More settings
Ad rotation
Optimize: Prefer best performing ads
Start and end dates
Start date: November 19, 2025
End date: Not set
Ad schedule
All day
Campaign URL options
No options set
Page feeds
Add page feeds to your campaign
Next


Audience segments
Select audience segments to add to your campaign.
Ad rotation
Optimize: Prefer best performing ads
Do not optimize: Rotate ads indefinitely
Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.
Start and end dates
Start date
Nov 19, 2025
End date
None
Nov 30, 2025
Your ads will continue to run unless you specify an end date.
More settings
Next

Start and end dates

Start date

Nov 19, 2025

End date

None

Nov 30, 2025

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

Ad schedule

All days | 09:00 | to | 21:00 | ×

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.

Campaign URL options

Tracking template

Example: https://www.trackingtemplate.foo/?url={lpurl}&id=5

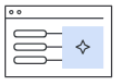
Final URL suffix

Example: param1=value1&param2=value2

Custom parameters

{_Name } = Value

Tracking template is the URL you want the ad click to go to for tracking.
Learn more



Get the best AI-powered performance on Google Search

Advertisers that activate AI Max in Search Campaigns will typically see 14% more conversions or conversion value at a similar CPA / ROAS

Engage more customers and boost performance. Easily expand your keywords with broad match technology and let Google AI match content from your data feed, landing pages, and assets to help you show up on more relevant searches. New ad group settings help you guide which customers you reach.

Tailor your ads and keep them fresh by using a data feed. You choose which items from your feed you'd like to show ads for and use to reach additional users. Use Google AI to serve the most relevant ad content and landing pages to each customer based on their unique interest and intent.

Take charge and understand how the newest and best Google AI is working for you. You'll get new actionable insights in search term reports that show how AI Max improves performance.

Learn more

Optimize your campaign with AI Max BETA

Asset Optimization	Text customization and Final URL expansion turned off
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists

Next

2025 Leave feedback

What makes your products or services unique?

Describe the product or service to advertise (required)*

We offer digital marketing courses in Vadodara, teaching students how to use digital tools and strategies to market their businesses. Our courses cover a range of topics, including social media, website design, email marketing, and search engine optimization (SEO). We aim to equip students with the skills and knowledge needed to succeed in the ever-evolving digital marketing landscape.

Review ad groups

Google AI suggests these ad groups to make sure your ads are relevant to your keywords. You can edit ad groups on the next step. Organize your account with ad groups.

Digital Marketing Course
Final URL: https://digitalmarketingvadoda.blogspot.com/

+ Add an ad group

By adding generated assets, you're confirming that you'll review the suggested keywords and assets on the next page and ensure that they're accurate, not misleading, and not in violation of any Google advertising policies or applicable laws before publishing them.

Skip Generate

All ad groups

Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

Digital Marketing Course

Ad strength: Good

Keywords (8)

digital marketing course vadodara

digital marketing training vadodara

learn digital marketing vadodara

See 5 more

Headlines 15/15

Your Digital Marketing Career

Become A Marketing Pro

See 13 more

Descriptions 3/4

Master digital marketing with our expert-led courses in Vadodara.

See 2 more

Other assets

Images (8)

We found 8 images for you to add. Images are campaign-level assets.

Review 8 images

Sitelinks (4)

Sitelinks are campaign-level assets.

November 20251 | Digital Marketing | Digital Marketing Course | Vadodara Marketing

Budget

Decide how much you want to spend.

Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

Average daily budget
Set your average daily budget for this campaign

- ₹1,755.73
- ₹1,463.11 Recommended
- ₹1,171.52
- Set custom budget

  Set your average daily budget for this campaign

  ₹1,461.84

Weekly clicks	Avg. CPC	Weekly cost
3,175	₹3.23	₹10,241.77

Your campaign is ready to publish

Recommendations

Apply these recommendations to optimize campaign performance

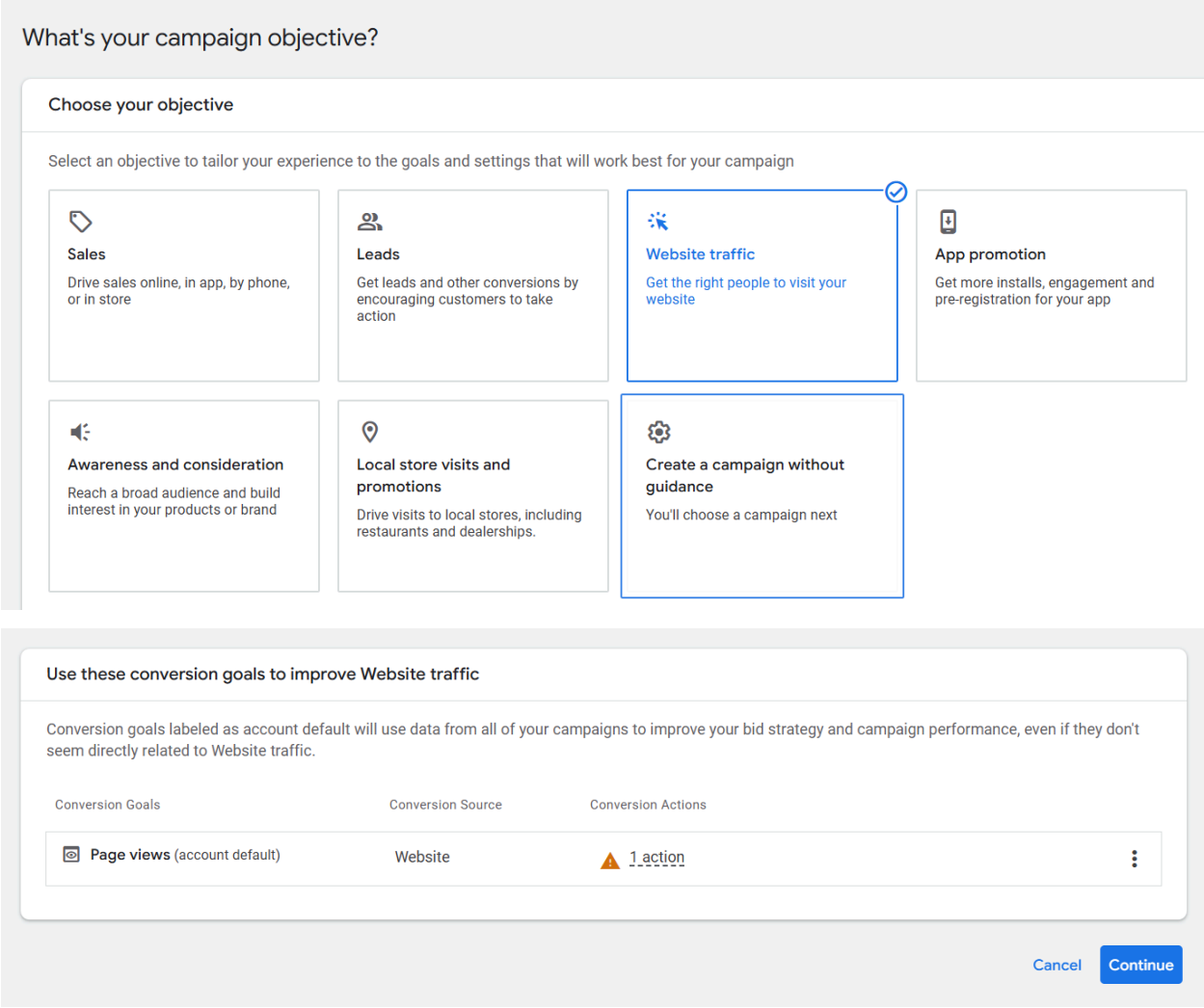
1 / 3

Add more keywords to "Digital Marketing Course": Show your ads more often to people searching for what your business offers +4.2% View Apply all

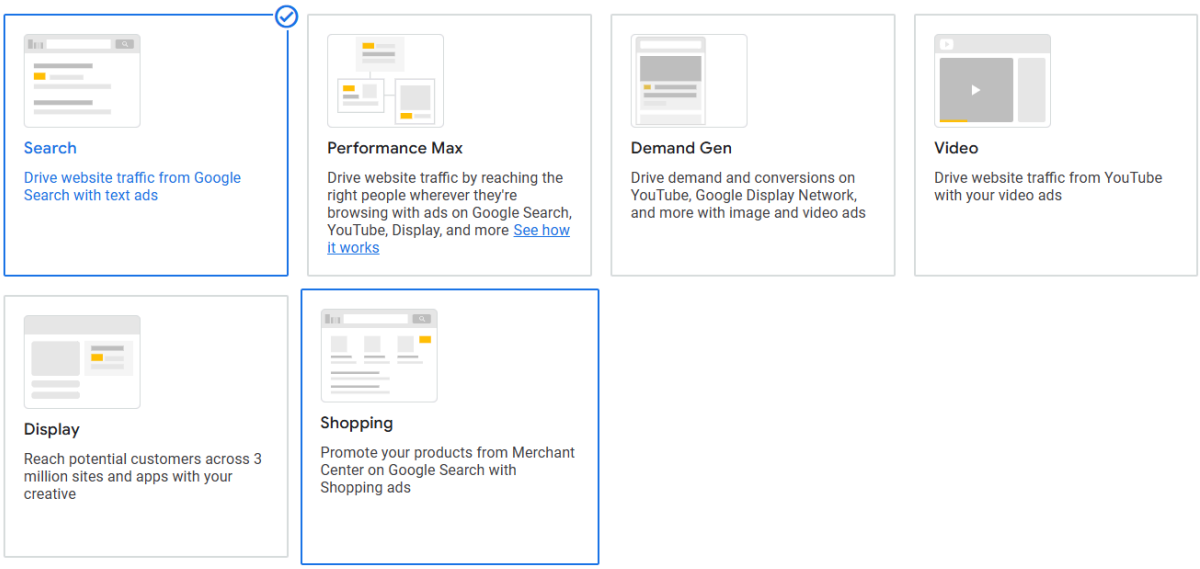
Overview

Campaign name	Blog site lead campaign
Campaign type	Search
Objective	Leads
Goal	Page views

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



Select a campaign type



Campaign name

best tops institute

Cancel Continue

Bidding

Bidding

What do you want to focus on?

Clicks

Set a maximum cost per click bid limit

Alternative bid strategies like portfolios are available in settings after you create your campaign

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Rajkot, Gujarat, India city	4,760,000
Surat, Gujarat, India city	11,800,000
Vadodara, Gujarat, India city	5,550,000

Enter a location to include or exclude

Advanced search

For example, a country, city, region, or postal code

Location options

Languages

Select the languages your customers speak.

Start typing or select a language

Hindi ✕ Gujarati ✕ English ✕

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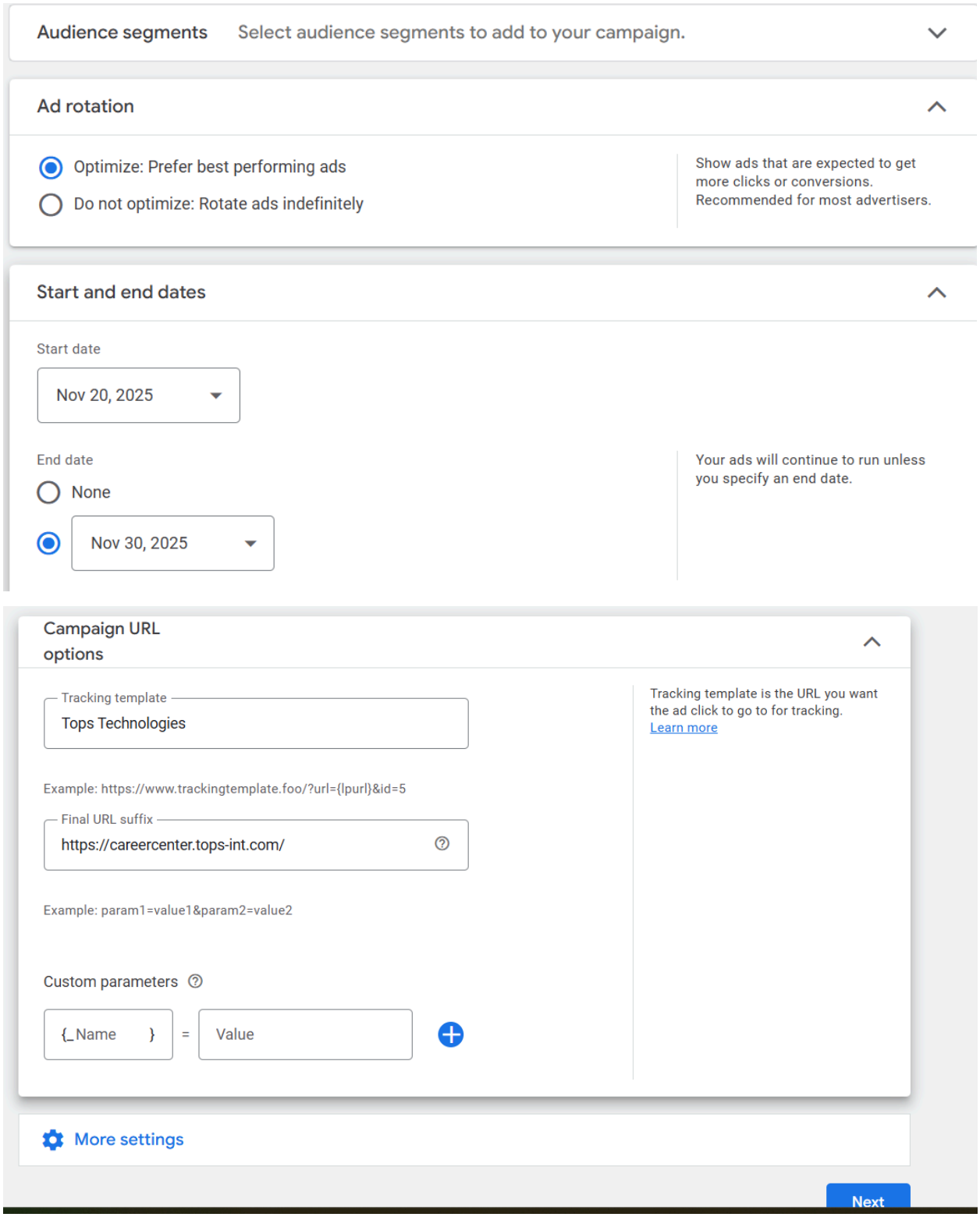
Learn how an EU political ad is defined

Audience segments Select audience segments to add to your campaign.

More settings

Next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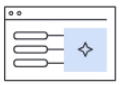
Start and end dates
Start date
Nov 20, 2025
End date
None
Nov 30, 2025
Your ads will continue to run unless you specify an end date.
Campaign URL options
Tracking template
Tops Technologies
Example: https://www.trackingtemplate.foo/?url={lpurl}&id=5
Final URL suffix
https://careercenter.tops-int.com/
Example: param1=value1&param2=value2
Custom parameters
{_Name }
=
Value
Tracking template is the URL you want the ad click to go to for tracking.
Learn more
More settings
Next



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Learn more

Optimize your campaign with AI Max BETA

Asset Optimization	Text customization and Final URL expansion turned off	⌄
Brands	Limiting to: 0 brand lists Excluding: 0 brand lists	⌄

Next

Keyword and asset generation

Keyword and asset generation

Get help creating your ad BETA

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's Terms of Service and Generative AI Prohibited Use Policy Your data is handled as explained in the Google Privacy Policy.

What is the URL of the products or service you want to advertise?

Google Ads will suggest a campaign structure based on your URL.

Final URL (required)*

http://www.tops-int.com

Keyword and asset generation is not available in all languages

What makes your products or services unique?

Describe the product or service to advertise (required)*

TOPS Technologies is India's leading institute for computer courses, offering a wide range of programs in software development, design, data science, and more. We've been training and placing students for over 15 years, boasting a strong track record with over 100,000 students placed and partnerships with 3,000+ companies. Our focus is on providing 100% job-focused training, with dedicated placement assistance and events like JobFest and CampusFest to connect students with potential employers. We offer both classroom and online training options, ensuring flexibility and accessibility for all learners. Our commitment to quality and student success is evident in the positive testimonials from our graduates, who have gone on to successful careers in the IT industry.

What makes your products or services unique?

Describe the product or service to advertise (required)*

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Review ad groups

Google AI suggests these ad groups to make sure your ads are relevant to your keywords. You can edit ad groups on the next step. Organize your account with ad groups.

TOPS Technologies
Final URL: http://www.tops-int.com

More suggestions

+ Add an ad group

By adding generated assets, you're confirming that you'll review the suggested keywords and assets on the next page and ensure that they're accurate, not misleading, and not in violation of any Google advertising policies or applicable laws before publishing them.

Skip | Generate

Keywords (12)

best it training courses
it job placement training
it training courses india

See 9 more

Headlines 15/15

Online IT Training Courses | Get 100% Job-Focused Training | See 13 more

Descriptions 4/4

IT Training with Placement: Launch Your Tech Career at TOPS Technologies | See 3 more

Other assets

Images (10)

We found 10 images for you to add. Images are campaign-level assets.

Review 10 images

Sitelinks (5)

Sitelinks are campaign-level assets.

CCNA Course | Robotics Courses | Contact Us | Browse Webinars | IT Infrastructure

Final URL: http://www.tops-int.com

Remove | Edit

Create an ad group manually | Next

Budget

Decide how much you want to spend.

Your budget type (daily or campaign total) can't be changed once this campaign has started. You can change your budget amount at any time.

Select budget type

Average daily budget
Set your average daily budget for this campaign

- ₹2,404.01
- ₹2,003.34 Recommended
- ₹1,602.52
- **Set custom budget**

  Set your average daily budget for this campaign

  ₹2,002.45

Weekly clicks	Avg. CPC	Weekly cost
3,231	₹4.34	₹14,023.38

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

- [x] Google Search Partners Network (recommended)
  Ads can appear near Google Search results and on other Google Search Partners websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.
- [x] Google Display Network (recommended)
  Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Your campaign is almost ready to publish

Issues

Fix these issues to run your campaign

Campaign URL options: There are illegal characters in the string View

Recommendations

Apply these recommendations to optimize campaign performance 1 / 4

Improve your responsive search ads for "TOPS Technologies": Get more clicks on your ads by improving your headlines, descriptions, and adding sitelinks +10.9% View

Overview

Campaign name	best tops institute
Campaign type	Search
Objective	Website traffic
Goal	Page views

Bidding

Bidding	Maximize clicks
Customer acquisition	Bid equally for new and existing customers