# Section A

**– Basics (Short Answers)**

**1. What is PPC? Explain with an example.**

**2. Difference between PPC and SEO.**

**3. What is Quality Score? Factors affecting it.**

**4. What is CTR? Write the formula.**

**5. Why is Landing Page Quality important for PPC?**

## Ans 👍

**1. What is PPC? Explain with an example.**

PPC (Pay-Per-Click) is an online advertising model where advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

- **Example: If you search for "Best Running Shoes" on Google, the first few results labeled "Sponsored" or "Ad" are PPC ads. If you click on a Nike ad, Nike pays Google a small fee (e.g., $1.50) for that specific click.**

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**2. Difference between PPC and SEO.**

While both aim to drive traffic from search engines, they differ in cost, speed, and placement:

| Feature | PPC (Pay-Per-Click) | SEO (Search Engine Optimization) |
|---------|---------------------|----------------------------------|
| Cost | You pay for every click. | Clicks are "free" (organic). |
| Speed | Near-instant traffic once the ad is live. | Takes months to see significant results. |

| | | |
|---|---|---|
| Position | Top or bottom of the page (marked as Ads). | Middle of the page (Organic listings). |
| Sustainability | Traffic stops the moment you stop paying. | Traffic persists as long as you rank well. |

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**3. What is Quality Score? Factors affecting it.**

Quality Score is a diagnostic tool used by search engines (like Google Ads) to measure the quality and relevance of your ads and keywords. It is rated on a scale of 1 to 10.

Factors affecting it:

- **Expected Click-Through Rate (CTR):** The likelihood that your ad will be clicked.
- **Ad Relevance:** How well your ad matches the intent behind the user's search.
- **Landing Page Experience:** How relevant, transparent, and easy-to-navigate your website is.

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**4. What is CTR? Write the formula.**

CTR (Click-Through Rate) is the percentage of people who see your ad (impressions) and actually end up clicking it. It measures how effective and attractive your ad copy is.

Formula:

$$\text{CTR} = \left( \frac{\text{Total Clicks}}{\text{Total Impressions}} \right) \times 100$$

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**5. Why is Landing Page Quality important for PPC?**

The landing page is where the "conversion" (sale or lead) happens. Its quality is vital for three reasons:

- **Lower Costs:** A high-quality landing page increases your Quality Score, which lowers your Cost-Per-Click (CPC).
- **Higher Ad Rank:** Better pages help your ads show up in higher positions.
- **Better ROI:** Even the best ad is a waste of money if the user lands on a confusing or slow website. A quality page ensures the user stays and completes the desired action (buying, signing up, etc.).

# Section B

# Ans 👍

I have chosen a Café business. In 2026, café searches are highly focused on "experience," "remote work suitability," and "specialty brewing."

Below is the keyword research for Nirav Patel's Urban Brew Café.

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**Part 1: 10 Primary Keywords**

These are high-volume, competitive terms that define your core business.

| Primary Keyword | Intent | Approx. Search Volume (Monthly) | Approx. CPC (USD) |
|---|---|---|---|
| Café near me | Navigation | 1,200,000 | $1.50 |
| Coffee shop | Information | 450,000 | $2.10 |
| Best coffee in [City] | Commercial | 22,000 | $2.80 |
| Breakfast restaurant | Transaction | 165,000 | $3.20 |
| Espresso bar | Branded/Core | 18,000 | $2.40 |
| Specialty coffee | Quality-focused | 12,000 | $3.50 |
| Local café | Navigation | 40,000 | $1.90 |

| Artisan bakery | Product | 27,000 | $2.60 |
|---|---|---|---|
| Pastry shop | Product | 33,000 | $2.20 |
| Cold brew coffee | Product | 49,000 | $2.90 |

**Part 2: 10 Long-Tail Keywords**

These are specific phrases with lower competition but much higher conversion rates.

| Long-Tail Keyword | Intent | Approx. Search Volume (Monthly) | Approx. CPC (USD) |
|---|---|---|---|
| Best café for working on laptop | Research | 5,400 | $1.10 |
| Dog friendly café with outdoor seating | Specific | 3,200 | $0.85 |
| Quiet coffee shop for reading | Lifestyle | 1,800 | $0.90 |
| Vegan gluten free breakfast options | Health | 2,100 | $2.40 |
| Specialty coffee shop with free Wi-Fi | Utility | 4,500 | $1.30 |

| | | | |
|---|---|---|---|
| **Where to buy freshly roasted coffee beans** | Transaction | 2,900 | $4.10 |
| **Best iced oat milk latte near me** | Taste-driven | 3,800 | $1.75 |
| **Late night café for studying** | Student | 1,500 | $0.70 |
| **Artisan café with live music weekends** | Entertainment | 1,100 | $1.20 |
| **Rooftop café for brunch date** | Experience | 4,200 | $3.10 |

**Task 2: Create Google Search Ad**

**Headlines (Max 30 chars)**

1. Urban Brew Café | Nirav Patel
2. Best Coffee in the City
3. Freshly Roasted Artisan Beans
4. Quiet Workspace with Fast Wi-Fi
5. Try Our Signature Cold Brew
6. Best Brunch & Healthy Eats
7. Award-Winning Espresso Bar
8. Visit Your Local Neighborhood Café
9. Fresh Pastries Baked Daily
10. Order Online & Skip the Line

**Descriptions (Max 90 chars)**

1. Experience specialty coffee and gourmet pastries at Urban Brew. The perfect spot to work.
2. Fuel your morning with Nirav Patel's handcrafted lattes. Outdoor seating & dog friendly!

3. **Need a quiet place to study? Enjoy high-speed Wi-Fi, comfortable seating, and great brews.**
4. **From vegan breakfasts to artisan espressos, find your new favorite flavors at Urban Brew.**

**URL & Path**

- **Final URL: https://www.urbanbrewcafe.com/specialty-coffee**
- **Path (Display URL): www.urbanbrewcafe.com / Fresh / Coffee**

**Ad Extensions (Assets)**

- **Sitelink 1: "View Our Menu" (Link to /menu)**
- **Sitelink 2: "Book a Table" (Link to /reservations)**
- **Callout Extensions: 24/7 Wi-Fi, Pet Friendly, Organic Beans, No Added Sugar Options.**
- **Call Extension: +1 (555) 123-4567**
- **Structured Snippet: \* *Type:* Amenities**
    - *Values:* **Free Wi-Fi, Outdoor Seating, Charging Stations, Private Booths.**

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**Task 3: Campaign Structure**

**Campaign Objective**

**Lead Generation / Local Store Visits**

*(Goal: To drive physical foot traffic to the café and online orders for beans.)*

**Ad Groups & Keywords (Match Types)**

**In 2026, we use Broad Match for AI learning and Phrase Match for control.**

| Ad Group 1: Specialty Coffee | Ad Group 2: Co-working/Study |
|---|---|
| "specialty coffee near me" (Phrase) | "cafe with free wifi" (Phrase) |
| artisan espresso bar (Broad) | quiet study spots (Broad) |
| [best cold brew city] (Exact) | [coffee shop with outlets] (Exact) |

| "buy roasted coffee beans" (Phrase) | "best cafe for laptop work" (Phrase) |
| --- | --- |
| | |

**Negative Keywords (Protecting your Budget)**

To ensure you don't waste money, Nirav Patel, we must block these:

1. **Free: (Prevents "free coffee" seekers)**
2. **Jobs: (Prevents job hunters from clicking)**
3. **Starbucks: (Avoids people looking for a different brand)**
4. **Recipe: (Avoids people wanting to make it at home instead of buying)**
5. **Instant: (You are a specialty café; you don't want "instant coffee" searches)**

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**Practical Campaign Workflow**

To visualize how this all fits together in your Google Ads account, see the hierarchy below:

- **The Campaign holds the budget ($50/day).**
- **The Ad Groups split your audience into "Drinkers" vs. "Workers."**
- **The Ads show specific headlines to those different groups.**

**Section C – Display Ads Task (NEW) 🎨 Task 4: Create a Display Ad (Mandatory) Choose any business (Real Estate / Salon / Ecommerce / Fitness / Restaurant) and create: 1. Display Ad Size Create any 2 sizes from below: ● 300×250 (Medium Rectangle) ● 728×90 (Leaderboard) ● 300×600 (Half Page) ● 1080×1080 (Square Social Style) ● 320×100 (Large Mobile Banner) 2. Display Ad Content Write: ● Headline (30 characters) ● Description (90 characters) ● CTA (Shop Now / Book Now / Learn More) ● Image idea ● Brand logo placement ● Colors to use 3. Targeting Plan Choose any one targeting method: ● Audience Interest Targeting ● Custom Intent Audience ● Remarketing Audience ● Placement Targeting Write: ● Who will see your display ad? ● Why did you choose this targeting?**

https://ads.google.com/aw/campaigns/new/display?campaignId=281498583614613&ocid=7918177883&workspaceId=0&cmpnInfo=%7B%221%22%3A2%2C%223%22%3A%22https%3A%2F%2Fbackgroundartist20s.blogspot.com%2F%22%2C%228%22%3A%22a84B27794-FE71-4AC8-BFCB-A314141CFE3E--12%22%2C%2218%22%3A3%2C%2228%22%3A%22FEEL+THE+BEAT.+BUILT+THE+BEAST%22%2C%2231%22%3Atrue%2C%2238%22%3A%5B%7B%221%22%3A23%2C%222%22%3A4%7D%5D%2C%2264%22%3A%5B%22construction-selection-header%22%2C%22marketing-objective-selection-view-v4%22%2C%22unified-goal-selection-view-v2%22%2C%22channel-selection-v3%22%2C%22tactics-selection%22%2C%22campaign-name-view%22%2C%22continue-cancel%22%5D%2C%2267%22%3Afalse%2C%2270%22%3A%7B%221%22%3A%22ASSET_GENERATION_STATUS_SUCCESS%22%7D%2C%2282%22%3A0%2C%2283%22%3A0%7D&currentStep=display-ads%2CMultiCreativesPlugin&draftId=10183175779&euid=1594279118&__u=6989961182&uscid=7918177883&__c=9033337667&authuser=0

| | | | |
|---|---|---|---|
| Generate leads by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display, and more See how it works | Generate leads on Google Search with text ads | Drive demand and conversions on YouTube, Google Display Network, and more with image and video ads | Generate leads on Yo 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 ⑦

🔗 https://backgroundartist20s.blogspot.com/

## Campaign name

FEEL THE BEAT. BUILT THE BEAST

## Campaign settings

| | | |
|---|---|---|
| Locations | Rajkot, Gujarat, India (city) | ⌄ |
| Languages | English | ⌄ |
| EU political ads | Doesn't have EU political ads | ⌄ |
| Ad rotation | Do not optimize: Rotate ads indefinitely | ⌄ |
| Ad schedule | All day | ⌄ |
| Campaign URL options | No options set | ⌄ |
| Devices | All mobile phones | ⌄ |
| Dynamic ads | Business type: **Other (custom option)**    No data feed | ⌄ |
| Start and end dates | Start date: February 27, 2026    End date: Not set | ⌄ |
| Content exclusions | Parked domains + 5 more | ⌄ |

Next

## Budget

Set your average daily budget for this campaign

₹100.00

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 | Target ROAS - 1% | ⌄ |

Next

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

## Edit targeted keywords

exercise gym
fitness centre
lifestyle gym
fitness club
health clubs near me
gym workout
fitness gym
gym workout equipment
gym equipment
fitness equipment store
gym memberships
exercise equipment
fitness website
your fitness
best exercise equipment
fitness system
gym
the gym
commercial fitness equipment
fitness online

Get k

+

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Add a

Keyword setting ⑦

# Targeting

## People

| Audience Segments | Muscle Training + 9 more | ⌄ |
|---|---|---|
| Demographics | Gender (Male + 1 more), Age (18 - 24 + 4 more), Parental status (Parent + 1 ... | ⌄ |

## Content

| Keywords | exercise gym + 19 more | ⌄ |
|---|---|---|
| Topics | Women's Health, Men's Health | ⌄ |
| Placements | Suggest websites, videos, or apps where you'd like to show your ads ⑦ | ⌄ |

| Optimized targeting | On | ⌄ |
|---|---|---|

**Next**

Required

**Business name** ⓘ

ALPHA FORGE GYM

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

     **+10**

✏️ Edit

Suggestions hidden. Show

**Logos** ⓘ
Add up to 5 logos

    

✏️ Edit

Preview          Share   Preview ads

Display          Gmail   YouTube



Exercise Equipment
Improve your fitness with
our expert tips and advice.
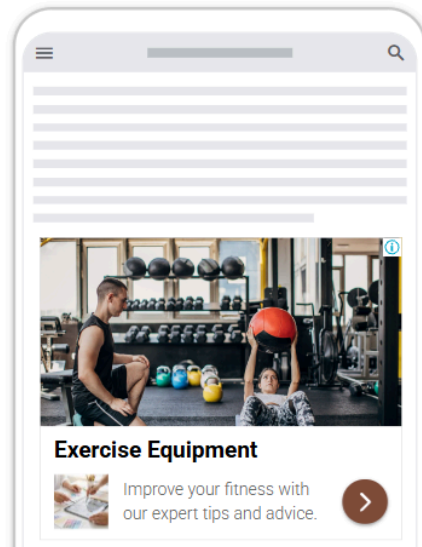
+ Videos

## Headlines ⊙
Add up to 5 headlines

Suggested headlines                          More ideas

ⓘ  You have entered the maximum number of headlines.

| Fitness & Wellness |
|---|

Required                                          18 / 30

| Exercise Equipment |
|---|

18 / 30

| Welcome to Fitness |
|---|

18 / 30

| The Benefits Of Fitness |
|---|

23 / 30

| Fitness Is Healthy |
|---|

18 / 30

## Long headline ⊙

## Descriptions ⑦
Add up to 5 descriptions

Suggested descriptions                              More ideas

ⓘ  You have entered the maximum number of descriptions.

| Improve your fitness with our expert tips and advice. |
|---|

Required                                                53 / 90

| Reach your fitness goals. Start your journey today! |
|---|

51 / 90

| Get fit, stay motivated. We're here to help you succeed. |
|---|

56 / 90

| Fitness is a key component of overall health. |
|---|

45 / 90

| FITNESS IS LIFE |
|---|

15 / 90

**Exercise Equipment**

Improve your fitness with our expert tips and advice.

**Fitness & Wellness**

Get fit, stay motivated. We're here to help you succeed.

**Fitness & Wellness**
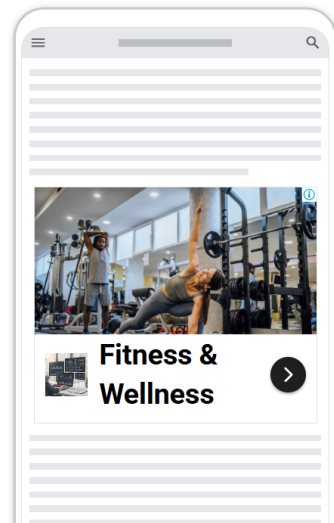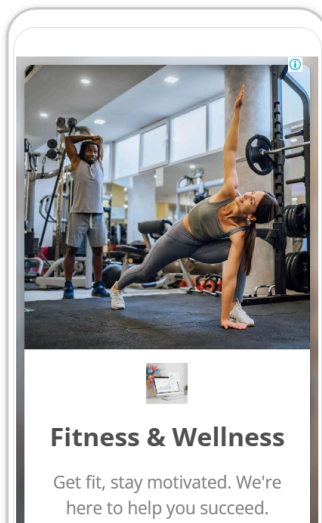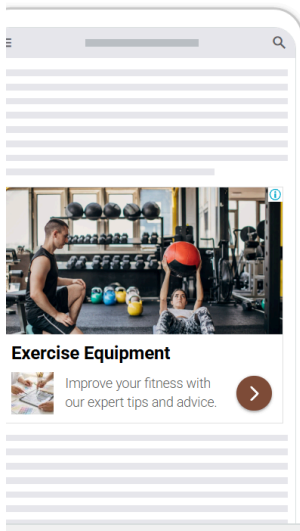
# Section d

https://ads.google.com/aw/campaigns/new/search/draft?campaignId=281498578581787&ocid=7918177883&workspaceId=0&cmpnInfo=%7B%221%22%3A1%2C%228%22%3A%22a5EF6B686-C2B1-4949-9C31-813BBDA18926--12%22%2C%2218%22%3A1%2C%2220%22%3A%5B2%5D%2C%228%22%3A%22Spices+for+all+Season%22%2C%2231%22%3Afalse%2C%2238%22%3A%5B%7B%221%22%3A23%2C%222%22%3A4%7D%2C%7B%221%22%3A25%2C%222%22%3A6%7D%2C%7B%221%22%3A21%2C%222%22%3A2%7D%2C%7B%221%22%3A33%2C%222%22%3A6%7D%5D%2C%2242%22%3A%5B%7B%221%22%3A23%2C%222%22%3A4%2C%223%22%3A1%7D%2C%7B%221%22%3A23%2C%222%22%3A2%2C%223%22%3A2%7D%2C%7B%221%22%3A25%2C%222%22%3A6%2C%223%22%3A1%7D%2C%7B%221%22%3A21%2C%222%22%3A2%2C%223%22%3A1%7D%2C%7B%221%22%3A33%2C%222%22%3A6%2C%223%22%3A1%7D%5D%2C%2264%22%3A%5B%22construction-selection-header%22%2C%22marketing-objective-selection-view-v4%22%2C%22unified-goal-selection-view-v2%22%2C%22channel-selection-v3%22%2C%22tactics-selection%22%2C%22campaign-name-view%22%2C%22continue-cancel%22%5D%2C%2267%22%3Afalse%2C%2282%22%3A0%2C%2283%22%3A0%7D&currentStep=multi-ad-groups%2Cad-group--12%2Cad-group--12-ads&draftId=10183193143&euid=1594279118&__u=6989961182&uscid=7918177883&__c=9033337667&authuser=0

Use these conversion goals to improve Sales

Review your goals for this campaign                    ⓘ This change overrides your account goals setup

| Conversion Goals | Conversion Source | Conversion Actions | |
|---|---|---|---|
| 👥 **Contacts** (account default) | Call from Ads | ⚠ 1 action | ⋮ |
| ⚡ **Engagements** | YouTube hosted | ⚠ 1 action | ⋮ |
| ◈ **Get directions** | Google hosted | ⚠ 2 actions | ⋮ |
| ▶ **YouTube follow-on views** | YouTube hosted | ⚠ 1 action | ⋮ |

**Performance Max**

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

**Search**

Drive sales on Google Search with text ads

**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

☐ Phone calls

☑ Store visits

Enter location on the next step

# Campaign name

Spices for all Season

# Bidding

## Bidding

What do you want to focus on?  ⑦

[ Clicks ▾ ]

☑ Set a maximum cost per click bid limit

Maximum CPC bid limit  ⑦

[ ₹10,000.00 ]

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

# Campaign settings

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

| | | |
|---|---|---|
| Networks | Google Search Network, Search partners, Display Network | ⌄ |
| Locations | India (country) | ⌄ |
| Languages | English | ⌄ |
| EU political ads | Doesn't have EU political ads | ⌄ |
| Audience segments | Observing<br>Cooking Enthusiasts and Foodies | ⌄ |
| Ad rotation | Do not optimize: Rotate ads indefinitely | ⌄ |
| Page feeds | Add page feeds to your campaign | ⌄ |

More ideas >

spices

Required                    6 / 30

Creating in Keshod

Required                   18 / 30

M/S Kachhadiya & co        📌 ⑦

Required                   19 / 30

Transform Your test with as

                           27 / 30

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hot and spice

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Prev
You'

hot and spice

13 / 30

natural    📌 ⑦

7 / 30

pure   spice

12 / 30

form fram to flavor

19 / 30

turn every dish lagendray

25 / 30

Headline

0 / 30

➕ Headline

## Descriptions 2/4

TT

**View ideas**

From smoky paprika to rare saffron. Shop 100+ gourmet spices. Free shipping on orders over

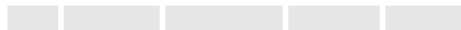Required                    90 / 90

Bring the world's kitchen to yours. Our spices are ground weekly for maximum potency

Required                    84 / 90

**+ Description**

Google

backgroundartist20s.blogspot.com/1/10
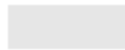
### pure spice - M/S Kachhadiya & co

From smoky paprika to rare saffron. Shop 100+ gourmet spices. Free shipping on orders over.
Bring the world's kitchen to yours. Our spices are ground weekly for maximum potency.

SEO In Market · SEO Trends · spices · February 2026

Google

backgroundartist20s.blogspot.com/1/10

Transform Your test with as - natural test

Bring the world's kitchen to yours. Our spices are ground weekly for maximum potency. From smoky paprika to rare saffron. Shop 100+ gourmet spices. Free shipping on orders over.

Digital Marketing Course    February 2026    SEO T