



MODULE 4


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


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 shop visits and promotions**
Drive visits to local shops, including restaurants and dealerships.

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


Use these conversion goals to improve Website traffic


Review your goals for this campaign


Conversion goals	Conversion Source	Conversion Actions
 Get directions	Google hosted	 1 action

[Add goal](#)

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](#)

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

Location Groups

What location groups should be used for this campaign?

Search	Q	1 selected	Clear all
<input checked="" type="checkbox"/> 1 location group		Vadodra	⊗
<input checked="" type="checkbox"/> Vadodra 1 location		0 locations	
<input type="button" value="+ New location group"/>			


Location Groups

What location groups should be used for this campaign?

Search	Q	2 selected	Clear all
<input checked="" type="checkbox"/> 2 location groups		Ahmedabad	⊗
<input checked="" type="checkbox"/> Ahmedabad 1 location		Vadodra	⊗
<input checked="" type="checkbox"/> Vadodra 1 location		0 locations	
<input type="button" value="+ New location group"/>			

Where should people go after clicking your ads?


Think about the product or service that you want to sell and enter the URL that you want people to see after clicking your ads. This might be your homepage or a more specific page on your website.



Campaign name

Bidding

Bidding

What do you want to focus on? 

☒ Set a target cost per action (optional)

Target CPA 

Confirm it's you

To keep your data safe, please confirm that it's really you. [Learn how to keep your account secure](#)

After confirmation, you will need to complete your action

 [Blocked during authentication? See what you can do.](#)

Cancel

Confirm

Languages

Select the languages that your customers speak. [?](#)

Gujarati

English X

Hindi X

Gujarati X

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](#)

Asset generation

◆ Let Google AI help you generate assets BETA

Tell us about your campaign to generate new images, enhance existing assets and write text using Google AI. [Learn more about generating assets](#)

Where will people go when they click your ad?

Final URL

<https://remoteroots.blogspot.com/>

Asset generation is not available in all languages

What products or services are you advertising in this campaign?



Home-Based Business Opportunities X

Travel & Tourism X

Jobs & Careers X


List product and services that should appear in your ad

What makes your products or services unique?

In today's fast-growing remote work culture, what makes your product unique for digital nomads is how effectively it supports a location-independent lifestyle while solving real challenges faced by remote professionals. A truly unique digital nomad product offers flexibility, accessibility from anywhere in the world, and practical value that helps users earn, grow, or stay productive while traveling. Whether it provides income opportunities, skill development, travel support, or community networking, your product stands out when it aligns with the core needs of digital nomads—freedom, financial independence, and work-life balance. By focusing on convenience, affordability, and real-world results, your product can create a strong identity in the digital nomad market and build lasting trust among remote workers.

821 / 3000

Select pages to enhance and suggest images from

By selecting a page, you're asking Google to scan, download and enhance images from that page. In doing so, you confirm that you own all legal rights to the images and have permission to share them with Google for use on your behalf in advertising or for other commercial purposes.

By adding generated assets, you're confirming that you'll review the suggested 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. You're also agreeing to the [Generative AI Prohibited Use Policy](#).

Asset group name


^

Asset Group 1


Brand guidelines

^


Control how your brand appears in ads for this campaign. [Learn more about brand guidelines](#)

☒ Business name 


Required13 / 25

☒ Logos 2/5 

Assets

 Advertisers who have Excellent ad strength see an average of 6% more conversions.



Ad strength 
Average

☒ Images

☐ Video

☒ Headlines

☒ Descriptions

☐ Sitelinks

☒ Final URL

https://remoteroots.blogspot.com/

☒ Headline (15)

Try a greater variety of headlines

Remote Nomad Work

Required

17 / 30

Digital Nomad Work

Required

18 / 30

Remote Nomad Work

Required

17 / 30

Digital Nomad Work

Required

18 / 30

Remote Jobs Near You

Required

20 / 30

Remote Job Opportunities

24 / 30

Remote Work Made Easy

21 / 30

Preview

Share

Preview ads


Maps


Display

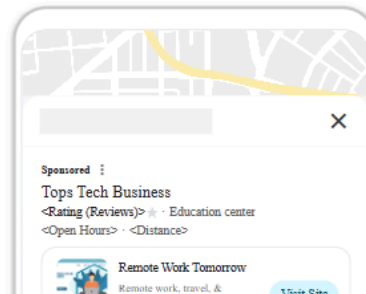

Gmail




Maps


Display


Gmail



☒ Long headlines (5)

You have enough long headlines to reach Excellent ad strength

Digital Nomad Products and Services for Remote Workers

Required

54 / 90

Remote Roots: Your Digital Nomad Lifestyle Solution

51 / 90

Work from anywhere in the world with our flexible remote j

61 / 90

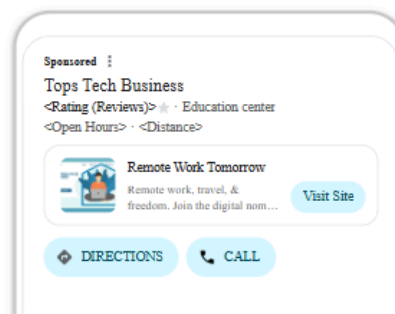
Solutions for the Digital Nomad Lifestyle

41 / 90


Maps


Display


Gmail



✓ Descriptions (5) ?

You have enough descriptions to reach Excellent ad strength

Digital Nomad Lifestyle: Best Remote Work Jobs Near Me.

Required85 / 90

Remote work resources for digital nomads. Start your jourr

Required67 / 90

Remote work, travel, & freedom. Join the digital nomad cor

65 / 90

Digital Nomad products & services for remote professional


59 / 90

Work from anywhere, live your dream. Find remote jobs & t

ops tech Business

<Rating (Reviews)> · Education center

<Open Hours> · <Distance>

Remote Work Tomorrow

Remote work, travel, & freedom. Join the digital nom...






Visit Site

DIRECTIONS

CALL

✓ Images (20) ?

You have enough images to reach Excellent ad strength



+16

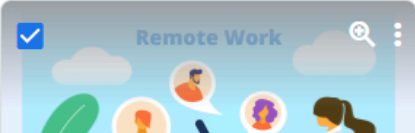
Edit

Suggested images ?

Select all


☒

Remote Work



☒

24/7



Remote Work Tomorrow

Remote work, travel, & freedom. Join the digital nom...


Visit Site

DIRECTIONS

CALL

✓ Videos (1) ?

Add square and vertical videos to reach Excellent ad strength



Edit

Couldn't find any videos to suggest

Dismiss

✓ Call to action ?

Automated

Remote Work Tomorrow

Remote work, travel, & freedom. Join the digital nom...

Visit Site

DIRECTIONS

CALL

Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube and more.

Search themes



What are some words or phrases that people use when searching for your products or services? [?](#)

Add search themes (5 of 50)

Digital Nomad [×](#)

Remote work [×](#)

Earn and explore [×](#)

work from home opportunities [×](#)

Travelling while earning [×](#)

Add search themes (up to 50)

0 / 80



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



Campaign total budget BETA

Set a budget for the duration of your campaign

₹ 5000

Start date: 19 February 2026

End date: None

[Edit](#)

[Next](#)

126. [Leave feedback](#)

Your campaign is ready to publish

[Publish campaign](#)

Recommendations

Apply these recommendations to optimise campaign performance

[<](#) 1 / 4 [>](#)



Optimise your budgets: Your ads may stop running on your busiest days. Fixing your limited budget can help. [?](#)

+11.8%

[View](#)

[Apply](#)

Overview

Campaign name

Digital Nomad

Campaign type

Performance Max

Goal

Get directions

Overview

Campaign name	Digital Nomad
Campaign type	Performance Max
Goal	Get directions
Business details	Website: https://remoteroots.blogspot.com/

Bidding

Bidding	Maximise conversions (Target CPA – ₹5,000.00)
Customer acquisition	Bid equally for new and existing customers

Campaign settings

Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads

Asset group

Asset group name	Asset Group 1
Brand guidelines	Digital Nomad, 2 logos
Assets	20 images, 1 video, 15 headlines, 5 long headlines, 5 descriptions and 2 sitelinks
Asset optimisation	Text customisation, Final URL expansion and 2 more are turned on
Search themes	Digital Nomad, Remote work, Earn and explore, work from home opportunities, and 1 more
Audience	No signal provided ▲ Add signals

Budget

Budget	Campaign total: ₹5,000.00
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[Publish campaign](#)

Main link

[HMuYmxvZ3Nwb3QuY29tLxISVZHJhdmVsICYgV29yaywgU2VhbWxlcnM6IEEgR3VpZGUgdG8qRGlnaXRhbCBOb21hZCBlFjBw90ZSBDYXJIZXIqO](#)

[VslCYgV29yayBBdCBUAguGU2FtZSBUAw1IlhVCdWlsZCBhIFJlbW90ZSBDYXJIZXIqO](#)

[VJlbW90ZSBKb2JzIGZvcBUcmF2ZWxlcM6IEEgR3VpZGUgdG8qRGlnaXRhbCBOb21hZCBlFjBw90ZSBDYXJIZXIqO](#)

[hZCBMaWZILjI9V29yayBGcm9tIEhvbWUgVHJhdmVsIEpvYnM6IExpdmUgdGhlIERyZW](#)

[FtlHdpdGggUmVtb3RIIFJvb3RzLjgBogbcATrZAQoZcmVtb3Rlcm9vdHMuYmxvZ3Nwb3](#)

[QuY29tLxISV29yayBGcm9tIEFueXdoZXJIGhZCZNvbWUgYSBEaWdpdGFsIE5vbWFK](#)

[lhVCdWlsZCBhIFJlbW90ZSBDYXJIZXIqPFdvcmmsgUmVtb3RlbHksIFRyYXZlbnCB0aGUg](#)

[V29ybGQ6IFldXlgQRW2ZW50dXJIIFN0YXJ0cyBIZXJILjI5UmVtb3RIIEpvYnMgZm9yIF](#)

[RyYXZlbnGVyczogQSBHdWlkZSB0byBEaWdpdGFsIE5vbWFKIExpZmUuOAGiBugBOu](#)

[UBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5UcmF2ZWwgJiBXb3JrIEF0IFRoZS](#)

[BTYW1IIFRpbWUAaDFJlbW90ZSBSb290cyIWQmVjb21lIGEgRGlnaXRhbCBOb21hZCPf](#)

[UmVtb3RIIFRyYXZlbnCBDdb21wYW5pZXM6IFldXlgR2F0ZXdheSB0byBHbG9iYWwgRnJ](#)

[IZWRvbS4gRXhwbG9yZSBOb3cuMjlSZW1vdGUgSm9icyBmb3IgVHJhdmVsZXJzOiBBI](#)

[Ed1aWRIHRviERpZ2I0YWwgTm9tYWQgTGlmZS44AalG5AE64QEKGXJlbW90ZXJvb3R](#)

[zLmJsb2dzcG90LmNvbS8SEHVtYnJhY2UgWW91ciBOb21hZCBlFjBw90ZSBDYXJIZXIqO](#)

[YXZlbnCAmlFdvcmmsgQXQgVGhlIFNhbWUgVGltZSo9V29yayBGcm9tIEhvbWUgVHJhdm](#)

[VslEpvYnM6IExpdmUgdGhlIERyZWFTlHdpdGggUmVtb3RIIFJvb3RzLjJFUmdVtb3RIIFRy](#)

[YXZlbnCBDdb21wYW5pZXM6IFldXlgR2F0ZXdheSB0byBHbG9iYWwgRnJIZWRvbS4gRX](#)

[hwbG9yZSBOb3cuOACiBtwBOtkBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5Td](#)

[GFydCBZb3VyIFJlbW90ZSBXB3JrIEpvdXJuZXkaHUZpbmQgUmVtb3RIIEpvYnMsIFRyY](#)

[XZlbnCBNb3JIKj1Xb3JrIEZYb20gSG9tZSBUCmF2ZWwgSm9iczogTGI2ZSB0aGUgRHJIY](#)

[W0gd2l0aCBSZW1vdGUgUm9vdHMUMjxXb3JrIFJlbW90ZWx5LCBUcmF2ZWwgGHIIF](#)

[dvcmxkOiBZb3VyIEFkdMvudHVyZSBTdGFydHMgSGVyzS44AKIG3QE62gEKGXJlbW9](#)

[0ZXJvb3RzLmJsb2dzcG90LmNvbS8SHIN0YXJ0IFldXlgUmVtb3RIIFdvcmmsgSm91cm5l](#)

[eRoVRXhwbG9yZS4gV29yay4gUmVwZWFOKj1Xb3JrIEZYb20gSG9tZSBUCmF2ZWwgS](#)

[m9iczogTGI2ZSB0aGUgRHJIYW0gd2l0aCBSZW1vdGUgUm9vdHMUMkVSZW1vdGUgV](#)

[HJhdmVsIENvbXBhbmllczogWW91ciBHYXRId2F5IHrvIEdsb2JhbCBGcmVIZG9tLiBF](#)

[HBsb3JIIE5vdy44AKIGyQE6xgEKGXJlbW90ZXJvb3RzLmJsb2dzcG90LmNvbS8SDFJl](#)

[bW90ZSBSb290cxocVW5sb2NrIFldXlgUmVtb3RIIFBvdGVudGlhbCo8V29yayBSZW1v](#)

[dGVseSwgVHJhdmVsIHRoZSBXB3JsZDogWW91ciBBZHZIbnR1cmUgU3RhcnRzIEhlc](#)

[mUuMj1Xb3JrIEZYb20gSG9tZSBUCmF2ZWwgSm9iczogTGI2ZSB0aGUgRHJIYW0gd2l0](#)

[aCBSZW1vdGUgUm9vdHMUOACiBssBOsgBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb](#)

[20vEh5UcmF2ZWwgJiBXb3JrIEF0IFRoZSBTYW1IIFRpbWUAaDFJlbW90ZSBSb290cyo9](#)

[V29yayBGcm9tIEhvbWUgVHJhdmVsIEpvYnM6IExpdmUgdGhlIERyZWFTlHdpdGggUm](#)

[Vtb3RIIFJvb3RzLjI8V29yayBSZW1vdGVseSwgVHJhdmVsIHRoZSBXB3JsZDogWW91ci](#)

[BBZHZIbnR1cmUgU3RhcnRzIEhlcmUuOACiBt4BOtsBChlyZW1vdGVyb290cy5ibG9nc](#)

[3BvdC5jb20vEhIVbmxyY2sqWW91ciBOb21hZCBKb3VybmV5GHxFbWJyYWNIIFlldXlg](#)


[Tm9tYWQgTGlmZXN0eWxIKkVSZW1vdGUgVHJhdmVslENvbXBhbmlczogWW91ciBH](#)
[YXRld2F5IHRvIEdsb2JhbCBGcmVIZG9tLiBFeHBsb3JlIE5vdy4yPFdvcmVt3Rl](#)
[HksIFRyYXZlbnCB0aGUgV29ybGQ6IFlvdXlqQWR2ZW50dXJlIFN0YXJ0cyBIZXJlJgAog](#)
[bcATrZAQoZcmVt3Rlcm9vdHMuYmxvZ3Nwb3QuY29tLxleVHJhdmVslCYgV29yayBB](#)
[dCBUaGUgU2FtZSBUaW1IGhVFeHBsb3JlLiBxb3JrLiBSZXBIYXQqRVJlbW90ZSBUcm](#)
[F2ZWwgQ29tcGFuaWVzOiBZb3VyIEhdGV3YXkgdG8gR2xvYmFslEYyZWVkb20uIEV4](#)
[cGxvcmUgTm93LjI8V29yayBSZW1vdGVseSwgVHJhdmVslHRoZSBXB3JsZDogWW91c](#)
[iBBZHlbnR1cmUgU3RhcncRzIEhlcUuOACiBtUBOtIBChlyZW1vdGVyb290cy5ibG9nc](#)
[3BvdC5jb20vEhIUcmF2ZWwgJiBxb3JrLCBTZWftbGVzc2x5Gh5UcmF2ZWwgJiBxb3Jr](#)
[IEF0IFRoZSBTYW1lIFRpbWUqOVJlbW90ZSBKb2JzIGZvciBUcmF2ZWxlcM6IEEgR3V](#)
[pZGUgdG8gRGlnaXRhbCBOb21hZCBMaWZlJl9V29yayBGcm9tIEhvbWUgVHJhdmVsl](#)
[EpvYnM6IExpdmUgdGhIIERyZWftIHdpdGggUmVt3RIIFJvb3RzLjgAogbcATrZAQoZc](#)
[mVt3Rlcm9vdHMuYmxvZ3Nwb3QuY29tLxISV29yayBGcm9tIEFueXdoZXJlIGhZCZWN](#)
[vbWUgYSBEaWdpdGFslE5vbWFkIhVCdWlsZCBhIFJlbW90ZSBdYXJlZlIqPFdvcmVt3Rl](#)
[cmVt3RlbnHksIFRyYXZlbnCB0aGUgV29ybGQ6IFlvdXlqQWR2ZW50dXJlIFN0YXJ0cyBIZX](#)
[JlJl5UmVt3RIIEpvYnMgZm9yIFRyYXZlbnGVyczogQSBHdWlkZSB0byBEaWdpdGFslE](#)
[5vbWFkIExpZmUuOACiBtABOs0BChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5Uc](#)
[mF2ZWwgJiBxb3JrIEF0IFRoZSBTYW1lIFRpbWUaDFJlbW90ZSBsb290cypFUmVt3RII](#)
[FRyYXZlbnCBDb21wYW5pZXM6IFlvdXlqR2F0ZXdheSB0byBHbG9iYWwgRnJlZWRvbS4](#)
[gRXhwbG9yZSBOb3cuMjlsZW1vdGUgSm9icyBmb3lgVHJhdmVsZXJzOiBBIEed1aWRlI](#)
[HRvIERpZ2l0YWwgTm9tYWQgTGlmZS44AAoGCAESAjlACuEBCAES3AEKAaggAogZ0](#)
[CnlKbgpsCJf_____wFqPWh0dHBzOi8vcml9vdHMuYmxvZ3Nwb3QuY29](#)
[tLzlwMjYvMDEvbm9tYWQtd29yay1saWZlLmh0bWx6DEoKCOuavo6bvb67b6oBEQoPT](#)
[m9tYWQgV29yayBMAWZlWB-iBI4KXApYCIYllv_____AWopaHR0cHM6Ly9yZW1v](#)
[dGVyb290cy5ibG9nc3BvdC5jb20vMjAyNi8wMS96DEoKClfDuvjV5b2tP6oBDwoNSmFu](#)
[dWFyeSAyMDI2MlgfCosBCAEShgEqAKIGKQonCiMKIQil8a781AnKAhcKAKlOEgwwOT](#)
[MyNzcgMjcxMjIyYAIcZAVgqogYpCicKlwohCKXxrvzUCcoCFwoCSU4SDDA5Mzl3NyAyN](#)
[zEyMhgCILMBWCqiBikKJwojCiElpfGu_NQJyglXCgJJThIMMDkzMjc3IDI3MTIyGAlgsw](#)
[FYKqABJBJOQUJDMnp1YVBYesxpN2FjNXJfVXRpN1pKaU5NeXFHUmDd2NsaUpXe](#)
[HBLTUVpa3EwT0hxaHNva0IYWs4WmxZV3RJYlhNamR0U0RqNDV3lhMSDEgAUAfYA](#)
[WABaAFwACgBQgECKKzMo67HMzCAkPvTCToGEAEoHjAEQg5BV05fQ01fRURJVEIO](#)
[Rw==](#)

• Create an ad for www.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.

Main link


https://ads.google.com/aw/campaigns/new/display?ocid=8030198606&workspaceId=0&cmpnInfo=%7B%221%22%3A2%2C%228%22%3A%22a9581BA6D-0D13-4380-A7C8-872EC9536686--7%22%2C%2218%22%3A18%2C%2228%22%3A%22%22%2C%2231%22%3Atrue%2C%2243%22%3Afalse%2C%2264%22%3A%5B%22construction-selection-header%22%2C%22marketing-objective-selection-view-v4%22%2C%22buying-plan-picker%22%2C%22marketing-objective-subtype-picker%22%2C%22channel-selection-v3%22%2C%22continue-cancel%22%5D%2C%2267%22%3Afalse%2C%2277%22%3A2%2C%2282%22%3A0%2C%2283%22%3A1%7D¤tStep=display-ads%2CMultiCreativesPlugin&adGroupIds&eid=1626622746&_u=9192241354&uscid=8030198606&c=5785446494&authuser=0

Select a campaign type



Video

Reach viewers on YouTube and get conversions



Display

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

Cancel

Continue

Campaign settings		
Locations	Rajkot, Gujarat, India (city)	
Languages	English, Hindi and Gujarati	
EU political ads	Doesn't have EU political ads	
Ad rotation	Optimise: Prefer best performing ads	
Ad schedule	Mon - Fri, 10:00 - 20:00	
Campaign URL options	Using URL tracking options	
Devices	Show on all devices	
Dynamic ads	Business type: Education	No data feed

Ad rotation	Optimise: Prefer best performing ads	▼
Ad schedule	Mon - Fri, 10:00 - 20:00	▼
Campaign URL options	Using URL tracking options	▼
Devices	Show on all devices	▼
Dynamic ads	Business type: Education No data feed	▼
Conversions	Don't include view-through conversions in your 'Conversions' and 'All conversions' columns	▼
Content exclusions	Parked domains + 4 more	▼
Start and end dates	Start date: 25 February 2026 End date: 25 March 2026	▼

Next

Budget and bidding

Budget	₹5,000.00/day	▼
Bidding	Maximise clicks	▼

Next

Targeting

People

Audience Segments	Social Media Enthusiasts + 2 more	▼
Demographics	Gender (Male + 1 more), Age (18 - 24 + 3 more), Parental status (Parent + 1 ...	▼

Content

Keywords	it course + 9 more	▼
Topics	Computers & Electronics, Jobs & Education	▼
Placements	https://www.tops-int.com/it-training-rajkot	▼

Optimised targeting On ▼

Next

Optimised targeting On

Next

Ads

Coding Classes For Beginners | Learn to Code, Get Hired Fast | U...

Ad www.tops-int.com

Coding Classes for Beginners: Unlock Your Tech Potential with TOPS Technologies.
Coding Classes Near Me. IT Training Institute in Rajkot. Software Development Courses.

Ad	Status	Impressions	Clicks ▾	CTR ▾
● Enabled	Eligible	0	0	0.00%

[All ads](#) [All assets](#) < 1 / 1 >

PPC (Pay-Per-Click) bidding is a dynamic auction system where several variables dictate not just where your ad appears, but exactly how much you pay.

1. Main Factors Affecting PPC Bidding

While your "Max Bid" is the most obvious factor, search engines look at several other signals to determine the winner of an auction:

- **Maximum Bid: The highest amount you are willing to pay for a click.**
- **Quality Score: A measure of how relevant your ad and landing page are to the user's search.**
- **Ad Extensions (Assets): Google considers the expected impact of sitelinks, phone numbers, and other "assets" you've added to your ad.**
- **Context of the Search: Factors like the user's location, device (mobile vs. desktop), time of day, and even the search intent (informational vs. transactional).**

- Competitor Activity: How many other advertisers are bidding on the same keyword and how aggressively they are bidding.
-

2. How Search Engines Calculate Actual CPC

In most PPC auctions (like Google Ads), you rarely pay your maximum bid. Instead, you pay the minimum amount required to beat the Ad Rank of the advertiser directly below you.

+1

The Formula

To understand Actual CPC, you first need to know Ad Rank, which is calculated as:

$$\text{Ad Rank} = \text{Max CPC Bid} \times \text{Quality Score}$$

The Actual CPC you pay is then determined by this formula:

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

Why this matters: If you have a very high Quality Score, you can actually pay *less* than a competitor while still holding a *higher* position on the page.

3. What is Quality Score and Why is it Important?

Quality Score is a diagnostic tool (rated 1 to 10) used by search engines to ensure that users see helpful, relevant ads.

The Three Pillars of Quality Score:

1. Expected Click-Through Rate (CTR): How likely it is that people will click your ad.
2. Ad Relevance: How closely your ad text matches the user's search query.
3. Landing Page Experience: How fast, mobile-friendly, and relevant your website is once a user clicks.

Why It's Important:

- Lower Costs: High Quality Scores act as a "discount" on your CPC.
- Better Ad Position: It makes it easier for your ads to appear at the top of the search results page.
- Auction Eligibility: If your score is too low, the search engine may decide not to show your ad at all, even if you bid a lot of money.

