

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 | | 1 selected | Clear all |
|---|--|------------------------|---------------------------|
| <input checked="" type="checkbox"/> 1 location group | | Vadodra 0 locations | |
| <input checked="" type="checkbox"/> Vadodra 1 location | | | |
| New location group | | | |

Location Groups

What location groups should be used for this campaign?

| Search | | 2 selected | Clear all |
|---|--|--------------------------|---------------------------|
| <input checked="" type="checkbox"/> 2 location groups | | Ahmedabad 0 locations | |
| <input checked="" type="checkbox"/> Ahmedabad 1 location | | Vadodra 0 locations | |
| <input checked="" type="checkbox"/> Vadodra 1 location | | | |
| 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

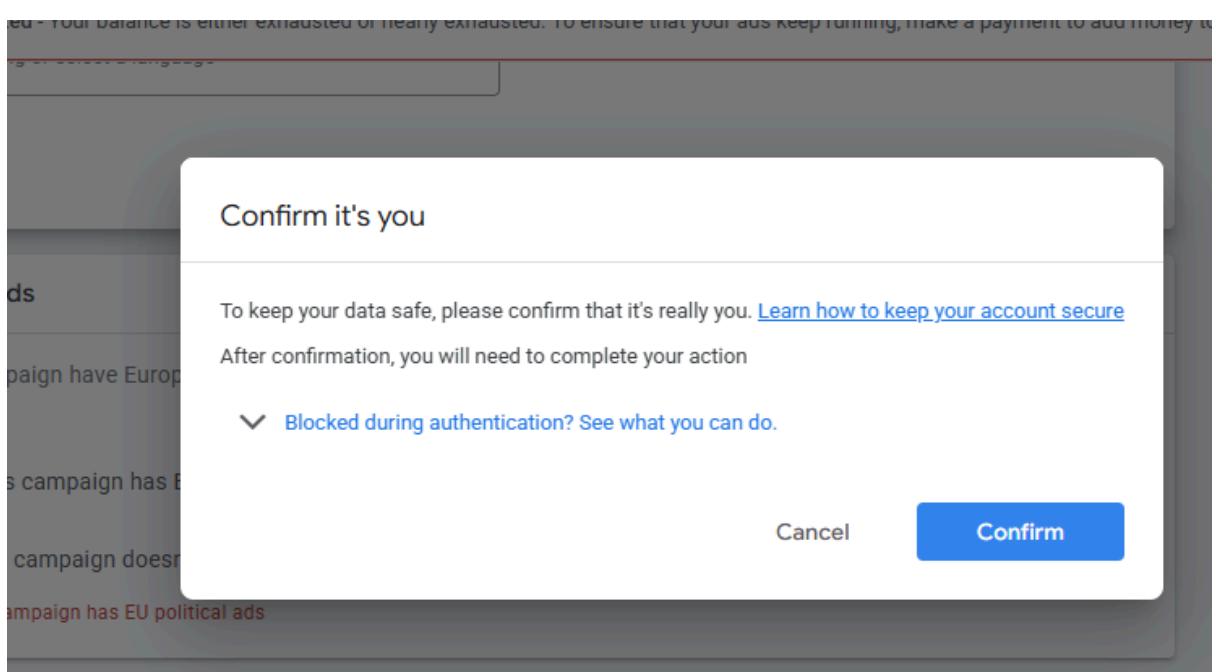
Bidding

Bidding

What do you want to focus on? ②

Set a target cost per action (optional)

Target CPA ②



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

3/20

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

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



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 [?](#)

Digital Nomad

Required

13 / 25

Logos 2/5 [?](#)

Assets

Ad strength Average

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

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

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

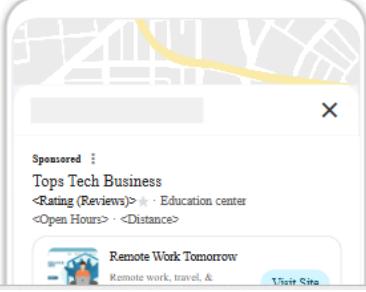
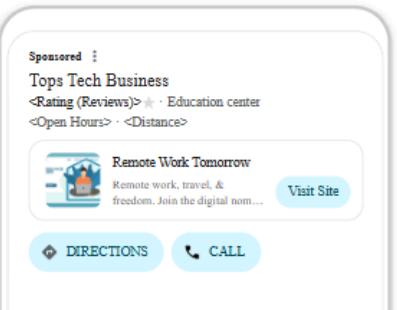
Solutions for the Digital Nomad Lifestyle
41 / 90

Images Headlines Sitelinks

Video Descriptions

Preview **Share** **Preview ads**

Maps **Display** **Gmail**

Descriptions (5) 

You have enough descriptions to reach Excellent ad strength

Digital Nomad Lifestyle: Best Remote Work Jobs Near Me.

Required

85 / 90

Remote work resources for digital nomads. Start your jour

Required

67 / 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

Images (20) 

You have enough images to reach Excellent ad strength



+16

 Edit

Suggested images 

Select all

⋮



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

Top Tech Business

<Rating (Reviews)> · Education center
<Open Hours> · <Distance>



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

[Visit Site](#)

 DIRECTIONS

 CALL

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

[Visit Site](#)

 DIRECTIONS

 CALL

 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 X Remote work X Earn and explore X work from home opportunities X

Travelling while earning X 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

Edit

End date: None

Next

[!26. 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 |
|--------|---------------------------|

[Publish campaign](#)

Main link

<a href="https://ads.google.com/aw_cm/ExternalPreview?ocid=8030198606&euid=1626622746&pt=CtQmCM62jPUdEJqW0YcGGgVlbI9HQmK-Jqq-lwgBErkjlqCiBuQBOuEBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEhxFbWJyYWNIIIFlvdXIgTm9tYWQgTGImZXN0eWx1Gh5UcmF2ZWwgJiBXb3JrIEF0IFRoZSBTYW1IIFRpWUqPVdvcmsgRnJvbSBlb21IIFRyYXZlbCBKb2JzOiBMaXZIIHRoZSBEmVhbSB3aXRoIFJlbW90ZSBs290cy4yRVJlbW90ZSBUcmF2ZWwgQ29tcGFuaWVzOiBZb3VylEdhdGV3YXkgdG8gR2xvYmFsIEZyZWVkb20uIEV4cGxvcmUgTm93LjgBogbcATrZAQoZcmVtb3Rlcm9vdHMuYmxvZ3Nwb3QuY29tLxleU3RhcnQgWW91ciBSZW1vdGUgV29yayBKb3VymbmV5Gh1GaW5kIFJlbW90ZSBKb2JzLCBUcmF2ZWwgTW9yZSo9V29yayBGcm9tIEhbWUgVHJhdmVsIEpvYnM6IExpdmUgdGhIEryZWFTlHdpdGggUmVtb3RIIFJvb3Rzljl8V29yayBSZW1vdGVseSwgVHJhdmVsIEHRoZSBXb3JsZDogWW91ciBBZHlbnR1cmUgU3RhcnRzlEhlcumOAGiBvsBOvgBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5TdGFydCBZb3VylFJlbW90ZSBXb3JrIEpvdxJuZXkaFUV4cGxvcmUulFdvcmsgJlcGVhdClcVW5sb2NrIFlvdXIgUmVtb3RIIFBvdGVudGlhbCo9V29yayBGcm9tIEhbWUgVHJhdmVsIEpvYnM6IExpdmUgdGhIEryZWFTlHdpdGggUmVtb3RIIFJvb3RzljlFUmVtb3RIIFRyYXZlbCBDb21wYW5pZXM6IFIvdXIgR2F0ZXdheSB0byBHbG9iYWwgRnJlZWRvbS4gRXhwB9yZSBOb3cuOAGiBuUBOulBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEgxSZW1vdGUgUm9vdHMaHFVubG9jayBZb3VylFJlbW90ZSBQb3RlbnRpYWwiGIBsYW4gWW91ciBSZW1vdGUgQWR2ZW50dXJIKjxXb3JrIFJlbW90ZWx5LCBUcmF2ZWwgDGHIFdvcmsgkOiBZb3VylEFkdmVudHvyZSBTdGFydHMgSGVyZS4yPVdvcmsgRnJvbSBlb21IIFRyYXZlbCBKb2JzOiBMaXZIIHRoZSBEmVhbSB3aXRoIFJlbW90ZSBs290cy44AalG4wE64AEKGXJlbW90ZXJvb3RzMjLjsb2dzcG90LmNvbS8SHIRyYXZlbCAmlFdvcmsgQXQgVGhIEFNhbWUgVGltZRoMUUmVtb3RIIFJvb3RzlhZCZWNvbWUgYSBEaWdpdGFsIE5vbWFkKj1Xb3JrIEZyB20gSG9tZSBUcmF2ZWwgSm9iczogTGI2ZSB0aGUgRHJIYw0gd2l0aCBSZW1vdGUgUm9vdHMuMjxXb3JrIFJlbW90ZWx5LCBUcmF2ZWwgDGHIFdvcmsgkOiBZb3VylEFkdmVudHvyZSBTdGFydHMgSGVyZS44AalG7AE66QEKGXJlbW90ZXJvb3Rzljsb2dzcG90LmNvbS8SGVVubG9jayBZb3VylE5vbWFkIEpvdxJuZXkaHEVtYnJhY2UgWW91ciBOb21hZCBMawZlC3R5bGUIDFJlbW90ZSBs290cypFUmVtb3RIIFRyYXZlbCBDb21wYW5pZXM6IFIvdXIgR2F0ZXdheSB0byBHbG9iYWwgRnJlZWRvbS4gRXhwB9yZSBOb3cuMjxXb3JrIFJlbW90ZWx5LCBUcmF2ZWwgDGHIFdvcmsgkOiBZb3VylEFkdmVudHvyZSBTdGFydHMGSGVyZS44AalG3AE62QEKGXJlbW90ZXJvb3Rzljsb2dzcG90LmNvbS8SHIRyYXZlbCAmlFdvcmsgQXQgVGhIEFNhbWUgVGltZRoVRXhwB9yZS4gV29yay4gUmVwZWF0KkVSZW1vdGUgVHJhdmVsIEnvxBhbmlczogWW91ciBHYYRld2F5IHRvIEDsb2JhbCBGcmVlZG9tLiBFeHBsb3JIIIE5vdy4yPFdvcmsgUmVtb3RlBhksIFRyYXZlbCB0aGUgV29ybGQ6IFIvdXIgQWR2ZW50dXJIIIFN0YXJ0cyBIZXJILjgBogbsATrpAQoZcmVtb3Rlcm9vd

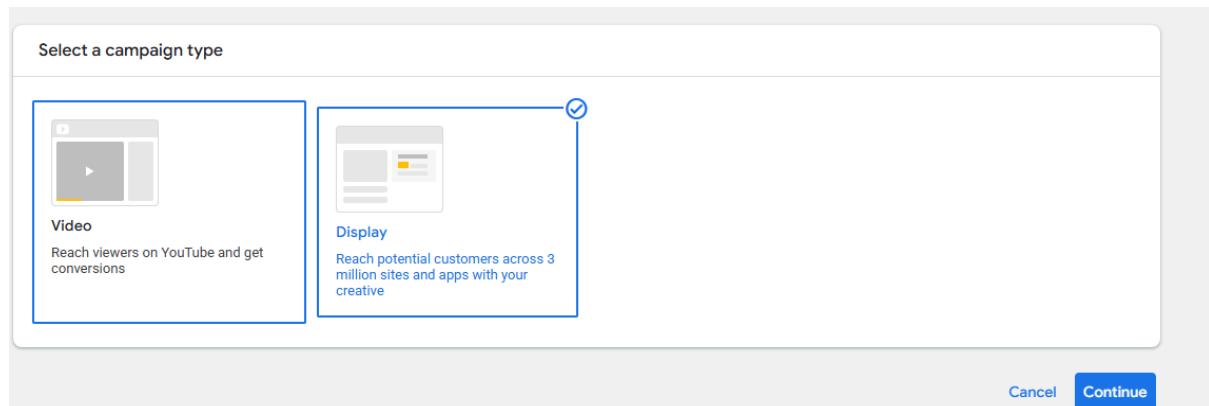
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[VsICYgV29yayBBdCBUaGUgU2FtZSBUaW1IihVCdWIzZCBhIFJlbW90ZSBDYXJIZXIqO](#)
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[FtlHdpdGggUmVtb3RIIFJvb3RzLjgBogbcATrZAQoZcmVtb3Rlcm9vdHMuYmxvZ3Nwb3](#)
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[V29ybGQ6IFlvdXlgQWR2ZW50dXJIIFN0YXJ0cyBIZXJILjl5UmVtb3RIIEpvYnMgZm9yIF](#)
[RyYXZlB0vyczogQSBHdWIkZSB0byBEaWdpdGFsIE5vbWFkIEpdmUuOAGiBugBOu](#)
[UBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5UcmF2ZWwgJiBXb3JrlEF0IFRoZS](#)
[BTYW1IIFRpBwUaDFJlbW90ZSBsb290cyIWQmVjb21IIGEgRGInaXRhbCBOB21hZCpf](#)
[UmVtb3RIIFRyYXZlBCDb21wYW5pZXM6IFlvdXlgR2F0ZXdheSB0byBHbG9iYWwgRnJ](#)
[IZWRvbS4gRXhwB9yZSBOB3cuMjISZW1vdGUgSm9icyBmb3lgVHJhdmVsZXJzOIBBI](#)
[Ed1aWRIIHRvIERpZ2I0YWwgTm9tYWQqTGImzs44AaIG5AE64QEKGXJlbW90ZXJvb3R](#)
[zLmJsb2dzcG90LmNvbS8SHEVtYnJhY2UgWW91ciBOb21hZCBMaWZlC3R5bGUaHIRy](#)
[YXZlBCAmIFdvcmsgQXQgVGhIIFNhBwUgVGltZSo9V29yayBGcm9tIEhvbWUgVHJhdm](#)
[VsIEpvYnM6IEpdmUgdGhIIRyZWFTlHdpdGggUmVtb3RIIFJvb3RzLjFUMVtb3RIIFRy](#)
[YXZlBCDb21wYW5pZXM6IFlvdXlgR2F0ZXdheSB0byBHbG9iYWwgRnJIZWRvbS4gRX](#)
[hwB9yZSBOB3cuOACiBtwB0tkBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb20vEh5Td](#)
[GFydCBZb3VlIFJlbW90ZSBXb3JrlEpvdXJuZXkaHUZpbmQgUmVtb3RIIEpvYnMsIFRyY](#)
[XZlBCNb3JIKj1Xb3JrlEZyb20gSG9tZSBUcmF2ZWwgSm9iczogTGI2ZSB0aGUgRHJIY](#)
[W0gd2I0aCBSZW1vdGUgUm9vdHMuMjxXb3JrlFJlbW90ZWx5LCBUcmF2ZWwgdGhIIF](#)
[dvcmsgOIBZb3VyIEFkdmVudHVyZSBTdGFydHMgSGVyzS44AKIG3QE62gEKGXJlbW9](#)
[0ZXJvb3RzLmJsb2dzcG90LmNvbS8SHIN0YXJ0IFlvdXlgUmVtb3RIIFdvcmsgSm91cm5I](#)
[eRoVRXhwB9yZS4gV29yay4gUmVwZWF0Kj1Xb3JrlEZyb20gSG9tZSBUcmF2ZWwgS](#)
[m9iczogTGI2ZSB0aGUgRHJIYw0gd2I0aCBSZW1vdGUgUm9vdHMuMkVSZW1vdGUgV](#)
[HJhdmVsIENvbXBhbmlczogWW91ciBHYXRId2F5IHRvIEdsb2JhbCBGcmVIZG9tLiBFe](#)
[HBsb3JII5vdy44AKIGyQE6xgEKGXJlbW90ZXJvb3RzLmJsb2dzcG90LmNvbS8SDFJI](#)
[bW90ZSBsb290cxocVW5sb2NrIFlvdXlgUmVtb3RIIFBvdGVudGlhbCo8V29yayBSZW1v](#)
[dGVseSwgVHJhdmVsIHRoZSBXb3JsZDogWW91ciBBZHlbnR1cmUgU3RhcnRzlEhc](#)
[mUuMj1Xb3JrlEZyb20gSG9tZSBUcmF2ZWwgSm9iczogTGI2ZSB0aGUgRHJIYw0gd2I0](#)
[aCBSZW1vdGUgUm9vdHMuOACiBssBOsgBChlyZW1vdGVyb290cy5ibG9nc3BvdC5jb](#)
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[V29yayBGcm9tIEhvbWUgVHJhdmVsIEpvYnM6IEpdmUgdGhIIRyZWFTlHdpdGggUm](#)
[Vtb3RIIFJvb3RzLjI8V29yayBSZW1vdGVseSwgVHJhdmVsIHRoZSBXb3JsZDogWW91ci](#)
[BBZHlbnR1cmUgU3RhcnRzlEhcUmOACiBt4BOtsBChlyZW1vdGVyb290cy5ibG9nc](#)
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[dCBUaGUgU2FtZSBuaw1IGHvFeHBsb3JILiBXb3JrLiBSZXBIYXQqRVJlbW90ZSBu cm](#)
[F2ZWwgQ29tcGFuaWVzOiBZb3VyiEdhdGV3YXkgdG8gR2xvYmFsIEZyZWVkb20uIEV4](#)
[cGxvcmUgTm93LjI8V29yayBSZW1vdGVseSwgVHJhdmVsIHRoZSBXb3JsZDogWW91c](#)
[iBBZHlbnR1cmUgU3RhcnRzlEhlcmUuOACiBtUBOtlBChlyZW1vdGVyb290cy5ibG9nc](#)
[3BvdC5jb20vEhiUcmF2ZWwgJiBXb3JrLCBTZWFTbGVzc2x5Gh5UcmF2ZWwgJiBXb3Jr](#)
[IEF0IFRoZSBTYW1IIFRpBWUqOVJlbW90ZSBKb2JzIGZvciBUcmF2ZWxlcnM6IEEgR3V](#)
[pZGUqdG8gRGInaXRhbCBOb21hZCBMaWZILjI9V29yayBGcm9tIEhbWUgVHJhdmVsI](#)
[EpvYnM6IExpdmUgdGhIIE RyZWFTlHdpdGggUmVtb3RIIFJvb3RzLjgAogbcATrZAQoZc](#)
[mVtb3Rlc9vdHMuYmxvZ3Nwb3QuY29tLxISV29yayBGcm9tIEFueXdoZXJIGhZCZN](#)
[vbWUgYSBEaWdpdGFsIE5vbWFkIhVCdWlsZCBhIFJlbW90ZSBDYXJIZXlqPFdvcmsgUmVtb3Rlb](#)
[HkslFRyYXZlbCB0aGUgV29ybGQ6IFIvdXIgQWR2ZW50dXJIIFN0YXJ0cyBIZXJILj5UmVtb3RlI](#)
[EF0IFRoZSBTYW1IIFRpBWUaDFJlbW90ZSBsb290cypFUmVtb3RlI](#)
[FRyYXZlbCBDb21wYW5pZXM6IFIvdXIgR2F0ZXdheSB0byBhbG9iYWwgRnJIZWRvbS4](#)
[gRXhwB9yZSBOb3cuMjlSZW1vdGUgSm9icyBmb3lgVHJhdmVsZXJzOiBBIEd1aWRlI](#)
[HRvIERpZ2I0YWwgTm9tYWQgTGImZS44AAoGCAESAjIACuEBCAES3AEKAggAogZ0](#)
[CnlKbgpsCJf wFqPWh0dHBzOi8vcmVtb3Rlc9vdHMuYmxvZ3Nwb3QuY29](#)
[tLzlWmjYvMDEvb m9tYWQtd29yay1saWZILmh0bWx6DEoKC Ouv o6bvb67b6oBEQoPT](#)
[m9tYWQgV29yayBMaWZIWB-iBI4KXApYCIYllv AWopaHR0cHM6Ly9yZW1v](#)
[dGVyb290cy5ibG9nc3BvdC5jb20vMjAyNi8wMS96DEoKCIfDuvjV5b2tP6oBDwoNSmFu](#)
[dWFyeSAyMDI2MlgfCosBCAEShgEqAKIGKQonCiMKIQil8a781AnKAhcKAKIOEgwwOT](#)
[MyNzcgMjcxMjIYAiCzAVgqogYpCicKlwohCKXxrvzUCcoCFwoCSU4SDDA5Mzl3NyAyN](#)
[zEyMhgCILMBWCqiBikKJwojCiElpfGu_NQJyglXCgJJThIMMDkzMjc3IDI3MTlyGA lgs w](#)
[FYKqABJBJOQUJDMnp1YVB YekxpN2FjNXJfVXRpN1pKaU5NeXFHUmdDd2Ns aUpXe](#)
[HBLTUVpa3EwT0hx aHNVa0IIYWs4WmxZV3RJYlhNamR0U0RqNDV3lhMSDEgAUAFYA](#)
[WABA AFwACgBQgECKKzMo67HMzCAkPvTCToGEAEoHjAEQg5BV05fQ01fRURJVEIO](#)
[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%2CMultiCreatesPlugin&adGroupIds&euid=1626622746&u=9192241354&uscid=8030198606&c=5785446494&authuser=0>



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

The screenshot shows a digital marketing platform's interface for managing PPC campaigns. At the top, there is a header with the text "Optimised targeting On" and a "Next" button. Below this, a section titled "Ads" displays a single advertisement. The ad has a blue header with the text "Coding Classes For Beginners | Learn to Code, Get Hired Fast | U...". Below the header, it says "Ad www.tops-int.com" and provides a brief description: "Coding Classes for Beginners: Unlock Your Tech Potential with TOPS Technologies. Coding Classes Near Me. IT Training Institute in Rajkot. Software Development Courses." To the right of the ad, there are three vertical dots. At the bottom of the ad section, there is a table with the following data:

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

Below the table, there are links for "All ads" and "All assets", and a page navigation indicator "< 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.

