**Assignment (Module-4)**

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

Ans: Several factors can influence Pay-Per-Click bidding strategies, determining how much advertisers are willing to pay for clicks on their ads. Here are the main factors that can affect PPC bidding:

* **Goals**: What you want to achieve with your campaign, such as brand awareness, website traffic, or conversions
* **Keywords**: The keywords you use in your campaign should be closely related to your products and services. Keywords that are highly competitive will require higher bids to win ad placements
* **Quality Score**: Google Ads Quality Score affects the cost per click (CPC). A higher quality score can lower your bid requirement, while a lower score may increase the cost
* **Budget**: How much you can spend on your campaign and how much control you want over your bids

Q-2: How does a search engine calculate actual CPC?

Ans: The actual Cost-Per-Click (CPC) in a search engine is the amount you end up paying when a user clicks on your ad.

You have to divide the total amount spent by the total clicks received, this will give you CPC:

CPC = Total amount spent / Total clicks

Q-3: What is a quality score and why it is important for Ads

Ans: Quality Score is a Google Ads metric that estimates the quality of your ads, keywords, and landing pages. It's a score between 1 and 10 for each keyword. A higher Quality Score means you'll pay less for each click on your ad. So it is important for ads because it affects your cost per click, it also Determines your ad rank and helps you identify areas for improvement

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

Ans:









































