

# Subject Name Solutions

4341601 – Winter 2024

Semester 1 Study Material

*Detailed Solutions and Explanations*

## Question 1(a) [3 marks]

Explain three important factors that influence a website's SEO ranking.

### Solution

Factor	Description
<b>Content Quality</b>	Fresh, relevant, keyword-optimized content that provides value to users
<b>Backlinks</b>	High-quality external websites linking to your site (domain authority)
<b>Technical SEO</b>	Site speed, mobile-friendliness, SSL certificate, and proper site structure

- **Content Quality:** Search engines prioritize websites with original, valuable content
- **Backlinks:** Act as votes of confidence from other websites
- **Technical SEO:** Ensures search engines can crawl and index your site efficiently

### Mnemonic

“CBT - Content, Backlinks, Technical”

## Question 1(b) [4 marks]

Define data privacy and its importance in digital marketing.

### Solution

**Data Privacy** is the protection of personal information collected from users during digital marketing activities.

Aspect	Importance
<b>User Trust</b>	Builds customer confidence and loyalty
<b>Legal Compliance</b>	Avoids penalties from GDPR, CCPA regulations
<b>Brand Reputation</b>	Prevents negative publicity from data breaches

- **User Trust:** Customers share more data when they trust your privacy practices
- **Legal Compliance:** Mandatory compliance with data protection laws
- **Brand Reputation:** Data breaches can severely damage brand image

### Mnemonic

“TLR - Trust, Legal, Reputation”

## Question 1(c) [7 marks]

Explain the key components of a digital marketing plan.

## Solution

Component	Description
<b>Goals &amp; Objectives</b>	SMART goals aligned with business objectives
<b>Target Audience</b>	Demographics, psychographics, and behavior analysis
<b>Channel Strategy</b>	Selection of appropriate digital platforms
<b>Content Strategy</b>	Content types, themes, and publishing schedule
<b>Budget Allocation</b>	Resource distribution across channels
<b>Analytics &amp; KPIs</b>	Measurement frameworks and success metrics

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Digital Marketing Plan] --> B[Goals \& Objectives]
    A --> C[Target Audience]
    A --> D[Channel Strategy]
    A --> E[Content Strategy]
    A --> F[Budget Allocation]
    A --> G[Analytics \& KPIs]
{Highlighting}
{Shaded}
```

- **Goals & Objectives:** Define specific, measurable outcomes
- **Target Audience:** Create detailed buyer personas
- **Channel Strategy:** Choose optimal mix of social media, email, SEO, PPC
- **Content Strategy:** Develop engaging content calendar
- **Budget Allocation:** Distribute resources based on ROI potential
- **Analytics & KPIs:** Track performance and optimize continuously

## Mnemonic

“GT-CCBA - Goals-Target, Channels-Content-Budget-Analytics”

## Question 1(c OR) [7 marks]

Define the P.O.E.M. Framework and explain its importance in digital marketing.

## Solution

**P.O.E.M.** stands for **Paid, Owned, Earned, Media** framework for digital marketing strategy.

Media Type	Description	Examples
<b>Paid</b>	Media you pay for	Google Ads, Facebook Ads, YouTube Ads
<b>Owned</b>	Media you control	Website, Blog, Email list, Mobile app
<b>Earned</b>	Media gained through credibility	Social shares, Reviews, PR mentions

### Mermaid Diagram (Code)

```

{Shaded}
{Highlighting}[]
graph TD
    A[P.O.E.M Framework] --> B[Paid Media]
    A --> C[Owned Media]
    A --> D[Earned Media]
    B --> E[Immediate Reach]
    C --> F[Long-term Asset]
    D --> G[Trust & Credibility]
{Highlighting}
{Shaded}

```

- **Paid Media:** Provides immediate visibility and targeted reach
- **Owned Media:** Creates long-term assets and brand control
- **Earned Media:** Builds trust and authentic brand advocacy

### Mnemonic

“POE - Pay, Own, Earn”

### Question 2(a) [3 marks]

Differentiate between black hat and white hat SEO techniques.

#### Solution

Aspect	White Hat SEO	Black Hat SEO
<b>Methods</b>	Ethical, guideline-compliant	Manipulative, rule-breaking
<b>Results</b>	Sustainable long-term growth	Quick but temporary gains
<b>Risk</b>	Safe from penalties	High risk of penalties

- **White Hat SEO:** Follows search engine guidelines for sustainable results
- **Black Hat SEO:** Uses deceptive practices for quick ranking gains
- **Risk Factor:** Black hat techniques can result in complete site bans

### Mnemonic

“WEB - White Ethical Benefits, Black Breaks-rules”

### Question 2(b) [4 marks]

Explain how search engine algorithms work and how they rank websites.

#### Solution

Process	Function
<b>Crawling</b>	Bots discover and scan web pages
<b>Indexing</b>	Pages stored in search engine database
<b>Ranking</b>	Algorithm determines page relevance and authority
<b>Results</b>	Best matches displayed for user queries

- **Crawling:** Web crawlers follow links to find new content
- **Indexing:** Content analyzed and stored in massive databases
- **Ranking:** 200+ factors determine search result positions
- **Results:** Most relevant pages shown first to users

### Mnemonic

“CIRR - Crawl, Index, Rank, Results”

### Question 2(c) [7 marks]

Describe the strategies for building backlinks.

#### Solution

Strategy	Description	Effectiveness
<b>Guest Posting</b>	Write articles for other websites	High
<b>Resource Link Building</b>	Get listed in industry directories	Medium
<b>Broken Link Building</b>	Replace broken links with your content	High
<b>Content Marketing</b>	Create shareable, valuable content	Very High
<b>Influencer Outreach</b>	Partner with industry influencers	High

#### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Backlink Building] --> B[Guest Posting]
    A --> C[Resource Links]
    A --> D[Broken Link Building]
    A --> E[Content Marketing]
    A --> F[Influencer Outreach]
{Highlighting}
{Shaded}
```

- **Guest Posting:** Builds relationships and authority in your niche
- **Resource Link Building:** Establishes credibility through directories
- **Broken Link Building:** Provides value by fixing broken resources
- **Content Marketing:** Naturally attracts links through quality content
- **Influencer Outreach:** Leverages established audiences for link opportunities

### Mnemonic

“GRBCI - Guest, Resource, Broken, Content, Influencer”

### Question 2(a OR) [3 marks]

Explain the importance of backlinks, website speed and performance in search engine ranking.

#### Solution

Factor	Impact on SEO
<b>Backlinks</b>	Authority and trust signals
<b>Website Speed</b>	User experience ranking factor
<b>Performance</b>	Core Web Vitals affect rankings

- **Backlinks:** Act as votes of confidence from other websites
- **Website Speed:** Faster sites rank higher and reduce bounce rates
- **Performance:** Google prioritizes sites with good Core Web Vitals

### Mnemonic

“BSP - Backlinks, Speed, Performance”

### Question 2(b OR) [4 marks]

Differentiate between on-page and off-page SEO, and provide examples of each.

#### Solution

SEO Type	Focus	Examples
<b>On-Page</b>	Website optimization	Title tags, meta descriptions, content optimization
<b>Off-Page</b>	External factors	Backlinks, social signals, brand mentions

- **On-Page SEO:** Controls elements within your website
- **Off-Page SEO:** Builds authority through external validation
- **Examples:** On-page includes keyword optimization; off-page includes link building

### Mnemonic

“IO - Internal Optimization, External Elevation”

### Question 2(c OR) [7 marks]

Explain Different ways to improve SEO rankings.

#### Solution

Method	Description	Impact
<b>Keyword Research</b>	Target relevant, low-competition keywords	High
<b>Content Optimization</b>	Create valuable, keyword-rich content	Very High
<b>Technical SEO</b>	Improve site speed, mobile-friendliness	High
<b>Link Building</b>	Acquire quality backlinks	Very High
<b>User Experience</b>	Enhance site usability and engagement	Medium
<b>Local SEO</b>	Optimize for local search results	High (for local business)

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[SEO Improvement] --> B[Keyword Research]
    A --> C[Content Optimization]
    A --> D[Technical SEO]
    A --> E[Link Building]
    A --> F[User Experience]
    A --> G[Local SEO]
{Highlighting}
{Shaded}
```

- **Keyword Research:** Foundation for all SEO efforts
- **Content Optimization:** Provides value while targeting keywords
- **Technical SEO:** Ensures search engines can effectively crawl your site
- **Link Building:** Builds domain authority and trust
- **User Experience:** Reduces bounce rate and increases engagement
- **Local SEO:** Critical for businesses with physical locations

### Mnemonic

“KC-TLUL - Keywords, Content, Technical, Links, User-experience, Local”

### Question 3(a) [3 marks]

Differentiate between single-touch and multi-touch attribution models.

#### Solution

Model Type	Credit Assignment	Use Case
<b>Single-Touch</b>	100% credit to one touchpoint	Simple customer journeys
<b>Multi-Touch</b>	Credit distributed across touchpoints	Complex customer journeys

- **Single-Touch:** First-click or last-click gets full credit
- **Multi-Touch:** Linear, time-decay, or position-based attribution
- **Usage:** Multi-touch provides more accurate customer journey insights

### Mnemonic

“SM - Single Simple, Multi Multiple”

### Question 3(b) [4 marks]

Explain how businesses can set up goals in Google Analytics.

#### Solution

Step	Action
1. <b>Access Goals</b>	Navigate to Admin → <i>View</i> → <i>Goals</i>
2. <b>Choose Template</b>	Select from template or create custom
3. <b>Configure Details</b>	Set goal name, type, and conditions
4. <b>Verify Setup</b>	Test goal using verification feature

- **Goal Types:** Destination, Duration, Pages/Session, Event goals
- **Configuration:** Define specific conditions for goal completion
- **Verification:** Ensure goals track correctly before implementation
- **Monitoring:** Regular review and optimization of goal performance

#### Mnemonic

“ACCV - Access, Choose, Configure, Verify”

### Question 3(c) [7 marks]

What is the role of web analytics in formulation of digital marketing strategy? Discuss different types of web analytics.

#### Solution

**Role in Strategy:** Web analytics provides data-driven insights for informed decision-making in digital marketing.

Analytics Type	Purpose	Key Metrics
<b>Content Analytics</b>	Content performance tracking	Page views, time on page, bounce rate
<b>Customer Analytics</b>	User behavior analysis	Demographics, interests, conversion paths
<b>Social Media Analytics</b>	Social engagement measurement	Shares, likes, comments, reach
<b>SEO Analytics</b>	Search performance tracking	Keywords, rankings, organic traffic
<b>Conversion Analytics</b>	Goal completion tracking	Conversion rate, revenue, ROI

#### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Web Analytics] --> B[Strategy Formulation]
    B --> C[Content Analytics]
    B --> D[Customer Analytics]
    B --> E[Social Analytics]
    B --> F[SEO Analytics]
    B --> G[Conversion Analytics]
{Highlighting}
{Shaded}
```

- **Strategic Role:** Identifies opportunities, measures performance, guides optimization
- **Content Analytics:** Helps optimize content strategy based on engagement
- **Customer Analytics:** Enables better audience targeting and personalization
- **Social Media Analytics:** Measures social media ROI and engagement
- **SEO Analytics:** Tracks organic search performance and opportunities
- **Conversion Analytics:** Measures bottom-line impact of marketing efforts

#### Mnemonic

“CCSSC - Content, Customer, Social, SEO, Conversion”

### Question 3(a OR) [3 marks]

Define the terms: Unique visitors, Average Visit Duration, Bounce rate.

### Solution

Metric	Definition
<b>Unique Visitors</b>	Individual users visiting site in specific time period
<b>Average Visit Duration</b>	Average time users spend on website per session
<b>Bounce Rate</b>	Percentage of visitors leaving after viewing one page

- **Unique Visitors:** Counts each person once, regardless of return visits
- **Average Visit Duration:** Indicates content engagement and site stickiness
- **Bounce Rate:** High rates may indicate poor content match or site issues

### Mnemonic

“UAB - Unique, Average, Bounce”

### Question 3(b OR) [4 marks]

Explain A/B testing in web analytics.

### Solution

**A/B Testing** is comparing two versions of a webpage to determine which performs better.

Component	Description
<b>Version A</b>	Original webpage (control)
<b>Version B</b>	Modified webpage (variant)
<b>Traffic Split</b>	Usually 50/50 random distribution
<b>Metrics</b>	Conversion rate, click-through rate, engagement

- **Process:** Split traffic between two versions and measure performance
- **Duration:** Run tests long enough for statistical significance
- **Variables:** Test one element at a time (headlines, buttons, images)
- **Decision:** Implement winning version based on data

### Mnemonic

“ABCD - A-version, B-version, Compare, Decide”

### Question 3(c OR) [7 marks]

Explain following tracking code with their pros and cons: Long tracking code, Obfuscated tracking code, UTM codes

### Solution

Tracking Type	Description	Pros	Cons
<b>Long Tracking Code</b>	Detailed parameters for comprehensive tracking	Complete data collection, detailed insights	Slow page load, complex implementation
<b>Obfuscated Tracking</b>	Encrypted/hidden tracking parameters	Data security, prevents tampering	Difficult debugging, complex setup



## UTM Codes

URL parameters for campaign tracking

Easy implementation, campaign attribution

Manual tagging required, URL appearance

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Tracking Codes] --> B[Long Tracking]
    A --> C[Obfuscated Tracking]
    A --> D[UTM Codes]
    B --> E[Comprehensive Data]
    C --> F[Secure Tracking]
    D --> G[Campaign Attribution]
{Highlighting}
{Shaded}
```

- **Long Tracking Code:** Best for enterprise-level detailed analytics
- **Obfuscated Tracking:** Ideal for sensitive data protection requirements
- **UTM Codes:** Perfect for campaign tracking and traffic source identification

### Mnemonic

“LOU - Long comprehensive, Obfuscated secure, UTM simple”

## Question 4(a) [3 marks]

Explain different types of YouTube ads.

### Solution

Ad Type	Format	Placement
<b>Skippable In-Stream</b>	5-second skip option	Before/during videos
<b>Non-Skippable</b>	15-20 seconds, no skip	Before/during videos
<b>Bumper Ads</b>	6 seconds, non-skippable	Before videos

- **Skippable In-Stream:** Cost-effective, pay only for engaged viewers
- **Non-Skippable:** Guaranteed message delivery, higher completion rates
- **Bumper Ads:** Brand awareness, quick memorable messages

### Mnemonic

“SNB - Skippable, Non-skippable, Bumper”

## Question 4(b) [4 marks]

Explain the concept of LinkedIn marketing and discuss its significance in the digital marketing landscape.

### Solution

**LinkedIn Marketing** focuses on professional networking and B2B relationship building.

Aspect	Significance
<b>Professional Audience</b>	Decision-makers and industry professionals
<b>B2B Focus</b>	Ideal for business-to-business marketing

### Content Authority Networking

Establishes thought leadership  
Direct access to key business contacts

- **Professional Audience:** Higher income, educated demographics
- **B2B Focus:** 80% of B2B leads come from LinkedIn
- **Content Authority:** Share industry insights and expertise
- **Networking:** Build valuable business relationships

### Mnemonic

“PBCN - Professional, B2B, Content, Networking”

## Question 4(c) [7 marks]

Describe the key differences between organic and paid social media marketing strategies. Provide two advantages and two disadvantages for each strategy.

### Solution

Strategy	Description	Advantages	Disadvantages
<b>Organic</b>	Free content posting and engagement	<ul style="list-style-type: none"><li>• Cost-effective</li><li>• Builds authentic relationships</li></ul>	<ul style="list-style-type: none"><li>• Limited reach</li><li>• Time-intensive</li></ul>
<b>Paid</b>	Sponsored content and advertisements	<ul style="list-style-type: none"><li>• Immediate reach</li><li>• Precise targeting</li></ul>	<ul style="list-style-type: none"><li>• Requires budget</li><li>• Temporary results</li></ul>

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Social Media Marketing] --> B[Organic Strategy]
    A --> C[Paid Strategy]
    B --> D[Cost-effective]
    B --> E[Authentic relationships]
    C --> F[Immediate reach]
    C --> G[Precise targeting]
{Highlighting}
{Shaded}
```

#### Organic Advantages:

- **Cost-effective:** No advertising spend required
- **Builds authentic relationships:** Genuine community engagement

#### Organic Disadvantages:

- **Limited reach:** Algorithm restrictions reduce visibility
- **Time-intensive:** Requires consistent content creation and engagement

#### Paid Advantages:

- **Immediate reach:** Instant visibility to target audience
- **Precise targeting:** Advanced demographic and interest targeting

#### Paid Disadvantages:

- **Requires budget:** Ongoing advertising costs
- **Temporary results:** Results stop when advertising stops

### Mnemonic

“OPAL - Organic Patient Authentic Low-cost, Paid Quick Targeted Expensive”

### Question 4(a OR) [3 marks]

What are the different types of Twitter ads? Explain any one type briefly.

#### Solution

Ad Type	Purpose
<b>Promoted Tweets</b>	Increase tweet visibility
<b>Promoted Accounts</b>	Gain more followers
<b>Promoted Trends</b>	Boost trending topics

**Promoted Tweets:** Regular tweets that businesses pay to show to wider audiences beyond their followers, appearing in users' timelines and search results with "Promoted" label.

#### Mnemonic

"PAT - Promoted tweets, Accounts, Trends"

### Question 4(b OR) [4 marks]

Samsung launched a new smart phone in market and want to run YouTube ads. As social media marketing expert which type of YouTube ad format would you will choose and why?

#### Solution

##### Recommended Format: Skippable In-Stream Ads

Reason	Benefit
<b>Cost-Effective</b>	Pay only when users watch 30+ seconds
<b>Product Demonstration</b>	Longer format allows feature showcase
<b>Audience Interest</b>	Skip option ensures engaged viewers
<b>Brand Awareness</b>	Reaches broad audience with smartphone interest

- **Product Demonstration:** Smartphones need visual demonstration of features
- **Audience Interest:** Skip option filters for genuinely interested viewers
- **Cost-Effective:** Only pay for engaged viewers who watch beyond 30 seconds
- **Brand Awareness:** Broad reach for new product launch

#### Mnemonic

"PCAB - Product demo, Cost-effective, Audience interest, Brand awareness"

### Question 4(c OR) [7 marks]

Describe the main functions of a Facebook Page, Business Manager, and Facebook Ads. How can these assets help businesses in their marketing efforts?

#### Solution

Asset	Main Functions	Marketing Benefits
<b>Facebook Page</b>	• Brand presence • Content sharing • Customer engagement	• Builds brand awareness • Direct customer communication
<b>Business Manager</b>	• Account management • Team access control • Asset organization	• Centralized control • Secure collaboration
<b>Facebook Ads</b>	• Targeted advertising • Campaign management • Performance tracking	• Precise audience targeting • Measurable ROI

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Facebook Marketing Assets] --> B[Facebook Page]
    A --> C[Business Manager]
    A --> D[Facebook Ads]
    B --> E[Brand Presence]
    C --> F[Account Management]
    D --> G[Targeted Advertising]
{Highlighting}
{Shaded}
```

#### Marketing Benefits:

- **Facebook Page:** Creates professional brand presence and enables organic reach
- **Business Manager:** Provides security and organization for multiple accounts and team members
- **Facebook Ads:** Delivers targeted campaigns with detailed analytics and ROI tracking

#### Integration Benefits:

- **Unified Strategy:** All three work together for comprehensive Facebook marketing
- **Data Sharing:** Pixel data from page enhances ad targeting
- **Brand Consistency:** Consistent messaging across organic and paid content

#### Mnemonic

“PMA - Page presence, Manager control, Ads targeting”

### Question 5(a) [3 marks]

List the Types of Instagram Content and Ads.

#### Solution

Content Types	Ad Types
<b>Posts</b>	Photo Ads
<b>Stories</b>	Video Ads
<b>Reels</b>	Carousel Ads
<b>IGTV</b>	Stories Ads
<b>Live</b>	Reels Ads

- **Content Types:** Various formats for organic engagement
- **Ad Types:** Sponsored versions with targeting capabilities
- **Integration:** Ads blend naturally with organic content

#### Mnemonic

“PSRIL - Posts, Stories, Reels, IGTV, Live”

### Question 5(b) [4 marks]

What is e-mail marketing? What are different types of e-mail marketing?

#### Solution

**Email Marketing** is direct digital communication with customers through personalized email messages.

Type	Purpose	Example
<b>Newsletter</b>	Regular updates and information	Monthly company news
<b>Promotional</b>	Sales and offers	Discount codes, new products

### Transactional Welcome Series

Purchase confirmations  
New subscriber onboarding

Order receipts, shipping updates  
Introduction to brand and products

- **Newsletter:** Builds relationships through valuable content
- **Promotional:** Drives sales and conversions
- **Transactional:** Provides essential customer service information
- **Welcome Series:** Nurtures new subscribers into customers

### Mnemonic

“NPTW - Newsletter, Promotional, Transactional, Welcome”

## Question 5(c) [7 marks]

Explain different types of ad extensions available in Google Ads with an example of each.

### Solution

Extension Type	Function	Example
<b>Sitelink Extensions</b>	Additional page links	“About Us”, “Contact”, “Products”
<b>Call Extensions</b>	Phone number display	“+1-800-123-4567”
<b>Location Extensions</b>	Business address	“123 Main St, City, State”
<b>Callout Extensions</b>	Highlight features	“Free Shipping”, “24/7 Support”
<b>Price Extensions</b>	Product/service pricing	“Basic Plan: \$19/month”
<b>App Extensions</b>	Mobile app downloads	“Download our iOS/Android app”

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Google Ad Extensions] --> B[Sitelink Extensions]
    A --> C[Call Extensions]
    A --> D[Location Extensions]
    A --> E[Callout Extensions]
    A --> F[Price Extensions]
    A --> G[App Extensions]
{Highlighting}
{Shaded}
```

### Benefits:

- **Increased CTR:** Extensions make ads more prominent and informative
- **Better Quality Score:** Improved ad performance leads to lower costs
- **Enhanced User Experience:** Users get more relevant information
- **Competitive Advantage:** More screen real estate than competitors

### Implementation:

- **Automatic:** Google may show relevant extensions automatically
- **Manual:** Advertisers can create and customize specific extensions
- **Performance:** Extensions shown based on predicted impact

### Mnemonic

“SCLCPA - Sitelink, Call, Location, Callout, Price, App”

### Question 5(a OR) [3 marks]

Explain importance and benefits of social media marketing.

#### Solution

Benefit	Impact
<b>Brand Awareness</b>	Increases visibility and recognition
<b>Customer Engagement</b>	Direct interaction and relationship building
<b>Cost-Effective</b>	Lower costs compared to traditional advertising

- **Brand Awareness:** Exponential reach through sharing and viral content
- **Customer Engagement:** Real-time feedback and community building
- **Cost-Effective:** High ROI with targeted advertising options

#### Mnemonic

“BEC - Brand awareness, Engagement, Cost-effective”

### Question 5(b OR) [4 marks]

Give the difference between PPC and SEO.

#### Solution

Aspect	PPC (Pay-Per-Click)	SEO (Search Engine Optimization)
<b>Cost</b>	Paid advertising	Organic/Free traffic
<b>Results</b>	Immediate visibility	Long-term sustainable results
<b>Control</b>	Full control over ads	Limited control over rankings
<b>Duration</b>	Results stop when payments stop	Long-lasting results

- **PPC:** Immediate results but requires ongoing investment
- **SEO:** Takes time to build but provides sustainable long-term value
- **Integration:** Best results come from combining both strategies
- **Budget:** PPC needs advertising budget; SEO needs time investment

#### Mnemonic

“ICRD - Immediate vs Continuous, Results vs Duration”

### Question 5(c OR) [7 marks]

Explain the concept of Quality Score in Google AdWords and its impact on ad rankings.

#### Solution

**Quality Score** is Google's rating (1-10) of ad quality, keywords, and landing pages.

Component	Weight	Impact
<b>Expected CTR</b>	High	Predicted likelihood users will click
<b>Ad Relevance</b>	High	How closely ad matches search intent
<b>Landing Page Experience</b>	Medium	Page quality and user experience

### Mermaid Diagram (Code)

```
{Shaded}
{Highlighting}[]
graph TD
    A[Quality Score] --> B[Expected CTR]
    A --> C[Ad Relevance]
    A --> D[Landing Page Experience]
    B --> E[Ad Ranking]
    C --> F[Cost Per Click]
    D --> G[Ad Position]
{Highlighting}
{Shaded}
```

#### Impact on Ad Rankings:

Quality Score	Ad Rank Impact	Cost Impact
<b>High (8-10)</b>	Higher positions	Lower CPC
<b>Medium (5-7)</b>	Average positions	Average CPC
<b>Low (1-4)</b>	Lower positions	Higher CPC

#### Benefits of High Quality Score:

- **Lower Costs:** Pay less per click than competitors
- **Better Positions:** Appear higher in search results
- **Increased Visibility:** More ad extension eligibility
- **Improved ROI:** Better performance at lower costs

#### Optimization Strategies:

- **Keyword Relevance:** Match keywords closely to ad copy
- **Ad Copy Quality:** Write compelling, relevant ad text
- **Landing Page:** Ensure fast, relevant, user-friendly pages
- **Account Structure:** Organize campaigns and ad groups logically

### Mnemonic

“EAL-RCP - Expected CTR, Ad relevance, Landing page affect Rank, Cost, Position”