

MODULE : 4 ASSIGNMENT

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

Answer:-

Several factors influence how much you pay and how successful your PPC (Pay-Per-Click) campaign will be:

- **Quality Score** – Higher quality ads and landing pages reduce cost-per-click.
- **Competition** – More advertisers bidding on the same keywords increase the cost.
- **Bid Amount** – The maximum bid you set directly affects your ad's position.
- **Ad Rank** – Combination of bid, quality score, and ad extensions decides placement.
- **Relevance** – How relevant your ad and landing page are to the searched keyword.
- **Time & Location** – Costs vary by time of day, device, and geographic targeting.
- **Expected CTR (Click-Through Rate)** – Higher CTR indicates more useful ads, reducing cost.

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

Answer:-

Actual CPC is not always equal to your maximum bid. Instead, Google Ads uses the following formula:

$$\text{Actual CPC} = \frac{\text{Ad Rank of competitor below you}}{\text{Your Quality Score}} + 0.01$$

- You only pay just enough to beat the competitor below you.
- Example: If your competitor's Ad Rank is 50, and your Quality Score is 10, then your CPC = $(50 \div 10) + 0.01 = ₹5.01$.

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

Answer:-

Quality Score is a rating (1–10) given by Google that measures the relevance and quality of your ad, keywords, and landing page.

- **Factors included:**

- CTR (expected click-through rate)
- Ad relevance to the keyword
- Landing page experience

Importance of Quality Score:

- Higher Quality Score → Lower CPC (you pay less per click).
- Improves Ad Rank, so your ads show in better positions.
- Makes campaigns more cost-effective by improving ROI.

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

- Create an ad for www.tops-int.com to get the maximum Clicks
- Create an ad for www.tops-int.com
 - ❖ Create an ad for the display network.
 - ❖ Choose a proper Target audience.
 - ❖ Expected conversion: need maximum user engagement within the budget.
 - ❖ Budget: 5000.

Answer:- Next PDF.