

Module-4 Assignment

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

Ans.

1. Quality Score
2. Competition Level
3. Keyword Relevance & Match Type
4. Ad Rank
5. Time, Day & Seasonality
6. Device Targeting
7. Location Targeting
8. Bidding Strategy Type
9. Ad Extensions & Format
10. Historical Performance

Question - 2 How does a search engine calculate actual CPC?

Ans.

The Actual Cost-Per-Click (CPC) is the amount you actually pay for a click, not your full bid.

It's calculated using this formula:

Actual CPC = Ad Rank of the competitor below you + ₹0.01 / Your Quality Score

So, you pay just enough to beat the next advertiser's Ad Rank.

A higher Quality Score lowers your Actual CPC, even if your bid is the same.

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

Ans.

What is Quality Score?

Quality Score is a metric (1 to 10) used by Google Ads to measure how relevant and useful your ad, keyword, and landing page are to a user's search query.

It's based on three main factors:

1. Expected CTR (Click-Through Rate) – How likely users are to click your ad.
2. Ad Relevance – How closely your ad matches the user's search intent.
3. Landing Page Experience – How relevant, user-friendly, and fast your landing page is.

Why Quality Score is Important:

1. Lower Cost-Per-Click (CPC) – Higher Quality Score reduces the actual amount you pay per click.
2. Better Ad Position – Google rewards high-quality ads with better placement.
3. Higher ROI – You get more clicks and conversions for less money.
4. Improved Ad Performance – More relevant ads attract more users and build trust.

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

Ans.

What's your campaign objective?

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

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](#)



Demand Gen

Drive demand and conversions on YouTube, Google Display Network and more with image and video ads



Video

Drive website traffic from YouTube with your video ads



Display

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



Shopping

Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad

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

[Cancel](#) [Continue](#)

Campaign name

[Cancel](#) [Continue](#)

Campaign settings

Locations

Select locations for this campaign [?](#)

All countries and territories
 India
 Enter another location

[Location options](#)

Include [?](#)

Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
 Presence: People in or regularly in your included locations

Languages

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

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

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

Ad rotation

Optimise: Prefer best performing ads
 Do not optimise: Rotate ads indefinitely

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

Mondays - Fridays ▾ 09:00 to 19:00 X

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Add

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

Devices

Show on all devices
 Set specific targeting for devices

Device targeting lets you choose the types of devices where your ad can appear

Campaign URL options No options set

Dynamic ads

Use dynamic ads feed for personalised ads ⓘ

Start and end dates

Start date
13 Nov 2025 ▾

End date
 None
 20 Nov 2025 ▾

Your ads will continue to run unless you specify an end date.

Budget and bidding

Budget

Set your average daily budget for this campaign

₹500.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? [?](#)

Conversions [▼](#)

Recommended for your campaign goal

How do you want to get conversions? [?](#)

Automatically maximise conversions [▼](#)

Set a target cost per action

 This campaign will use the Maximise conversions bid strategy to help you get the most conversions for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

[Next](#)

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). [?](#)

Edit targeted segments

[Done](#)

[Search](#) [Browse](#)

34 selected

[Clear all](#)

 Try "crm solutions"

Detailed demographics

 Show: Recent and ideas

Education > Highest Level of Educational Attainment

Select all (34)

[Bachelor's Degree](#) [X](#)

Advertising & Marketing Services [?](#)

Based on your website

Education > Highest Level of Educational Attainment

[Advanced Degree](#) [X](#)

Online Marketing [?](#)

Based on your website

Education

[Current University Students](#) [X](#)

Digital Marketing Services [?](#)

Based on your website

Marital Status

[Married](#) [X](#)

Social Media Enthusiasts [?](#)

Based on your website

Affinity

Demographics

Suggest people based on age, gender, parental status or household income ⓘ

Edit targeted demographics
Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ⓘ		<input type="checkbox"/> Unknown ⓘ

⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

Keywords

Suggest terms related to your products or services to target relevant websites ⓘ

Edit targeted keywords
Done

blogspot
 my blog
 internet blogger
 google blogger
 web blogger
 marketing professional

Get keyword ideas

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

Digital Marketing

Keywords	relevance
+ digital marketing	99
+ business	99
+ digital marketing	94
+ online marketing	94
+ business	94
+ about digital marketing	94
+ digital marketing	94
+ agency	94
+ digital marketing	94

[Add all ideas](#)

Keyword setting ⓘ

Audience: Show ads to people likely to be interested in these keywords and also on web pages, apps and videos related to these keywords

Content: Only show ads on web pages, apps and videos related to these keywords

Topics

Suggest webpages, apps and videos about a certain topic 

Edit targeted topics

Done

marketing	X	3 selected	Clear all
<input type="checkbox"/> Business & Industrial	^	Business & Industrial > Advertising & Marketing	⊗
<input checked="" type="checkbox"/> Advertising & Marketing	^	Marketing	⊗
<input checked="" type="checkbox"/> Brand Management		Business & Industrial > Advertising & Marketing	⊗
<input checked="" type="checkbox"/> Marketing	^	Brand Management	⊗
<input type="checkbox"/> Direct Mail Marketing		Business & Industrial	⊗
<input type="checkbox"/> Email marketing		Advertising & Marketing	⊗
<input type="checkbox"/> Social media marketing.			
<input type="checkbox"/> Public Relations			

Placements

Suggest websites, videos or apps where you'd like to show your ads 

Edit targeted placements

Done

Browse	Enter	
marketing	X	
← Websites		
<input type="checkbox"/> diply.com		Website digilife.mojok.co
<input type="checkbox"/> youwithcredit.com		Website business.antaranews.com
<input checked="" type="checkbox"/> business.antaranews.com		
<input checked="" type="checkbox"/> digilife.mojok.co		

Optimised targeting

On

Next

Ads

Ad creation

In Progress
Responsive display ad
[Change](#)

For a stronger ad set up, include at least five high quality Images (two landscape, two square), five headlines and five descriptions.

Ad strength Good Images Headlines Video Descriptions

Final URL <https://roadtодigitalsuccess.blogspot.com/> Required

Business name Required 17 / 25

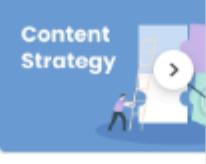
Images [Add up to 15 Images Learn more](#)

At least 1 landscape image is required.
At least 1 square image is required.

 [Edit](#)

Suggested Images [Beta](#) [Select all](#) [More](#)


Introduction to Digital Marketing [From your URL](#)


Content Strategy [From your URL](#)

Logos [Add up to 5 logos](#)

Preview [Share](#) [Preview ads](#)



Logos ⓘ
Add up to 5 logos

 [Edit](#)

Videos
Optional (portrait and landscape around 30 seconds work best)

 [Edit](#)

Headlines ⓘ
Add up to 5 headlines

Suggested headlines [More Ideas](#)

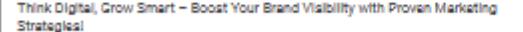
 [Required](#) 23 / 30

 [Required](#) 27 / 30

 [Required](#) 0 / 30

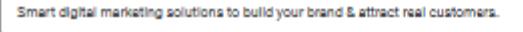
 [Headline](#)

Long headline ⓘ

 [Required](#) 89 / 90

Descriptions ⓘ
Add up to 5 descriptions

Suggested descriptions [More Ideas](#)

 [Required](#) 79 / 90

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Preview [Share](#) [Preview ads](#)

 [Display](#)  [Gmail](#)  [YouTube](#)



The preview shows a smartphone displaying an advertisement. The ad features a man in a suit sitting at a desk, looking at a laptop screen which displays various charts and graphs. The ad has a dark header with the text "Best Marketing Services" and a subtext "Smart digital marketing solutions to build your brand & attract real customers." At the bottom of the ad are two buttons: "Close" and "Learn more".

For a stronger ad set up, include at least five high quality Images (two landscape, two square), five headlines and five descriptions.

Ad strength Good

Images

Video

Headlines

Descriptions

Smart digital marketing solutions to build your brand & attract real customers.
Required 79 / 90

Boost your brand online with SEO, Ads & Social Media – Think Digital, Grow Smarter.
81 / 90

Description 0 / 90

+ Description

Additional format options

Select all options to optimise your ad's reach and performance.

Use asset enhancements
Let Google enhance your assets and optimise your ad layouts. This could improve ad performance. [Learn more](#)

Use auto-generated video
Let Google create your video ads using your headlines, descriptions and images. If you've added your own video content, then your ads won't use auto-generated video. [Learn more](#)

Since you've already added your own video content, auto-generated videos will only be used when your video content isn't able to be used.
[Add image](#)

Use native formats
Include native formats to expand your reach to more publishers. Adding native formats might also improve ad performance. [Learn more](#)

Ad URL options

More options ▾

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

Create ad Cancel

Display Gmail YouTube

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Next

Campaign review

Publish campaign

Campaign name	BlogSite Ad
Campaign type	Display
Objective	Website traffic
Goal	Submit lead forms (Google hosted Website)
Final URL	https://roadtodigitalsuccess.blogspot.com/

Campaign settings

Locations	India
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads
Ad schedule	Mon - Fri, 09:00 - 19:00
Start and end dates	13 November 2025 - 20 November 2025

Budget and bidding

Budget	₹500.00/day
Bidding	Maximise conversions

Ad group 1

Targeting

Audiences	Current University Students + 33 more
Demographics	Age (18 - 24 + 3 more), Parental status (Parent + 1 more), Household income (Lower 50% + 5 more)
Keywords	marketing professional + 5 more
Topics	Advertising & Marketing + 2 more
Placements	digilife.mojok.co, business.antaranews.com
Optimised targeting	On

Ads

Ad creation	1 responsive display ad
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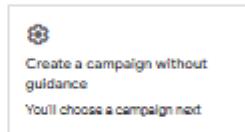
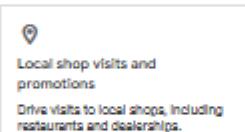
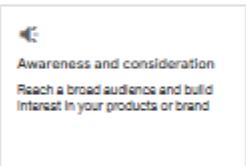
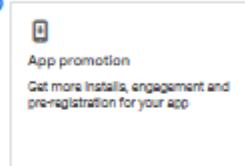
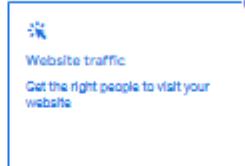
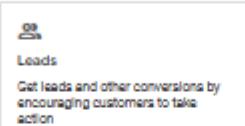
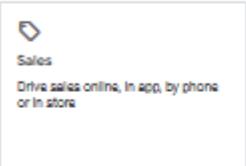
[Publish campaign](#)

Question - 5 Create an ad forwww.tops-int.com to get the maximum Clicks.

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Use these conversion goals to improve Website traffic

Review your goals for this campaign

This change overrides your account goals setup

Conversion goals

Conversion Source

Conversion Actions

Submit lead forms (account default)

Website

1 action

[Cancel](#) [Continue](#)

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](#)



Demand Gen
Drive demand and conversions on YouTube, Google Display Network and more with Image and video ads



Video
Drive website traffic from YouTube with your video ads



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



Shopping
Promote your products from Merchant Centre on Google Search with Shopping ads

This is the web page people will go to after clicking your ad. ⓘ

Campaign name

[Cancel](#) [Continue](#)

Campaign settings

Locations

Select locations for this campaign ⓘ

All countries and territories
 India
 Enter another location

[Location options](#)

Include ⓘ

Presence or interest: People in, regularly in or who've shown interest in your included locations (recommended)
 Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak. ⓘ

[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

EU regulation requires Google to ask this question
[Learn how an EU political ad is defined](#)

Ad rotation

Optimise: Prefer best performing ads

Do not optimise: Rotate ads indefinitely

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

Mondays - Fridays ▾ 09:00 to 19:00 X

Add

Based on account time zone: (GMT+05:30) India Standard Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

More settings

Next

Devices

Show on all devices

Set specific targeting for devices

Device targeting lets you choose the types of devices where your ad can appear

Campaign URL options

No options set

Dynamic ads

Use dynamic ads feed for personalised ads ⓘ

Business type ⓘ

Education ▾

You'll be reminded to upload your feed when your campaign is ready

More settings

Next

Start and end dates

Start date
13 Nov 2025 ▾

End date
 None
 20 Nov 2025 ▾

Your ads will continue to run unless you specify an end date.

Conversions Don't include view-through conversions in your 'Conversions' and 'All conversions' columns ▾

Content exclusions Parked domains ▾

Next

Budget and bidding

Budget

Set your average daily budget for this campaign
₹ 5,000.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget. [Learn more](#)

Bidding

What do you want to focus on? [?](#)

Recommended for your campaign goal

How do you want to get conversions? [?](#)

Set a target cost per action

 This campaign will use the **Maximise conversions** bid strategy to help you get the most conversions for your budget

Or, select a bid strategy directly (not recommended)

Next

Targeting

People

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ?

Edit targeted segments

Search	Browse	6 selected	Done
Try "cosmetology education & training"		<input type="button" value="Clear all"/>	
<input type="checkbox"/> Udemy Courses	Based on your website	Training Certification Programs	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Computer Training and Courses	Based on your website	Developer Training Courses	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Developer Training Courses	Based on your website	Computer Training and Courses	<input type="button" value="X"/>
<input type="checkbox"/> Online Courses	Based on your website	Information Technology Courses Online	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Training Certification Programs	Based on your website	On-Site Training Courses	<input type="button" value="X"/>
<input type="checkbox"/> IT Certifications	Based on your website	In-market	
		Business Services > Business Technology > Web Services Web Design & Development	<input type="button" value="X"/>

Demographics

Suggest people based on age, gender, parental status or household income ?

Edit targeted demographics

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown <small>?</small>	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown <small>?</small>	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown <small>?</small>		<input type="checkbox"/> Unknown <small>?</small>

⚠ Note: Household income targeting is only available in select countries. [Learn more](#)

Keywords

Suggest terms related to your products or services to target relevant websites [?](#)

Edit targeted keywords
Done

```
it course
courses for working professionals
free it training
it classes
best it courses
training course
it training courses
software training
it training
it training institute
class course
```

Get keyword ideas

<https://www.tops-int.com/>

Keywords	relevance
+ online qualifications	61
+ free online training	59
+ courses	57
+ course	55
+ online training	54
+ online training courses	52
+ it course near me	52

[Add all ideas](#)

Keyword setting [?](#)

- Audience: Show ads to people likely to be interested in these keywords and also on web pages, apps and videos related to these keywords
- Content: Only show ads on web pages, apps and videos related to these keywords

Topics

Suggest webpages, apps and videos about a certain topic [?](#)

Edit targeted topics
Done

<https://www.tops-int.com/> X

- Business & Industrial
 - Business Operations
 - Human Resources
 - Corporate Training
- Finance
 - Credit & Lending
 - Loans
 - Student Loans & University Financing

6 selected Clear all

- Jobs & Education X
- Jobs X
- Jobs & Education > Education Computer Education X
- Jobs & Education > Education > Colleges & Universities Student Societies and Clubs X
- Jobs & Education > Education Colleges & Universities X
- Jobs & Education Education X
- Jobs & Education X

Ads

Ad creation

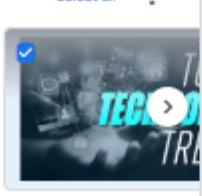
In Progress
Responsive display ad
[Change](#)

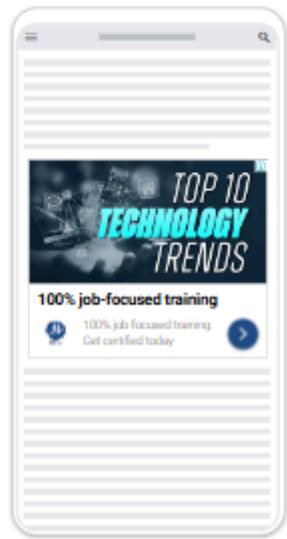
< > ⓘ Add more descriptions to increase your chances for better performance Ad strength ⓘ Average Images Headlines Video Descriptions

Final URL ⓘ Required Preview Share Preview ads [Display](#) [Gmail](#) [YouTube](#)

Business name ⓘ Required 17 / 25

Images ⓘ Add up to 15 Images [Learn more](#)
At least 1 landscape Image is required
At least 1 square Image is required  [Edit](#)

Suggested Images [Edit](#) Select all  
 From your URL From your URL



Logos ⓘ
Add up to 5 logos



Edit

Videos
Optional (portrait and landscape around 30 seconds work best)



Edit

ⓘ Some of your headlines and descriptions for this responsive display ad have been prefilled with suggestions from your final URL and previous high-performing ads.

Headlines ⓘ
Add up to 5 headlines

Suggested headlines

More Ideas

+ Learn Computer Courses

+ Offices In India

+ TOPS Int

Get certified today

Required

19 / 30

Top Computer Courses In India

29 / 30

100% job-focused training

25 / 30

Headline

0 / 30



... ● ...

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Headline

Long headline (1)

Candidates Select The Best Job Offers

Required 37 / 90

Descriptions (1)
Add up to 5 descriptions

Suggested descriptions

More Ideas

+ Join India's leading Institute for computer courses

+ Top Computer Courses In India -- Learn With Tops Technologies

+ Top Computer Courses In India – Learn with TOPS Technologies

100% job-focused training. Get certified today

Required 68 / 90

Description

0 / 90

Description

Additional format options

Ad URL options

More options ▼

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colours may be used.

Create ad Cancel

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

Next

Campaign review

[Publish campaign](#)

Campaign name	Website traffic-Display
Campaign type	Display
Objective	Website traffic
Goal	Submit lead forms (Google hosted Website)
Final URL	https://www.tops-int.com/

Campaign settings

Locations	India
Languages	English, Hindi and Gujarati
EU political ads	Doesn't have EU political ads
Ad schedule	Mon - Fri, 09:00 - 19:00
Dynamic ads	Business type: Education No data feed
Start and end dates	13 November 2025 - 20 November 2025

Budget and bidding

Budget	₹5,000.00/day
Bidding	Maximise conversions

Ad group 1

Targeting

Audiences	Computer Training and Courses + 5 more
Demographics	Gender (Male + 1 more), Age (18 - 24 + 3 more), Household income (Lower 50% + 5 more)
Keywords	it training courses + 10 more
Topics	Jobs & Education + 5 more
Optimised targeting	On

Ads

Ad creation	1 responsive display ad
-------------	-------------------------

[Publish campaign](#)