

## **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 audience**

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

BlogSite Ad

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. ?

Start typing or select a language

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



[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.

### 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 <a href="#">Clear all</a>
Try "crm solutions"		Detailed demographics
Show: Recent and ideas		
<input checked="" type="checkbox"/>	Select all (34)	
<input checked="" type="checkbox"/>	Advertising & Marketing Services ⓘ Based on your website	Education > Highest Level of Educational Attainment <u>Bachelor's Degree</u> ⓘ
<input checked="" type="checkbox"/>	Online Marketing ⓘ Based on your website	Education > Highest Level of Educational Attainment <u>Advanced Degree</u> ⓘ
<input checked="" type="checkbox"/>	Digital Marketing Services ⓘ Based on your website	Education <u>Current University Students</u> ⓘ
<input checked="" type="checkbox"/>	Social Media Enthusiasts ⓘ Based on your website	Marital Status <u>Married</u> ⓘ
		Affinity

## Demographics

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

### Edit targeted demographics

Done

#### Gender

- ☒ Female
- ☒ Male
- ☒ Unknown ⓘ

#### Age


- ☒ 18 - 24
- ☒ 25 - 34
- ☒ 35 - 44
- ☒ 45 - 54
- ☐ 55 - 64
- ☐ 65+
- ☐ Unknown ⓘ

#### Parental status

- ☒ Not a parent
- ☒ Parent
- ☐ Unknown ⓘ

#### Household income

- ☒ Top 10%
- ☒ 11 - 20%
- ☒ 21 - 30%
- ☒ 31 - 40%
- ☒ 41 - 50%
- ☒ Lower 50%
- ☐ 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 business	99
+ digital marketing	94
+ online marketing business	89
+ about digital marketing	84
+ digital marketing agency	80
+ digital marketing	

[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

3 selected

Clear all

☐ Business & Industrial

☒ Advertising & Marketing

☒ Brand Management

☒ Marketing

☐ Direct Mail Marketing

☐ Email marketing

☐ Social media marketing.

☐ Public Relations

Business & Industrial > Advertising & Marketing Marketing

Business & Industrial > Advertising & Marketing Brand Management

Business & Industrial Advertising & Marketing

Placements

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

Edit targeted placements

Done

Browse

Enter

marketing

Website digilife.mojok.co

← Websites

Website business.antaranews.com

☐ diplay.com

☐ youwithcredit.com

☒ business.antaranews.com

☒ digilife.mojok.co

Load more

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  
✓ Video

✓ Headlines  
✓ Descriptions

#### Final URL ⓘ

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

Required

#### Business name ⓘ

Digital Marketing

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



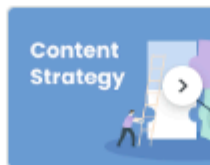
[Edit](#)

#### Suggested images ⓘ

Select all



From your URL



From your URL

#### Logos ⓘ

Add up to 5 logos

### Preview

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



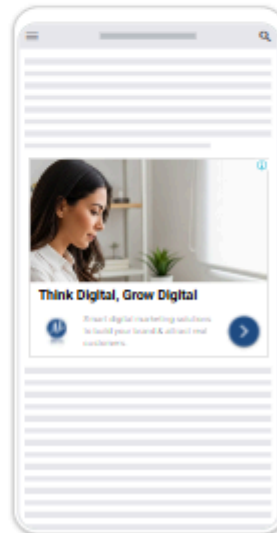
Display



Gmail



YouTube



#### 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](#)

 We don't have any suggestions at the moment.

Best Marketing Services

Required

33 / 90

Think Digital, Grow Digital

27 / 90

Headline

0 / 90

 [Headline](#)

#### Long headline

Think Digital, Grow Smart – Boost Your Brand Visibility with Proven Marketing Strategies!

Required


89 / 90

#### Descriptions

Add up to 5 descriptions

Suggested descriptions

[More ideas](#)

 We don't have any suggestions at the moment.

Smart digital marketing solutions to build your brand & attract real customers.

Required

79 / 90

#### Preview

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



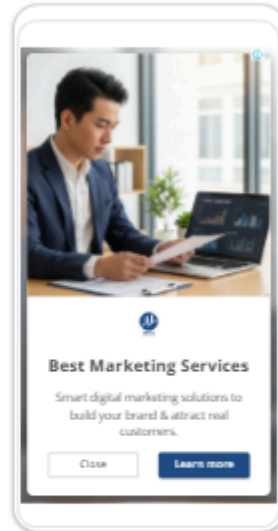
Display



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.

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 ☒

Get more relevant suggestions to the number of assets you have.

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 Sm

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.

Display

Gmail

YouTube

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Create ad Cancel

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	digillife.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 for [www.tops-int.com](http://www.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

 <b>Sales</b> Drive sales online, in app, by phone or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app
 <b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand	 <b>Local shop visits and promotions</b> Drive visits to local shops, including restaurants and dealerships.	 <b>Create a campaign without guidance</b> You'll choose a campaign next	

### 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

 <p><b>Search</b> Drive website traffic from Google Search with text ads</p>	 <p><b>Performance Max</b> Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more. <a href="#">See how it works</a></p>	 <p><b>Demand Gen</b> Drive demand and conversions on YouTube, Google Display Network and more with Image and video ads</p>	 <p><b>Video</b> Drive website traffic from YouTube with your video ads</p>
 <p><b>Display</b> Reach potential customers across 3 million sites and apps with your creative</p>	 <p><b>Shopping</b> Promote your products from Merchant Centre on Google Search with Shopping ads</p>		

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? [?](#)

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

6 selected

Clear all

Try "cosmetology education & training"

- ☐ Udemey Courses  
Based on your website
- ☒ Computer Training and Courses  
Based on your website
- ☒ Developer Training Courses  
Based on your website
- ☐ Online Courses  
Based on your website
- ☒ Training Certification Programs  
Based on your website
- ☐ IT Certifications  
Based on your website

- Training Certification Programs
- Developer Training Courses
- Computer Training and Courses
- Information Technology Courses Online
- On-Site Training Courses
- In-market
- Business Services > Business Technology > Web Services
- Web Design & Development

### Demographics

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

#### Edit targeted demographics

Done

Gender

- ☒ Female
- ☒ Male
- ☐ Unknown ?

Age

- ☒ 18 - 24
- ☒ 25 - 34
- ☒ 35 - 44
- ☒ 45 - 54
- ☐ 55 - 64
- ☐ 65+
- ☐ Unknown ?

Parental status

- ☒ Not a parent
- ☒ Parent
- ☒ Unknown ?

Household income

- ☒ Top 10%
- ☒ 11 - 20%
- ☒ 21 - 30%
- ☒ 31 - 40%
- ☒ 41 - 50%
- ☒ Lower 50%
- ☐ 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

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/>

Enter your product or service

Keywords	relevance
+ online qualifications	61
+ free online training courses	59
+ course	57
+ online training	55
+ online training courses	54
+ 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/>

×

6 selected

[Clear all](#)

- ☐ Business & Industrial
- ☐ Business Operations
- ☐ Human Resources
- ☐ Corporate Training

- ☐ Finance
- ☐ Credit & Lending
- ☐ Loans
- ☐ Student Loans & University

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

## Ads

### Ad creation

In Progress  
Responsive display ad  
[Change](#)

< > ⓘ Add more descriptions to increase your chances for better performance



Ad strength ⓘ  
Average

✓ Images  
✓ Video

○ Headlines  
○ Descriptions

#### Final URL ⓘ

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

Required

#### Business name ⓘ

Digital Marketing

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



From your URL



From your URL

#### Preview

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



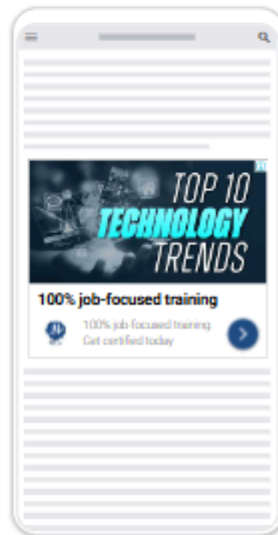
Display



Gmail



YouTube



#### 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 / 20

Top Computer Courses In India

29 / 20

100% job-focused training

25 / 20

Headline

0 / 20



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 ⓘ

Candidates Select The Best Job Offers

Required

27 / 90

Descriptions ⓘ

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

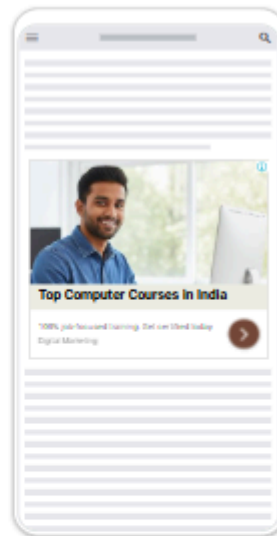
✓ Additional format options

✓ 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](#)



⋮ ⋮ ⋮ ⋮ ⋮

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[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: <b>Education</b> 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
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[Publish campaign](#)