

## 1 □ What is PPC? Explain with an example.

### Answer:

PPC (Pay-Per-Click) is an online advertising model where advertisers pay only when users click on their ads.

**Example:** A coaching institute runs Google Ads for the keyword “*digital marketing course*” and pays when someone clicks the ad.

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## 2 □ Difference between PPC and SEO

### Answer:

PPC is paid advertising that gives instant results, while SEO is organic optimization that takes time but provides long-term traffic. PPC costs per click; SEO does not.

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## 3 □ What is Quality Score? Factors affecting it

### Answer:

Quality Score is a Google Ads metric that measures ad relevance and quality.

### Factors:

- Ad relevance
  - Expected CTR
  - Landing page quality
  - User experience
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## 4 □ What is CTR? Write the formula

### Answer:

CTR (Click-Through Rate) shows how often users click an ad after seeing it.

### Formula:

$$\text{CTR} = (\text{Clicks} \div \text{Impressions}) \times 100$$

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## 5 □ Why is Landing Page Quality important for PPC?

### Answer:

A good landing page improves user experience, increases conversions, improves Quality Score, and reduces cost-per-click.

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## **SECTION B – Practical Tasks (Short Answers)**

**Chosen Business:** *Digital Marketing Institute*

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### **Task 1: Keyword Research (Short)**

#### **Primary Keywords (10):**

1. Digital marketing course
2. Digital marketing institute
3. Online digital marketing course
4. SEO course
5. Google Ads course
6. Social media marketing course
7. PPC training
8. Digital marketing classes
9. Internet marketing course
10. Advanced digital marketing

#### **Long-Tail Keywords (10):**

1. Digital marketing course near me
  2. Best digital marketing institute
  3. Digital marketing course with placement
  4. SEO and PPC course
  5. Learn digital marketing online
  6. Affordable digital marketing course
  7. Digital marketing certification course
  8. Beginner digital marketing course
  9. Practical digital marketing training
  10. Digital marketing course in India
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### **Task 2: Google Search Ad (Short)**

#### **Headlines:**

- Learn Digital Marketing
- Get Certified Today
- 100% Practical Training

#### **Descriptions:**

- Join expert-led digital marketing course. Enroll now.
- Learn SEO, PPC & Social Media. Limited seats.

**Display URL:**

www.digitalmarketingcourse.com

**Ad Extensions:**

- Call Extension
  - Site link Extension
  - Location Extension
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**Task 3: Campaign Structure (Short)**

**Campaign Objective:** Lead generation

**Ad Groups:**

- SEO Course
- PPC Course
- Social Media Course

**Keyword Match Types:**

- Broad
- Phrase
- Exact

**Negative Keywords:**

- Free
  - Job
  - PDF
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**SECTION C – Display Ads Task (Short)****Ad Sizes:**

- 300×250
- 728×90
- 160×600

**Ad Content:**

- Headline: Learn Digital Marketing
- Description: Start Your Career Today
- CTA: Apply Now

**Target Audience:**

- Students
- Fresher
- Working professionals

#### **Targeting Type:**

- Interest-based
  - Location-based
  - Remarketing
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## **SECTION D – MINI PROJECT (Short PPC Strategy)**

**Business:** Digital Marketing Institute

**Goal:** Generate student leads

**Platform:** Google Ads

**Monthly Budget:** ₹10,000

#### **Target Keywords:**

- Digital marketing course
- SEO training
- PPC course

#### **Ad Strategy:**

- Search ads for high-intent keywords
- Display ads for brand awareness

#### **Landing Page:**

- Course details
- Contact form
- Call-to-action button

#### **Expected Results:**

- Increased website traffic
- More inquiries and enrolments'

#### **Optimization Plan:**

- Monitor CTR and conversions
- Pause low-performing keywords
- Improve ad copy and landing page

