

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.

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.

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:

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

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.

SECTION B – Practical Tasks (Short Answers)

Chosen Business: *Digital Marketing Institute*

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

