

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

### **1. Quality Score**

- Google Ads assigns a Quality Score (1–10) based on:
    - CTR (Click-Through Rate)
    - Ad Relevance (match to keywords & search intent)
    - Landing Page Experience (relevance, speed, user-friendliness)
  - Higher Quality Score = lower CPC for the same position.
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### **2. Competition**

- The number of advertisers bidding for the same keywords.
  - High competition = higher CPC.
  - Niche or long-tail keywords often cost less than broad, high-demand ones.
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### **3. Keyword Relevance**

- Keywords closely aligned with your ad group, ad copy, and landing page convert better.
  - Poorly matched keywords = wasted spend + higher CPC.
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### **4. Ad Rank**

- Determined by:
    - Bid amount × Quality Score × Ad Extensions impact
  - Even with high bids, low relevance = poor ad rank.
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## 5. Targeting Settings

- Geography: CPC varies by location (e.g., metro cities cost more).
  - Device type: Mobile vs. desktop performance differs.
  - Time/day: Peak business hours usually cost more.
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## 6. Industry & Seasonality

- Some industries (finance, law, insurance) have very expensive CPCs.
  - Seasonal demand (festivals, holidays, Black Friday) can spike bids.
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## 7. Bidding Strategy

- Manual CPC vs. automated strategies (Maximize Clicks, Target CPA, Target ROAS).
  - Automation can optimize bids but depends heavily on data quality.
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## 8. Ad Extensions & Format

- Using sitelinks, callouts, structured snippets, etc., improves CTR.
  - Higher CTR → better Quality Score → lower CPC.
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## 9. Budget Allocation

- Limited daily budgets may restrict competitiveness in auctions.
  - Larger budgets = more visibility and flexible bidding.
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## 10. Competitor Behavior

- If competitors aggressively bid or change strategy, your CPC can rise.
- Competitors with higher Quality Scores may outbid you at lower costs.

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

Formula for Actual CPC

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

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### ♦ How it works step by step

1. Each advertiser enters an auction with:

- Max CPC bid
- Quality Score (CTR, ad relevance, landing page experience)

2. Ad Rank is calculated:

$\text{Ad Rank} = \text{Bid} \times \text{Quality Score} + \text{Ad Extensions impact}$   
 $\text{Ad Rank} = \text{Bid} \times \text{Quality Score} + \text{Ad Extensions impact}$

3. Ads are ordered from highest Ad Rank to lowest.

4. Your Actual CPC is set just high enough to beat the Ad Rank of the competitor below you.

- So, you don't pay your full max bid.
- Instead, you pay *the minimum required* to maintain your position.

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

### What is Quality Score?

Quality Score is a **1–10 rating** that search engines (like Google Ads) assign to your keywords, ads, and landing pages.

It reflects **how relevant and useful** your ad is to the user.

It's calculated based on three main components:

### 1. Expected Click-Through Rate (CTR)

- How likely users are to click your ad when shown.

### 2. Ad Relevance

- How closely your ad copy matches the searcher's intent and keyword.

### 3. Landing Page Experience

- How relevant, user-friendly, and fast your landing page is.
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## Why is Quality Score Important?

### 1. Lower CPC (Cost Per Click)

- A higher Quality Score reduces the actual amount you pay per click.
- You can often **out-rank competitors with higher bids** if your Quality Score is better.

### 2. Better Ad Rank

- $\text{Ad Rank} = \text{Bid} \times \text{Quality Score (+ Ad Extensions)}$ .
- Even with a smaller budget, strong Quality Scores can win top positions.

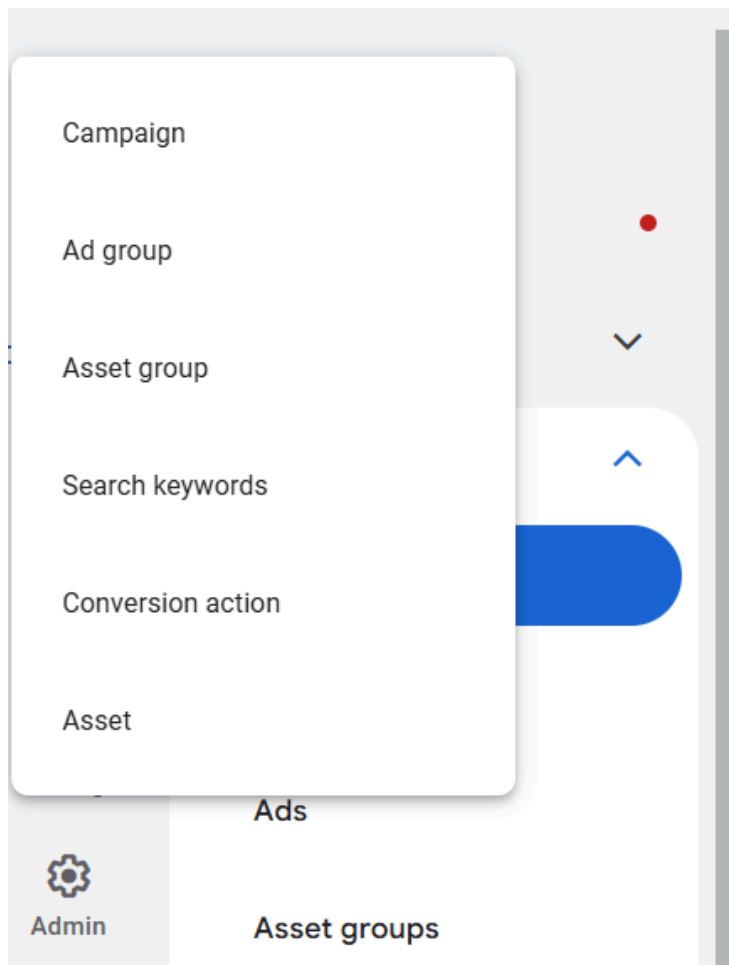
### 3. Higher ROI

- Relevant ads mean more clicks from the right audience.
- You spend less while gaining higher conversions.

### 4. Improved User Experience

- Google rewards advertisers who create ads that genuinely help users.
- If users are satisfied, they're more likely to convert (win-win for you).

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



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	

## 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](#)



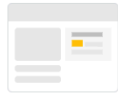
### Demand Gen

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://shitalpatolaart.blogspot.com/>

Cancel

Continue

## Campaign name

blog\_display\_ads

Cancel

Continue

## Campaign settings

### Locations

Select locations for this campaign ⓘ

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (3)

Gondal, Gujarat, India city

Rajkot, Gujarat, India city

Surendranagar, Gujarat, India city



Enter a location to include or exclude

[Advanced search](#)

✓ [Location options](#)

Languages

Select the languages that your customers speak. ?

Q Start typing or select a language

English X

Hindi X

Gujarati X

Ad rotation

Optimise: Prefer best performing ads

Ad schedule

All days, 10:00 - 20:00

Devices

All mobile phones + 1 more

Start and end dates

Start date: 20 September 2025

End date: 25 September 2025

More settings

Campaign URL options

No options set

Dynamic ads

No data feed

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)

## Keywords



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

### Edit targeted keywords

Done

Shital Patola art  
Patola sarees Gujarat  
Double ikat weaving  
Patan Patola saree  
Handloom Patola  
Traditional Patola weaving  
Patola heritage art  
Indian handwoven sarees  
Rare Patola craftsmanship  
Gujarat Patola art  
Royal Patola saree  
Cultural pride sarees  
Heritage Indian sarees  
Traditional Indian crafts  
Ancient weaving art  
Timeless saree tradition  
Indian textile heritage  
Royal heritage handloom  
Traditional motif sarees  
Generational weaving art

### Get keyword ideas

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

Enter your product or service

+ Keywords	relevance
+ blog page	94
+ free blog	89
+ blogspot	84
+ internet blogger	80
+ blogger sign in	77

[Add all ideas](#)

## Topics



Suggest webpages, apps and videos about a certain topic ?

Targeted topics (3)



Shopping & Retailers + 2 more

## Placements



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

Targeted placements (1)

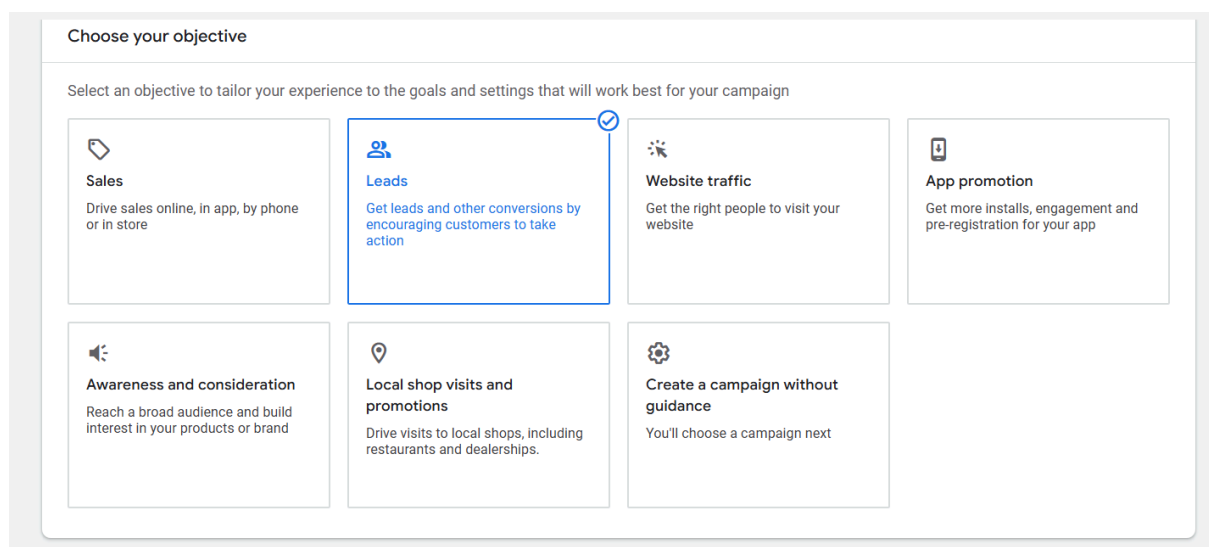
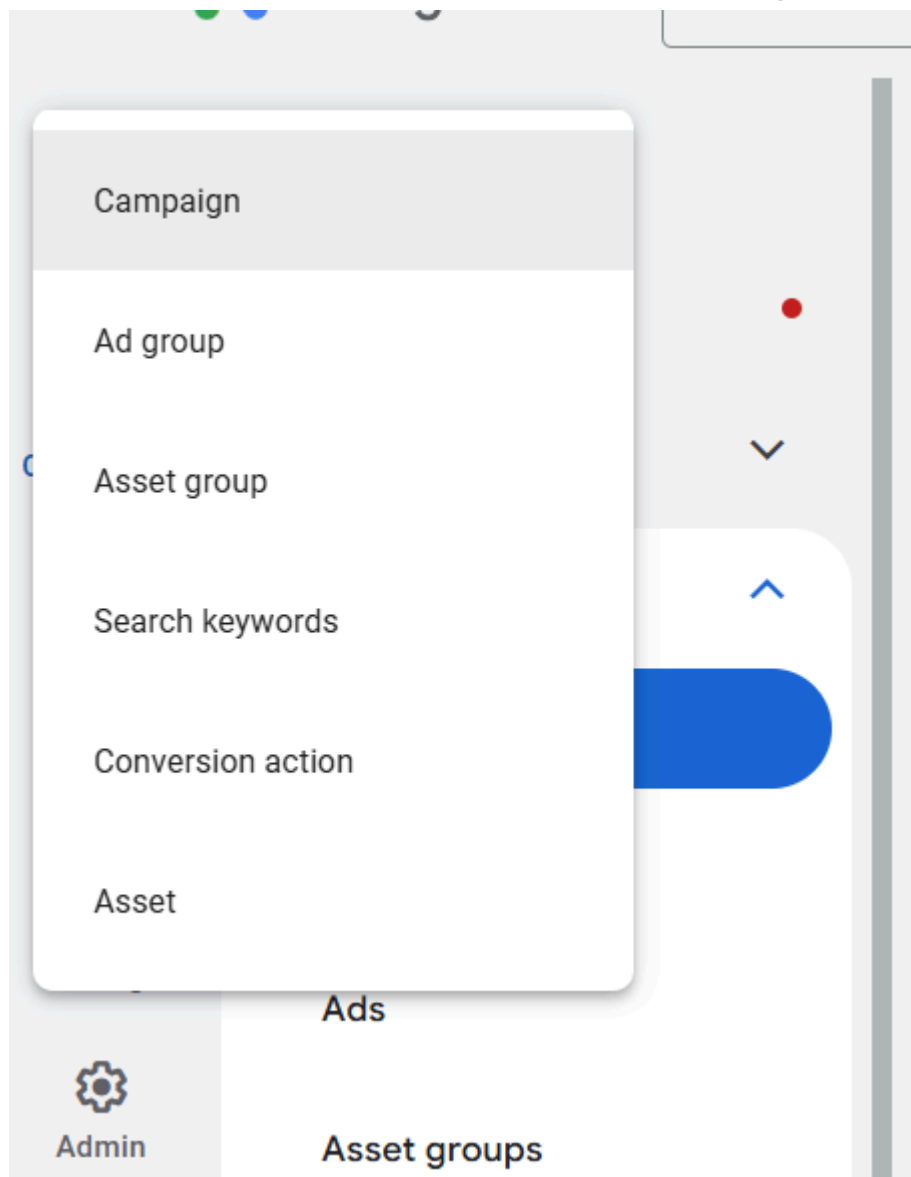


shitalpatolaart.blogspot.com


[LINK](#)




**Q.5 • Create an ad for www.tops-int.com to get the maximum Clicks.**




### Select a campaign type




**Search**  
Generate leads on Google Search with text ads




**Performance Max**  
Generate leads 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**  
Generate leads on 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

Select the ways you'd like to reach your goal ⓘ

☒ Website visits



☐ Phone calls

☐ Shop visits

☐ Lead form submissions

[Cancel](#)

[Continue](#)

### Campaign name

[Cancel](#)

[Continue](#)

## Bidding

### Bidding



What do you want to focus on?

Clicks

☒ Set a maximum cost per click bid limit

Maximum CPC bid limit

₹ 5,000.00

Alternative bid strategies like portfolios are available in settings after you create your campaign

Customer acquisition Bid equally for new and existing customers



Next

### Locations



Select locations for this campaign

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city

Reach

4,430,000

Enter a location to include or exclude

[Advanced search](#)

For example, a country, city, region or postcode

[Location options](#)

### Languages



Select the languages that your customers speak.

Start typing or select a language

English

Hindi

Gujarati

Start and end dates

Start date

20 Sept 2025

End date

☐ None

☒ 21 Sept 2025

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

Ad schedule

Mondays

08:00

to

20:00

×

Add

Based on account time zone: (GMT+05:30) India Standard Time

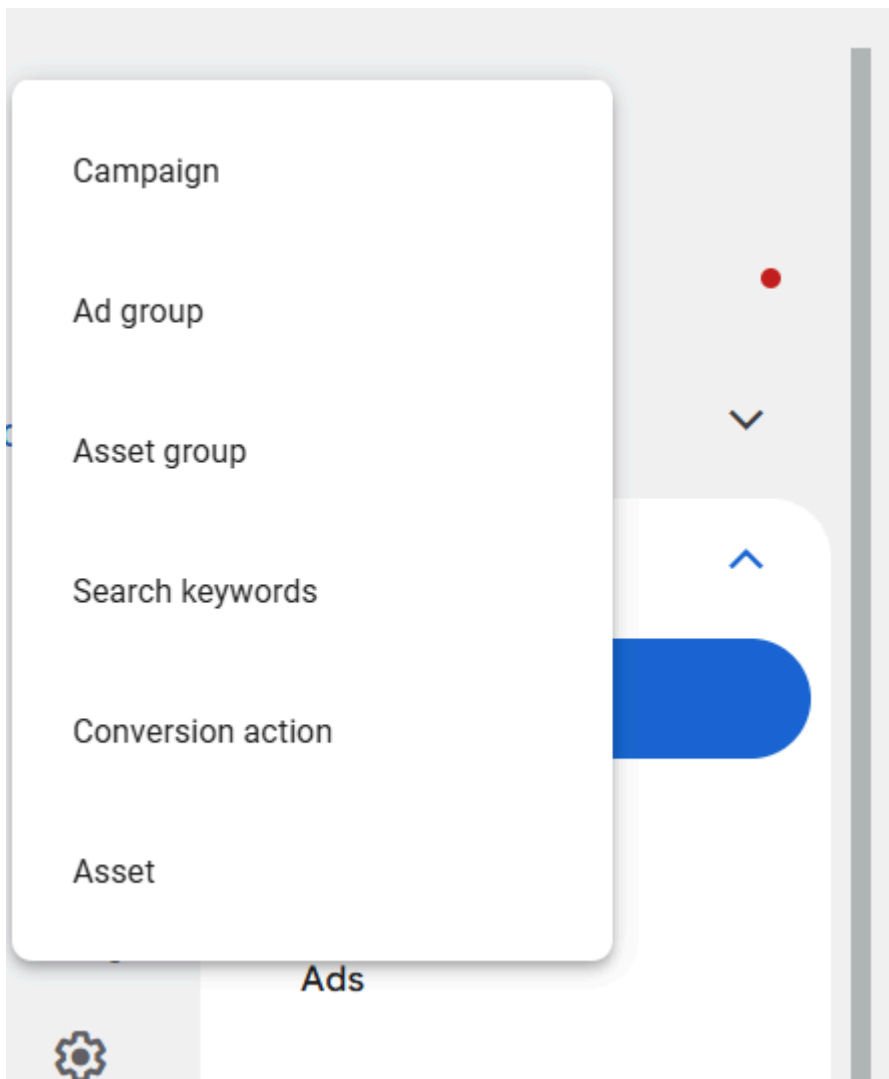
Saving this removes the settings that you changed and adds new ones, resetting any performance data

⚙ More settings

Next

[LINK](#)








## Q.6 Create an ad for www.tops-int.com




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
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### Select a campaign type




**Search**  
Drive website traffic from Google Search with text ads



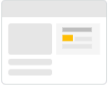
**Performance Max**  
Drive website traffic by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)




**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://www.tops-int.com/>

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

### Campaign name

Website traffic-Display-tops

## Campaign settings

### Locations

Select locations for this campaign ?

- ☐ All countries and territories
- ☐ India
- ☒ Enter another location

Locations (1)

Rajkot, Gujarat, India city

✕

✕

 Enter a location to include or exclude


[Advanced search](#)

▼ [Location options](#)

## Languages



Select the languages that your customers speak. ?

 Start typing or select a language

English ×

Hindi ×

Gujarati ×

## Ad schedule



All days ▼

09:00

to

21:00

×

[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.

### Start and end dates



Start date

18 Sept 2025



End date

☐ None



22 Sept 2025



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

## Campaign settings

Locations	Rajkot, Gujarat, India (city)	▼
Languages	English, Hindi and Gujarati	▼
EU political ads	Doesn't have EU political ads	▼
Ad rotation	Optimise: Prefer best performing ads	▼
Ad schedule	All days, 09:00 - 21:00	▼
Devices	Show on all devices	▼
Campaign URL options	No options set	▼
Dynamic ads	No data feed	▼
Start and end dates	Start date: 18 September 2025    End date: 22 September 2025	▼
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 \(not recommended\)](#)

[LINK](#)