Module-4 Assignment

Que.1 What are the main factors that can affect PPC bidding?

Ans. Pay-per-click (PPC) bidding is influenced by a variety of factors, which can be broadly categorized into several key areas:

1. **Keyword Selection and Relevance**
   - Keyword Quality Score: A higher quality score (based on relevance, click-through rate, and landing page experience) can lower the cost per click.
2. **Bid Strategy and Budget**
   - Manual vs. Automated Bidding: Choosing between manual bidding (where you set bids) and automated bidding strategies (where the system adjusts bids based on performance goals) can affect bidding outcomes.
3. **Targeting Options**
   - Geographic Targeting: Ads targeted to specific locations can have varying bid prices based on regional competition and market value.
4. **Ad Scheduling**

- Time of Day/Day of Week: Adjusting bids for specific times of day or days of the week when ads are more likely to convert can optimize spending.

5. Competition

- Competitor Bids: The bids placed by competitors directly affect the amount needed to secure ad placement.
- Market Trends: Fluctuations in market demand, seasonality, and industry trends can impact bid prices.

Que.2 How does a search engine calculate actual CPC?

Ans. CPC is calculated by dividing the total cost of your clicks by the total number of clicks.

if an advertiser paid 4000 Rs. for 500 clicks on its ad, then the cost per click is 4000/500, or 8 Rs.

Que.3 What is a quality score and why it is important for Ads?

Ans. Here's a detailed explanation of what a Quality Score is and why it is important for ads:

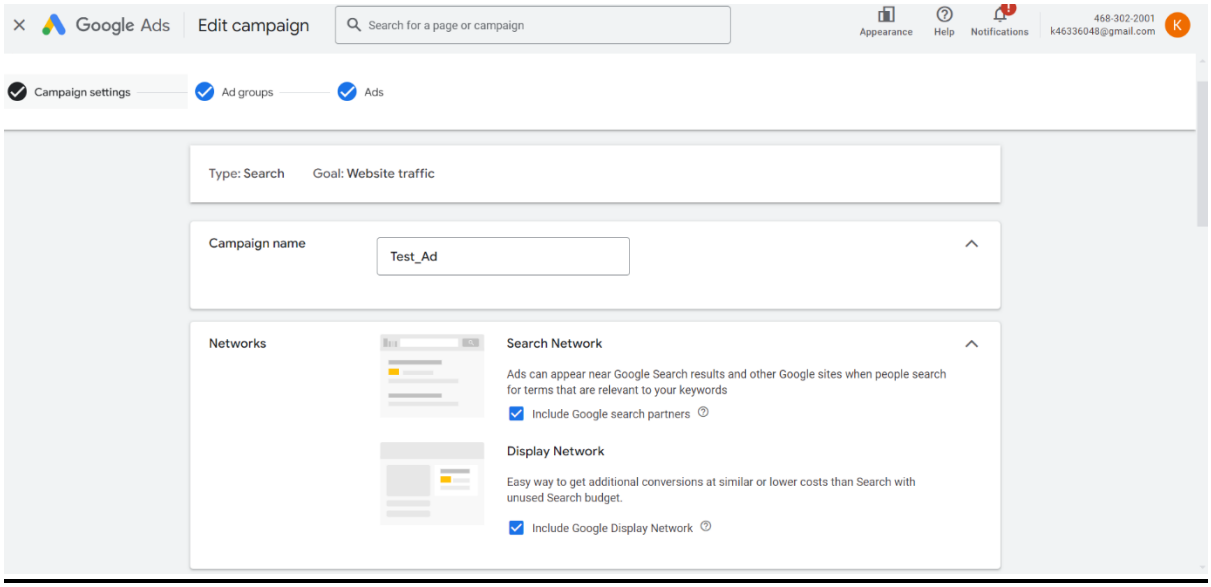
- Quality Score is a diagnostic tool meant to give you a sense of how well your ad quality compares to other advertisers. This score is measured on a scale from 1-10 and available at the keyword level.

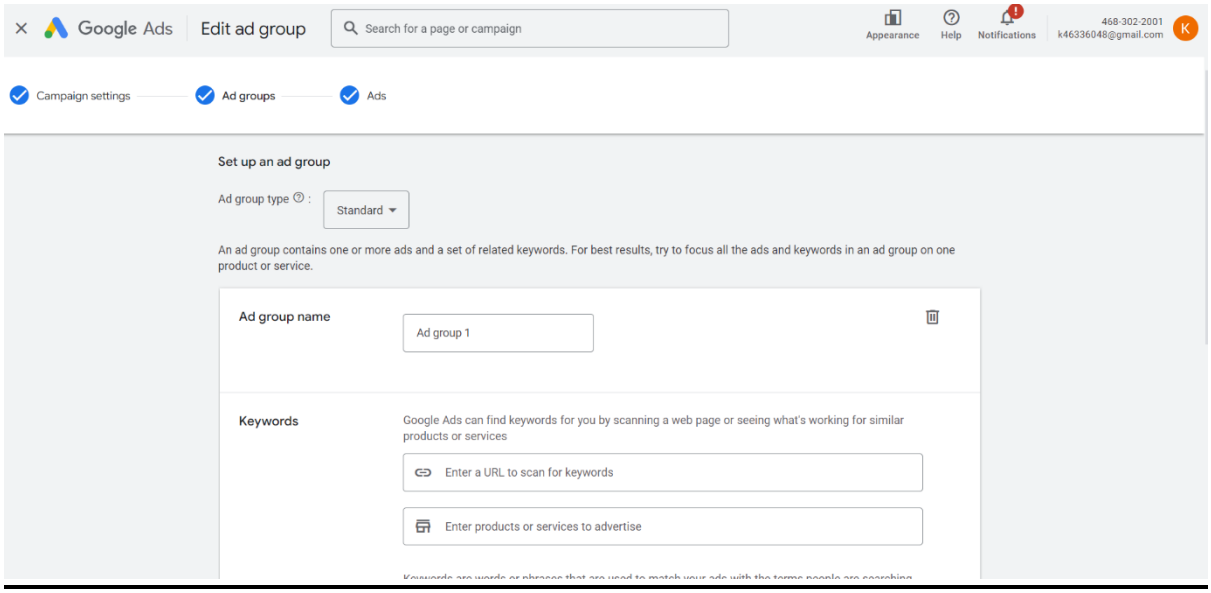
Importance of Quality Score:

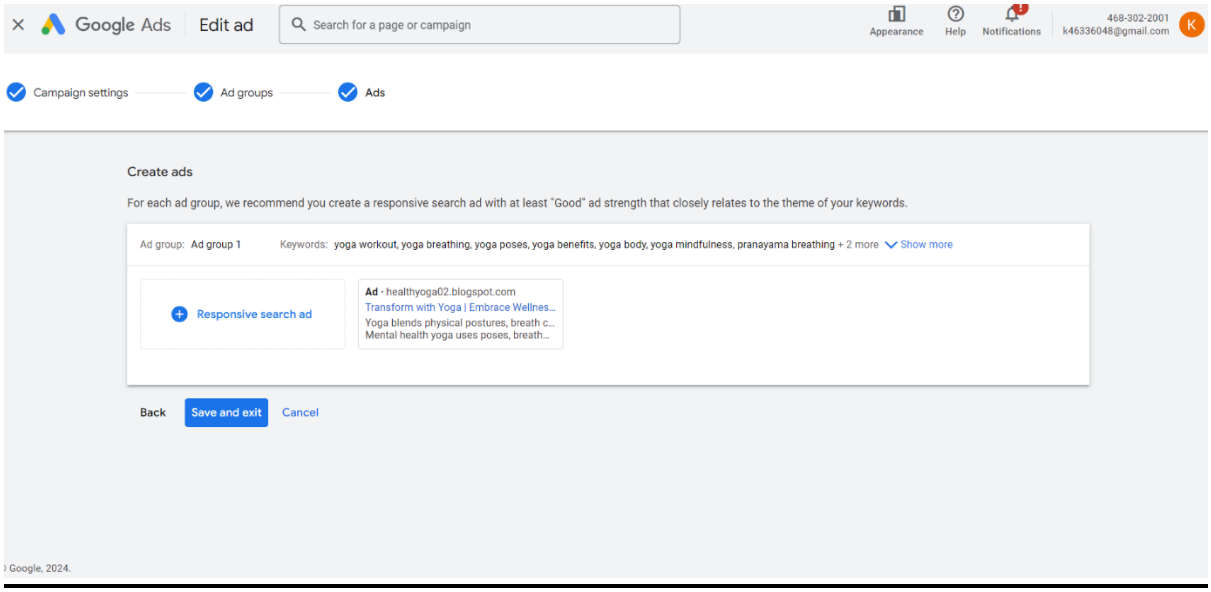
- Impact on Ad Rank
- Cost Efficiency (Lower CPC)
- Ad Visibility and Position
- Ad Eligibility and Extensions
- Overall Campaign Performance

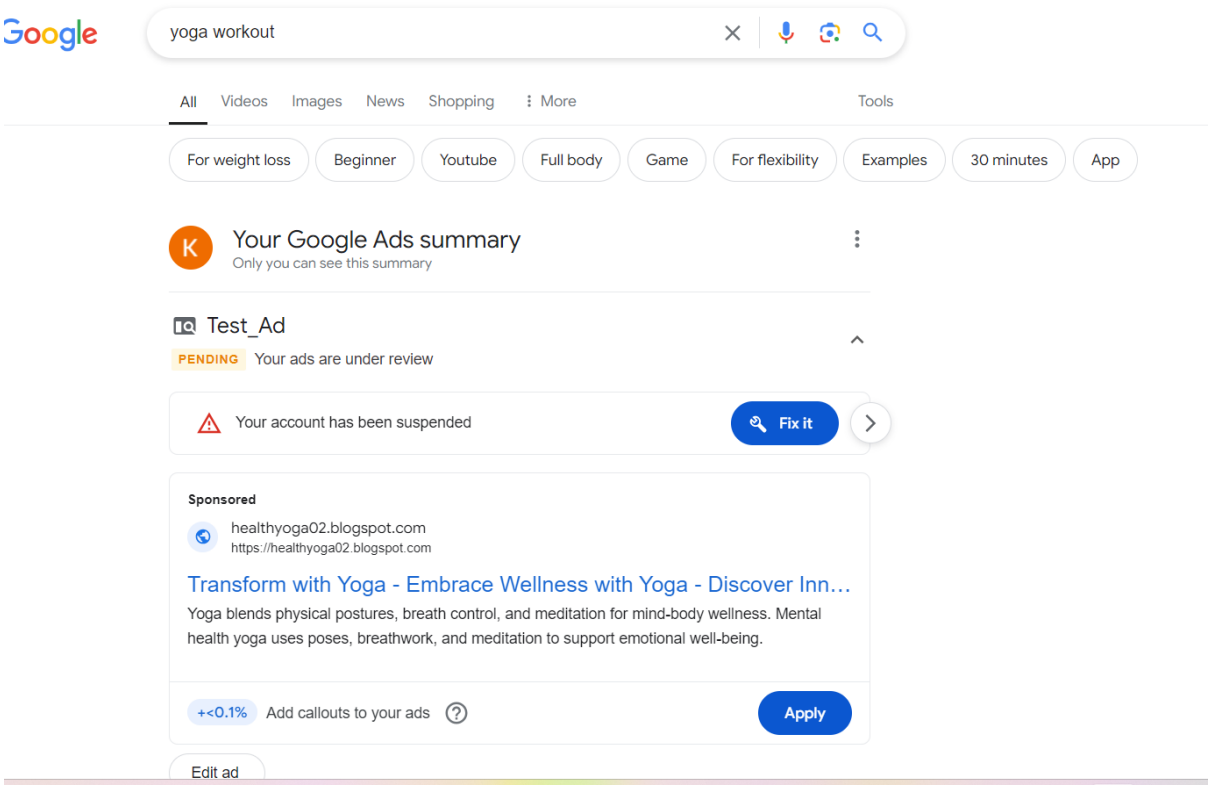
Que.4 Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience

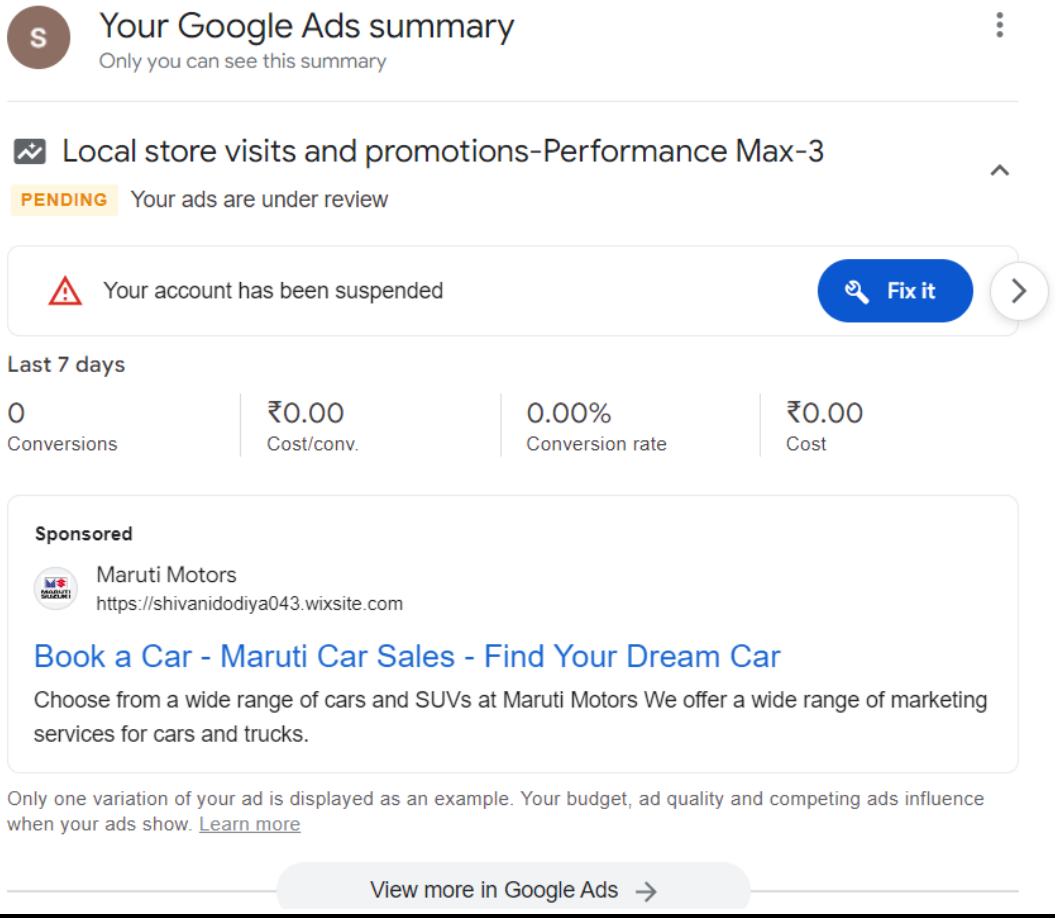
Ans.


Google Ads
Edit campaign
Search for a page or campaign
Appearance
Help
Notifications
468-302-2001
k46336048@gmail.com
Campaign settings
Ad groups
Ads
Type: Search
Goal: Website traffic
Campaign name
Test_Ad
Networks
Search Network
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords
Include Google search partners
Display Network
Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.
Include Google Display Network


Google Ads
Edit ad group
Search for a page or campaign
Appearance
Help
Notifications
468-302-2001
k46336048@gmail.com
Campaign settings
Ad groups
Ads
Set up an ad group
Ad group type :
Standard
An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.
Ad group name
Ad group 1
Keywords
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services
Enter a URL to scan for keywords
Enter products or services to advertise

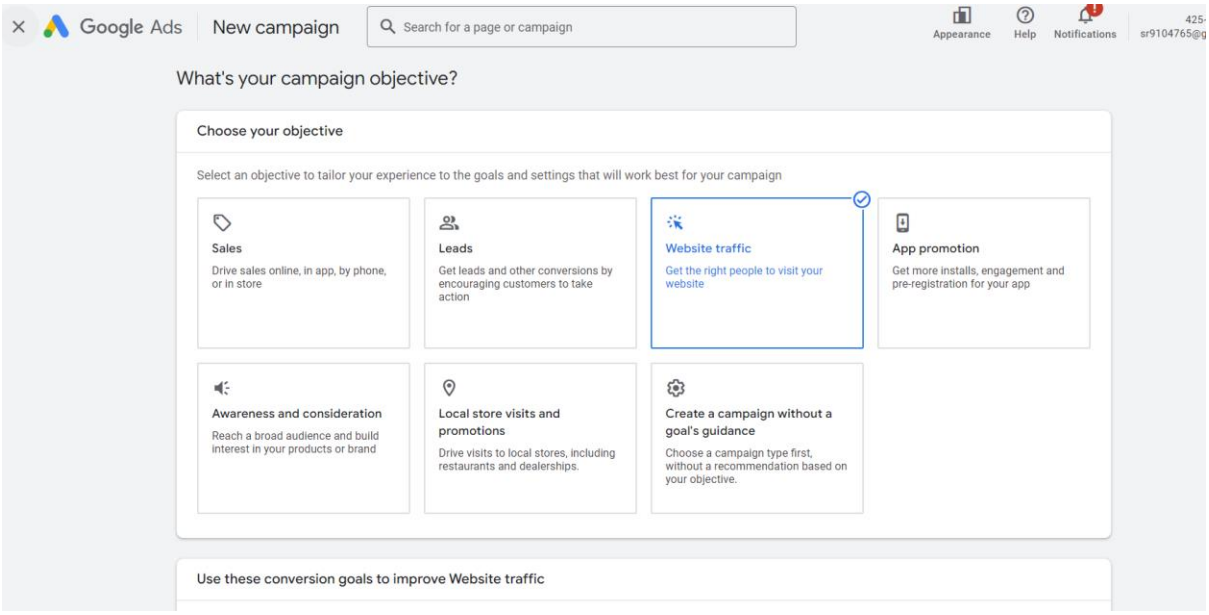

Google Ads
Edit ad
Search for a page or campaign
Appearance
Help
Notifications
468-302-2001
k46336048@gmail.com
Campaign settings
Ad groups
Ads
Create ads
For each ad group, we recommend you create a responsive search ad with at least "Good" ad strength that closely relates to the theme of your keywords.
Ad group: Ad group 1
Keywords: yoga workout, yoga breathing, yoga poses, yoga benefits, yoga body, yoga mindfulness, pranayama breathing + 2 more
Show more
Responsive search ad
Ad · healthyoga02.blogspot.com
Transform with Yoga | Embrace Wellnes...
Yoga blends physical postures, breath c...
Mental health yoga uses poses, breath...
Back
Save and exit
Cancel
Google, 2024.

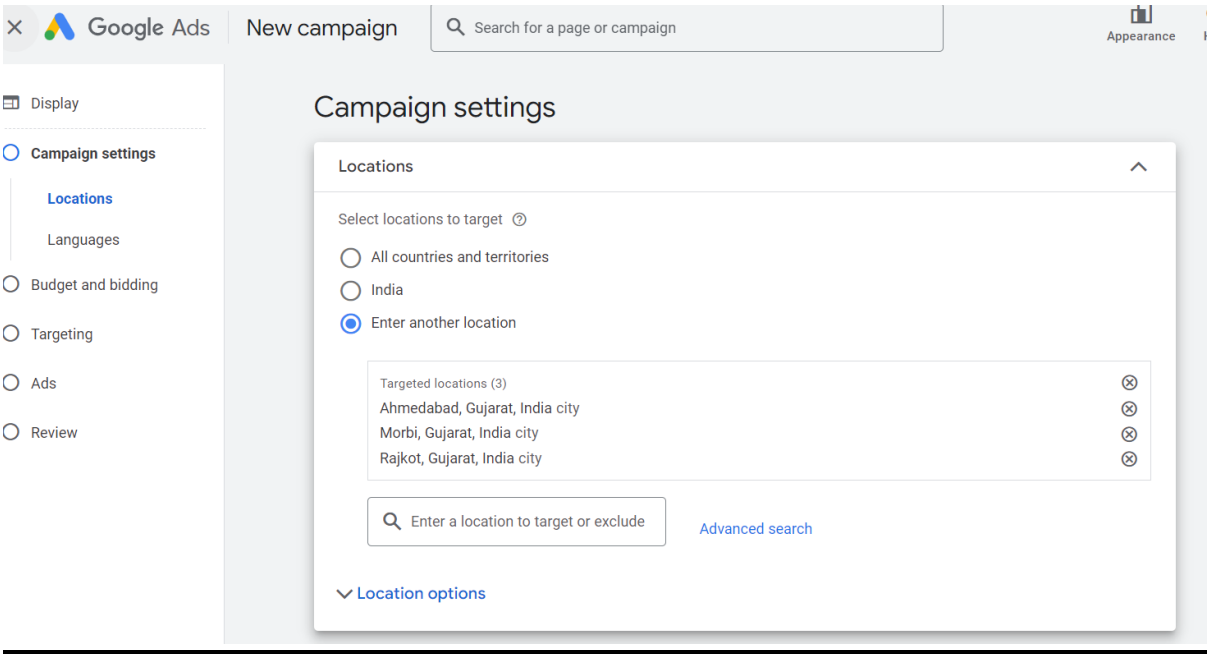

Google
yoga workout
All
Videos
Images
News
Shopping
More
Tools
For weight loss
Beginner
Youtube
Full body
Game
For flexibility
Examples
30 minutes
App
Your Google Ads summary
Only you can see this summary
Test_Ad
PENDING
Your ads are under review
Your account has been suspended
Fix it
Sponsored
healthyoga02.blogspot.com
https://healthyoga02.blogspot.com
Transform with Yoga - Embrace Wellness with Yoga - Discover Inn…
Yoga blends physical postures, breath control, and meditation for mind-body wellness. Mental health yoga uses poses, breathwork, and meditation to support emotional well-being.
+<0.1%
Add callouts to your ads
Apply
Edit ad

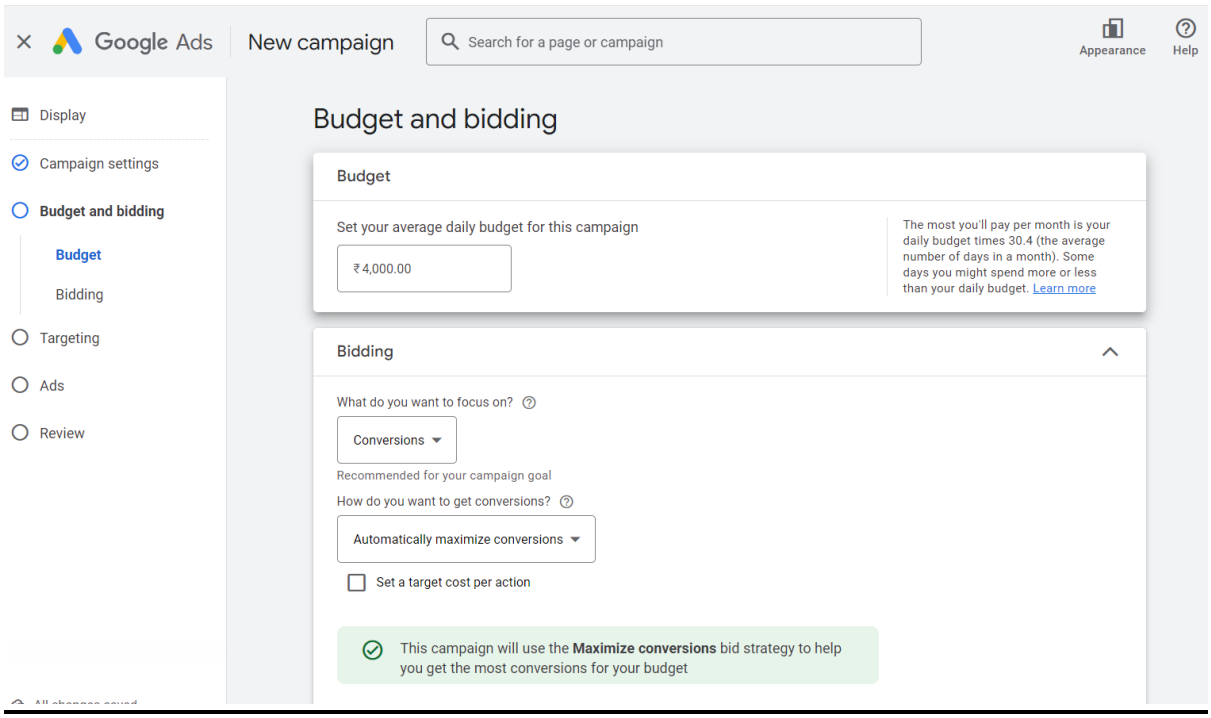

Your Google Ads summary
Only you can see this summary
Local store visits and promotions-Performance Max-3
PENDING
Your ads are under review
Your account has been suspended
Fix it
Last 7 days
0
Conversions
₹0.00
Cost/conv.
0.00%
Conversion rate
₹0.00
Cost
Sponsored
Maruti Motors
https://shivanidodiya043.wixsite.com
Book a Car - Maruti Car Sales - Find Your Dream Car
Choose from a wide range of cars and SUVs at Maruti Motors We offer a wide range of marketing services for cars and trucks.
Only one variation of your ad is displayed as an example. Your budget, ad quality and competing ads influence when your ads show. Learn more
View more in Google Ads

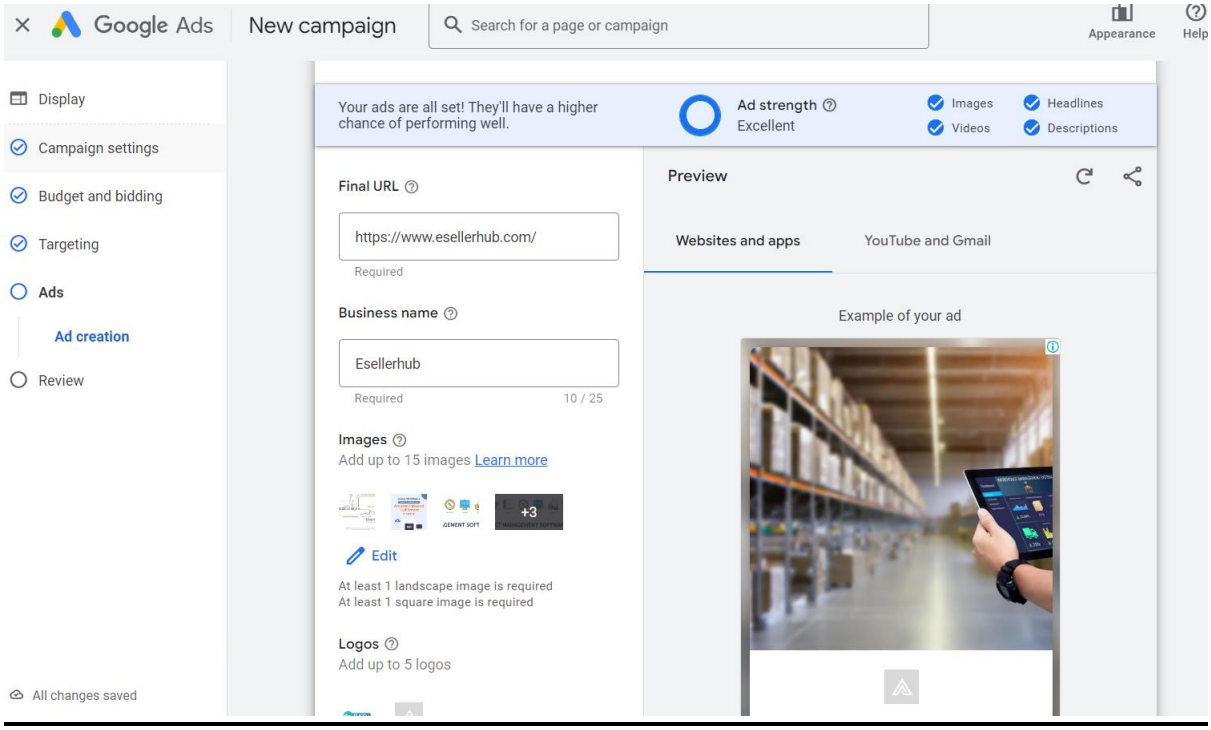
Que.5 Create an ad for http://esellerhub.com/ to get the maximum Clicks.

Ans.






Google Ads
New campaign
Search for a page or campaign
Appearance
Help
Display
Campaign settings
Budget and bidding
Budget
Bidding
Targeting
Ads
Review
Budget and bidding
Budget
Set your average daily budget for this campaign
₹4,000.00
The most 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 maximize conversions
Set a target cost per action
This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget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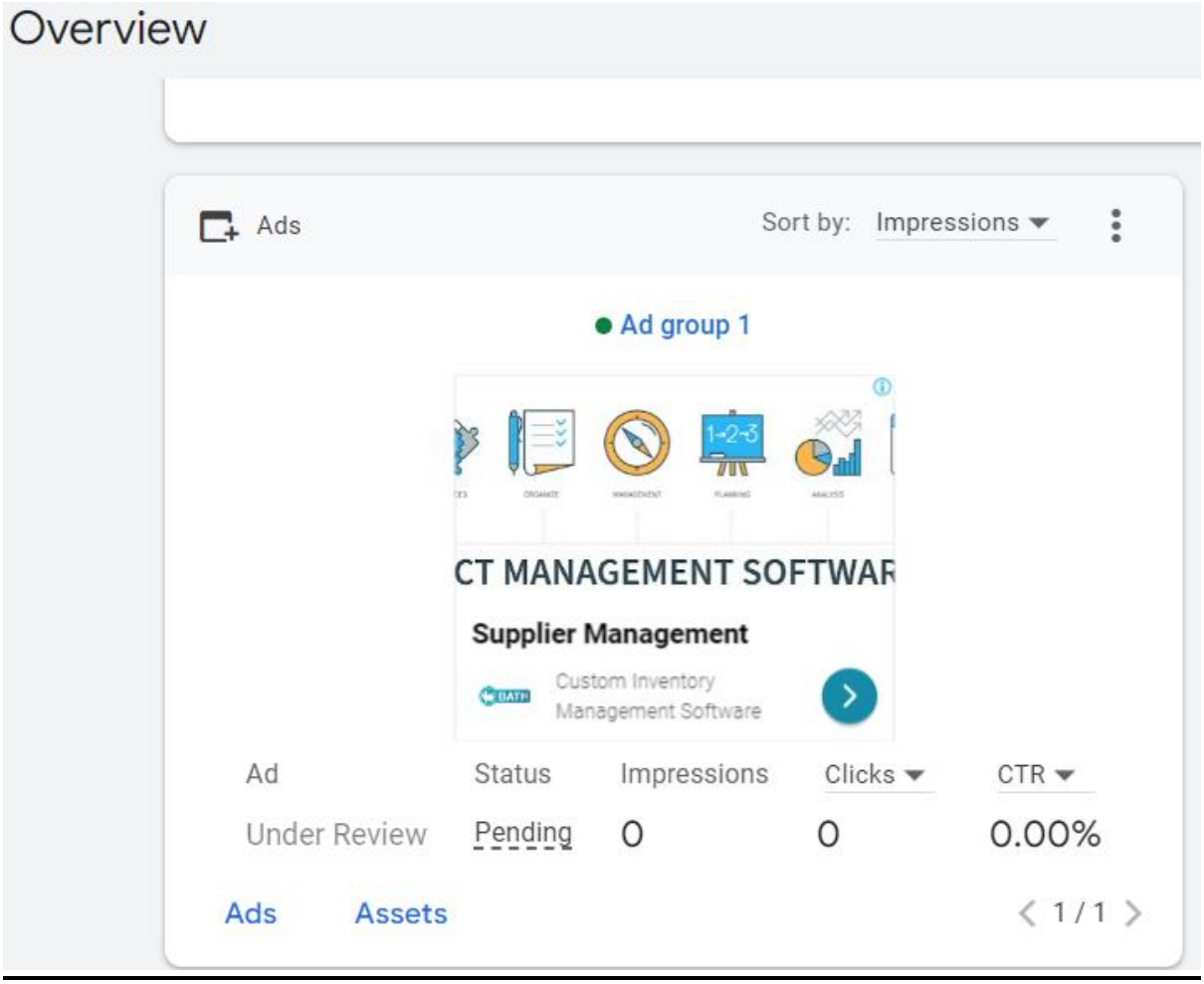
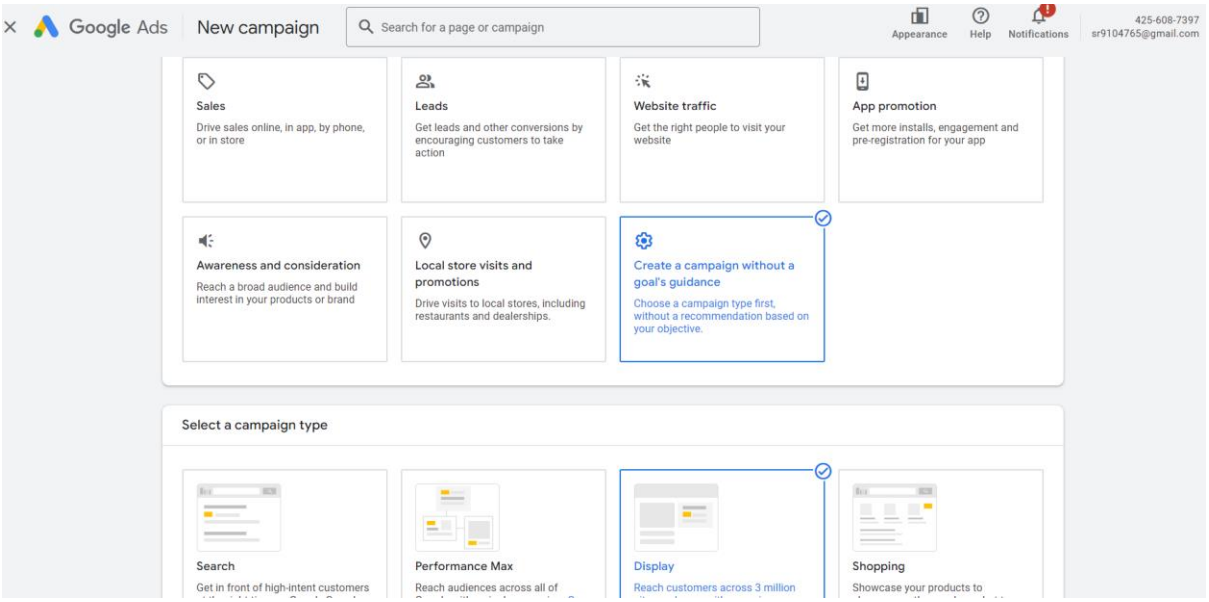
Budget and bidding
Targeting
Ads
Ad creation
Review
All changes saved
Your ads are all set! They'll have a higher chance of performing well.
Ad strength
Excellent
Images
Videos
Headlines
Descriptions
Final URL
https://www.esellerhub.com/
Required
Business name
Esellerhub
Required
10 / 25
Images
Add up to 15 images Learn more
+3
Edit
At least 1 landscape image is required
At least 1 square image is required
Logos
Add up to 5 logos
Preview
Websites and apps
YouTube and Gmail
Example of your ad

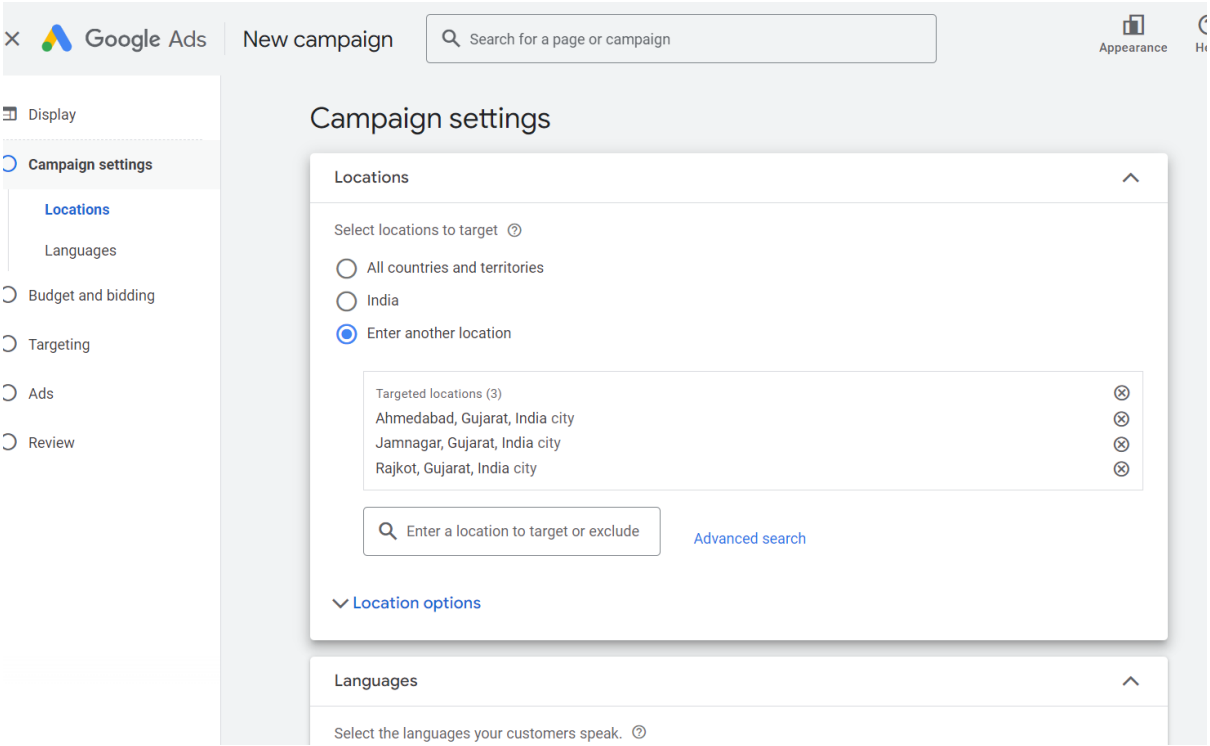


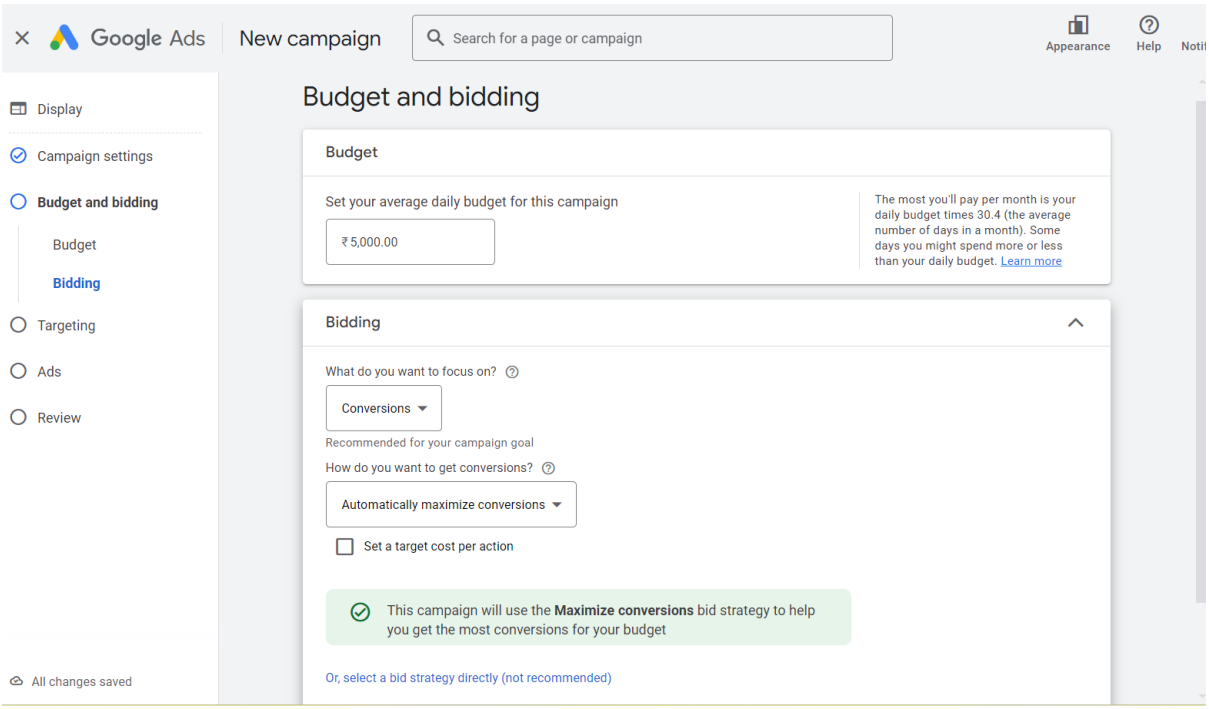
Que.6 Create an ad for http://www.designer2developer.com

- Create an ad for the display network.
- Choose a proper Target audience.
- Expected conversion: need maximum user engagement within the budget.
- Budget: 5000.

Ans.



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How do you want to get conversions?
Automatically maximize conversions
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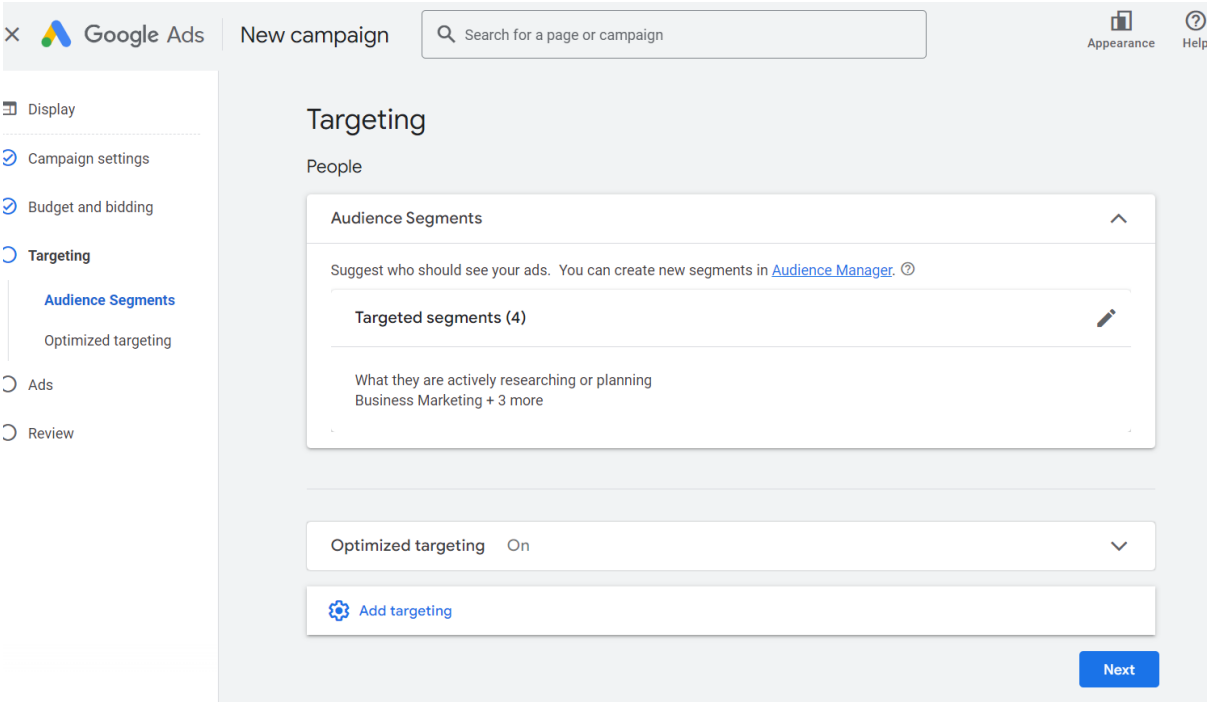
This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget
Or, select a bid strategy directly (not recommended)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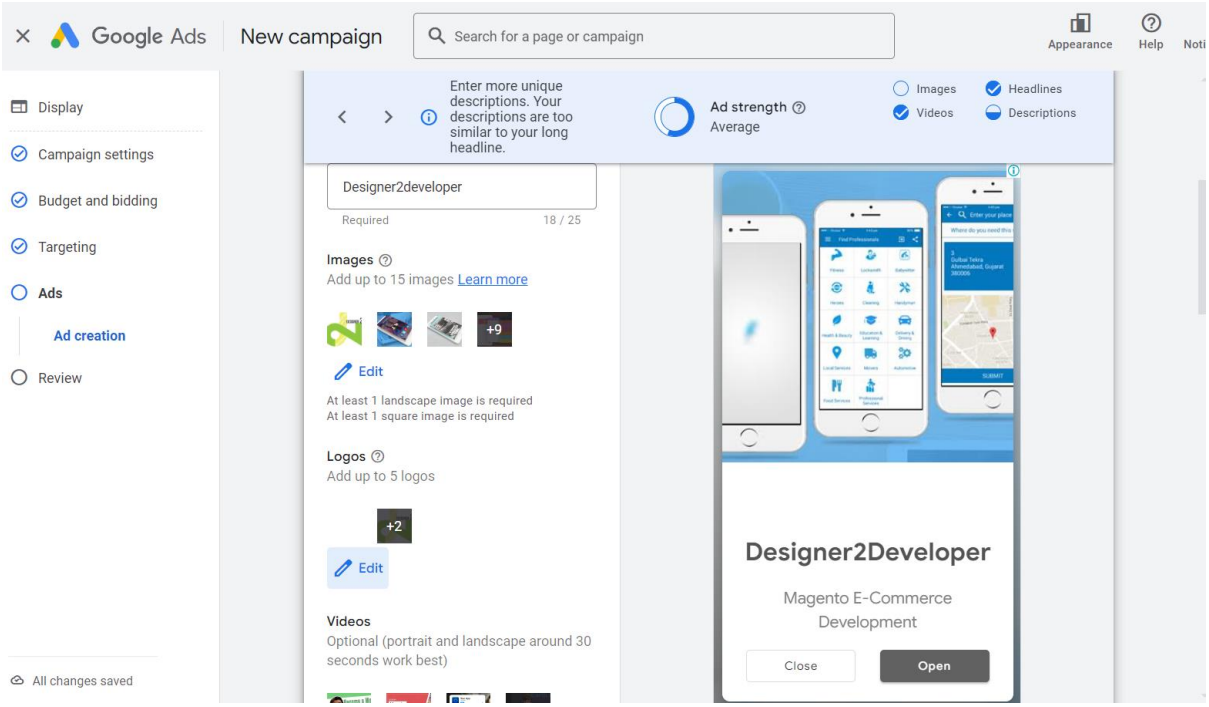
Targeting
Audience Segments
Optimized targeting
Ads
Review
Targeting
People
Audience Segments
Suggest who should see your ads. You can create new segments in Audience Manager.
Targeted segments (4)
What they are actively researching or planning
Business Marketing + 3 more
Optimized targeting
On
Add targeting
Next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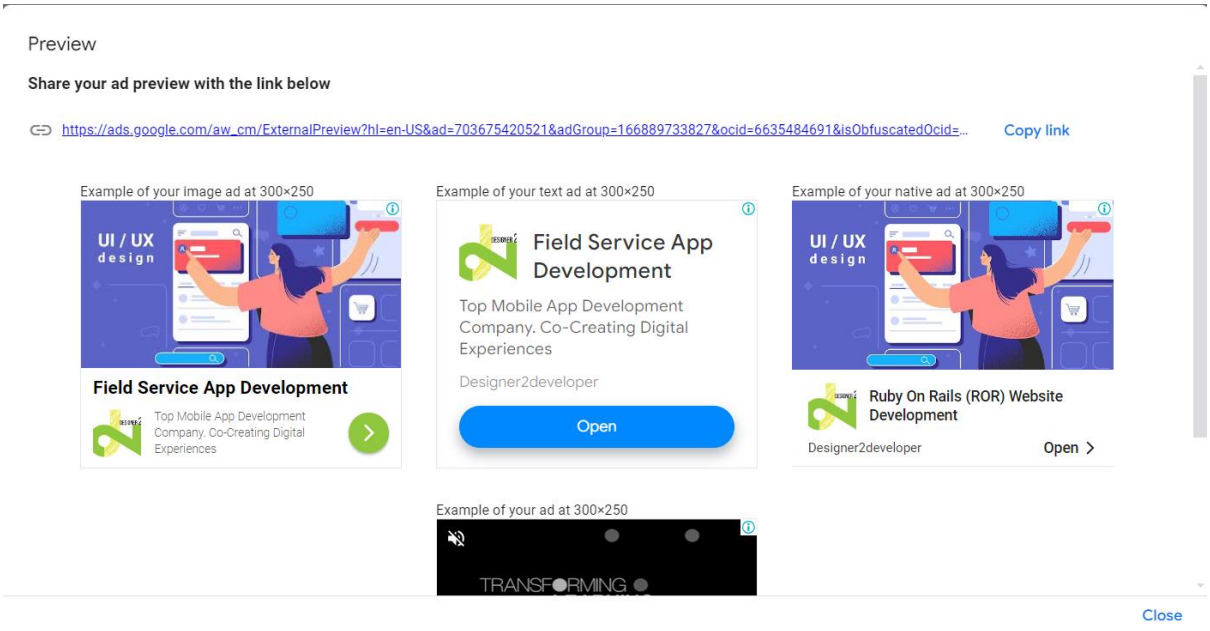
Ad creation
Review
All changes saved
Enter more unique descriptions. Your descriptions are too similar to your long headline.
Ad strength
Average
Images
Headlines
Videos
Descriptions
Designer2developer
Required
18 / 25
Images
Add up to 15 images Learn more
+9
Edit
At least 1 landscape image is required
At least 1 square image is required
Logos
Add up to 5 logos
+2
Edit
Videos
Optional (portrait and landscape around 30 seconds work best)
Designer2Developer
Magento E-Commerce Development
Close
Open


Preview
Share your ad preview with the link below
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Copy link
Example of your image ad at 300×250
UI / UX design
Field Service App Development
Top Mobile App Development Company. Co-Creating Digital Experiences
Example of your text ad at 300×250
Field Service App Development
Top Mobile App Development Company. Co-Creating Digital Experiences
Designer2developer
Open
Example of your native ad at 300×250
UI / UX design
Ruby On Rails (ROR) Website Development
Designer2developer
Open
Example of your ad at 300×250
TRANSFORMING
Close