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Bid on Keyword & Google Ads Keyword Planner

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What Does “Bid on Keyword” Mean?

When you run Google Ads, you choose certain words (keywords) that people might type into Google when they search for something.

**Bidding on a keyword** means telling Google how much money you are willing to pay when someone clicks your ad after searching that keyword.

Why Do You Bid?

Google Ads works like an auction. Many advertisers may want their ads to show for the same keyword.

So Google asks:

“How much will you pay if someone clicks your ad?”

The advertiser with the **best combination of bid + ad quality** gets a better position.

How Keyword Bidding Works?

Key Concepts

**1. Max CPC (Maximum Cost Per Click)**

• This is the **highest amount you are willing to pay for one click.**

• Example:

If you set Max CPC = ₹10

→ Google will not charge you more than ₹10 for a click.

**2. Actual CPC**

• The amount you **actually pay** is usually **less than your max bid.**

• Example:

If your max bid is ₹10 but the next competitor bids ₹6

→ You might pay ₹6.01

**3. Keyword Auction**

Google checks:

1. Your bid amount
2. Your **Quality Score**
3. Your **Ad Rank**

Then decides:

- whose ads show
- in which order
- and at what cost

Factors That Affect Your Keyword Bidding Success

Quality Score

Google gives each keyword a score (1-10) based on:

- **Ad relevance** → how related your ad is to the keyword
- **Landing page experience** → how good your website page is
- **Expected CTR** → chance that users will click your ad

➤ Higher Quality Score = lower cost + better ad position.

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**Types of Bidding Strategies in Google Ads**

**1. Manual CPC**

You set your own bids for each keyword.

**2. Automated Bidding**

Google adjusts bids automatically based on your goal.

Common automated strategies:

- **Maximize Clicks** → get more clicks: Google will show your ad to people who are most likely to click it. It doesn't care if they buy anything; it just wants to get you the highest number of visitors for your budget.
- **Target CPA (Cost Per Acquisition)** → get more conversions at a target cost: CPA stands for **Cost Per Acquisition** (or Cost Per Action). You set a target price for one sale or lead, and Google tries its best to find customers at that specific price.
- **Target ROAS (Return on Ad Spend)** → maximize revenue: ROAS stands for **Return On Ad Spend**. This is for online stores. Google looks at the price of your products and shows ads to big spenders to make sure you get the mathematical return you asked for.
- **Maximize Conversions (Quantity of Sales)**: Unlike Target CPA (where you set a price limit), here you tell Google to spend your whole daily budget to get as many "actions" (sign-ups or buys) as it can.
- **Maximize Conversion Value (High Value Sales)**: Google focuses on the total Rupee amount of sales. It targets people who are likely to make "big-ticket" purchases to ensure the total money coming into your business is as high as possible.

**What is Google Ads Keyword Planner?**

Google Ads Keyword Planner is a free tool that helps you:

- find keywords
- check how many people search them
- see competition levels
- estimate cost-per-click (CPC)
- plan your Google Ads campaigns

**Why Do Marketers Use Keyword Planner?**

**1. To Discover New Keywords**

You enter a product/service or website link, and Google shows:

- related keywords
- search volume
- competition level
- predicted bids

**2. To Check Search Volume**

It shows:

- how many people search each keyword per month
- seasonal trends

Example:

“Christmas gift ideas” spikes in December.

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**3. To See CPC (Cost Per Click) Estimates**

It gives:

- Low Range Bid
- High Range Bid

This helps in budgeting your ads.

**4. To Plan Keyword Strategy**

You can create a keyword list and estimate:

- clicks
- impressions
- costs
- conversion possibilities

**How to Use Keyword Planner (Step-by-Step)**

**Step 1: Go to Google Ads**

(You need a free Google Ads account)

**Step 2: Open Keyword Planner**

Menu → Tools → Keyword Planner

**Step 3: Choose One of These Options**

- Discover new keywords
- Get search volume and forecasts

**Step 4: Enter a word or website**

Example: “Shoes”, “Digital marketing”, “Healthy snacks”

**Step 5: Analyze Results**

You will see:

- keywords ideas
- average monthly searches
- competition: low / medium / high
- bid estimates

**Step 6: Select keywords and add them to your plan**

Use these when creating Google Ads campaigns.

**Benefits of Using Google Keyword Planner**

**Completely free:** You don't have to pay anything.

**Accurate data:** Google provides exact data from search results.

**Helps control budget:** You can choose:

- low-cost keywords
- long-tail keywords

**Improves ad performance:** Right keywords = more clicks + more conversions.

**Tips for Better Keyword Bidding**

✓ **Start with low bids:** Increase later if needed.

✓ **Focus on long-tail keywords:** Example:

Instead of: “shoes”

Use: “running shoes for women under 2000”

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Long-tail keywords are:

- cheaper
- less competitive
- more targeted

✓ **Keep improving Quality Score:** Better score = lower cost.

✓ **Avoid broad match without control:** Use phrase match or exact match for better targeting.

Final Summary  
In Simple Words

- **Bidding on keywords** means telling Google how much you will pay when someone clicks your ad.
- Google uses an **auction system** to decide whose ad shows.
- **Quality Score + Bid amount = Ad Rank**
- **Keyword Planner** helps you find best keywords, know their search volume, and estimate cost.
- It is free and very important for running effective Google Ads campaigns.

Assignment

**Ques 1. What does "Bidding on a keyword" actually mean?**

- A) Telling Google how many images you have
- B) Telling Google the maximum amount you are willing to pay for a click
- C) Buying a website from Google
- D) Asking Google to delete your competitors' ads

**Ques 2: Google Ads works like an "Auction." Which two things determine who gets the best ad position?**

- A) Your Bid amount and your Quality Score
- B) Your business name and your phone number
- C) Your age and the city you live in
- D) The number of followers you have on Instagram

**Ques 3: If your Max CPC (bid) is ₹10, what is the maximum amount Google will charge you for a single click?**

- A) ₹20
- B) Whatever they want
- C) Not more than ₹10
- D) Exactly ₹10 every time

**Ques 4: What is the main purpose of the "Google Ads Keyword Planner" tool?**

- A) To design logos for free
- B) To find the best keywords and check how many people search for them
- C) To chat with other business owners
- D) To edit videos for YouTube

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