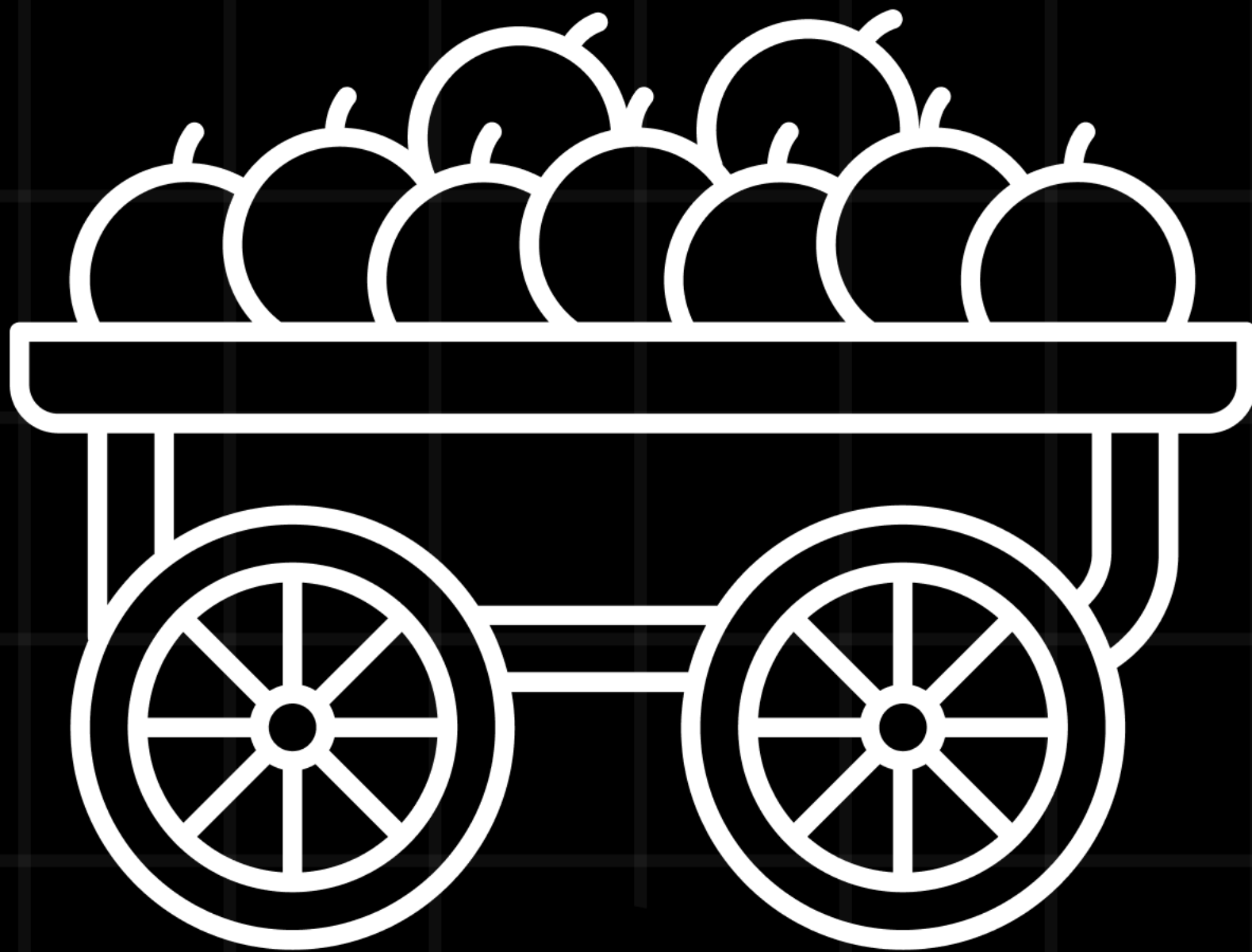


# If You Were Are A Vegetable Vendor **What Are Google Ads?**

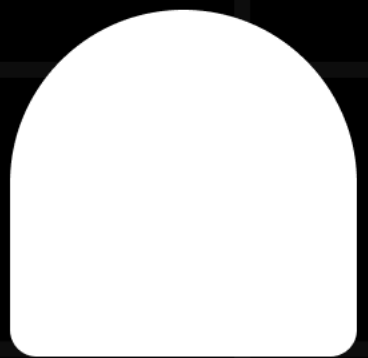


**Keyword = Veggie**

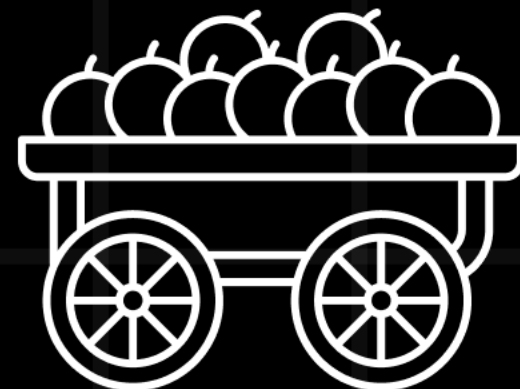
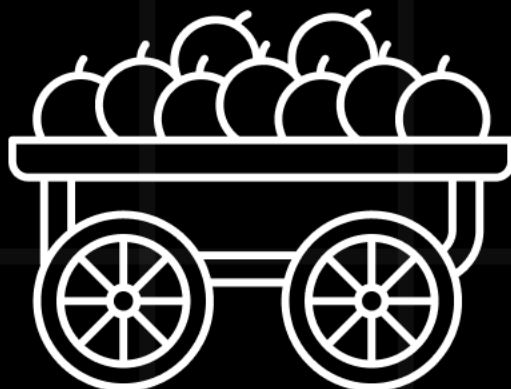
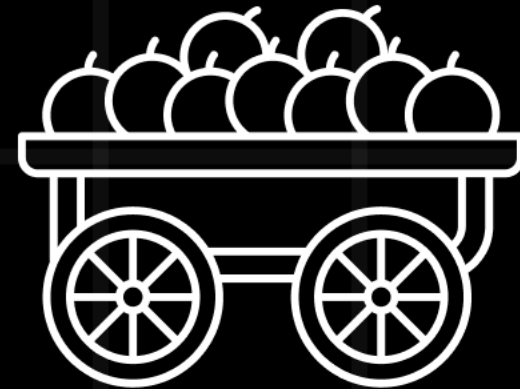
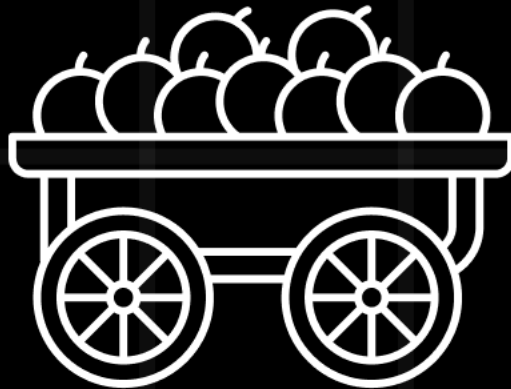


**Eg. You want to sell tomatoes**

# Bid = Your Stall's Location

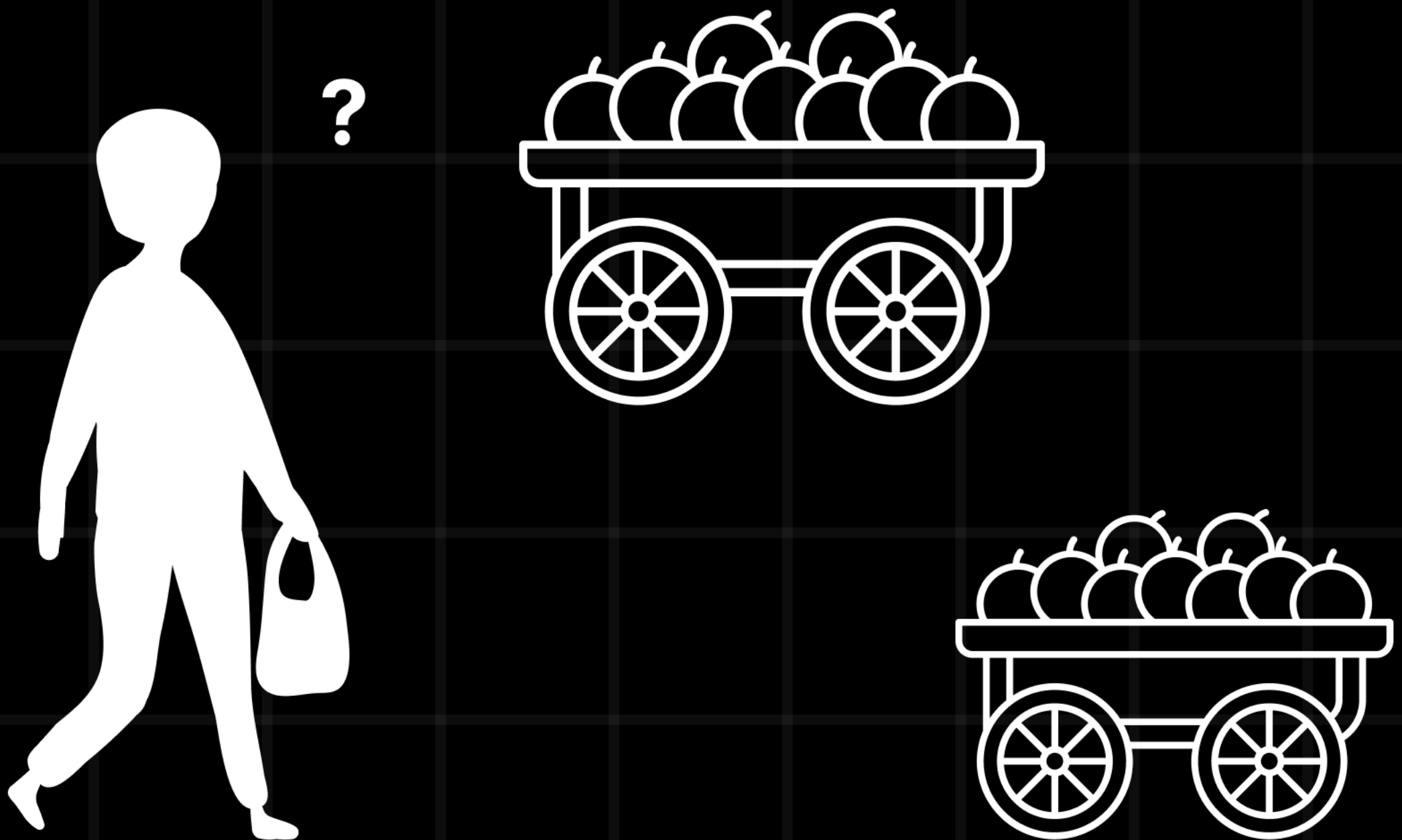


Entrance



Every morning you bid for the  
best stall closest to the  
entrance

# Impressions = Shoppers Passing By



When someone enters  
looking for “tomatoes,” they  
see your stall sign (an ad)

# **Click = Shopper Stops At Your Stall**



**A shopper spots your stall,  
likes the sign, and walks over**

# CPC (Cost-Per-Click)

## = Stall Fee



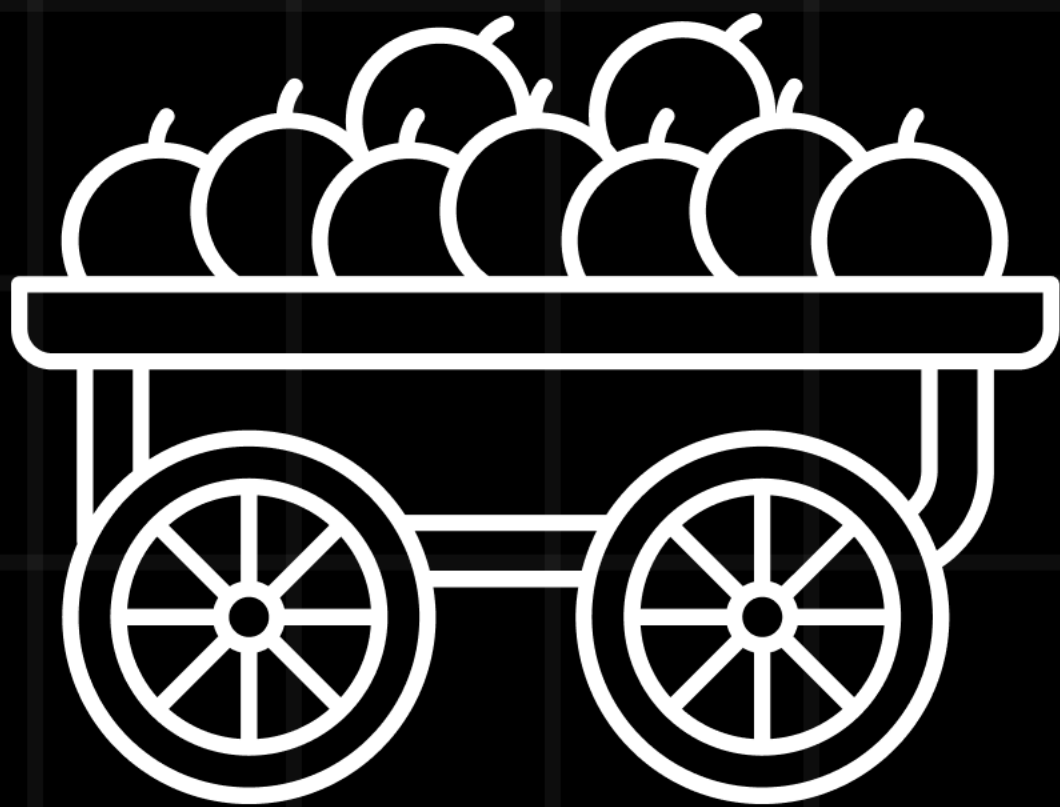
You pay a small fee every  
time one shopper stops by.

**Conversion = Shopper  
Buys Tomatoes**



**They like your tomatoes, they  
buy it.**

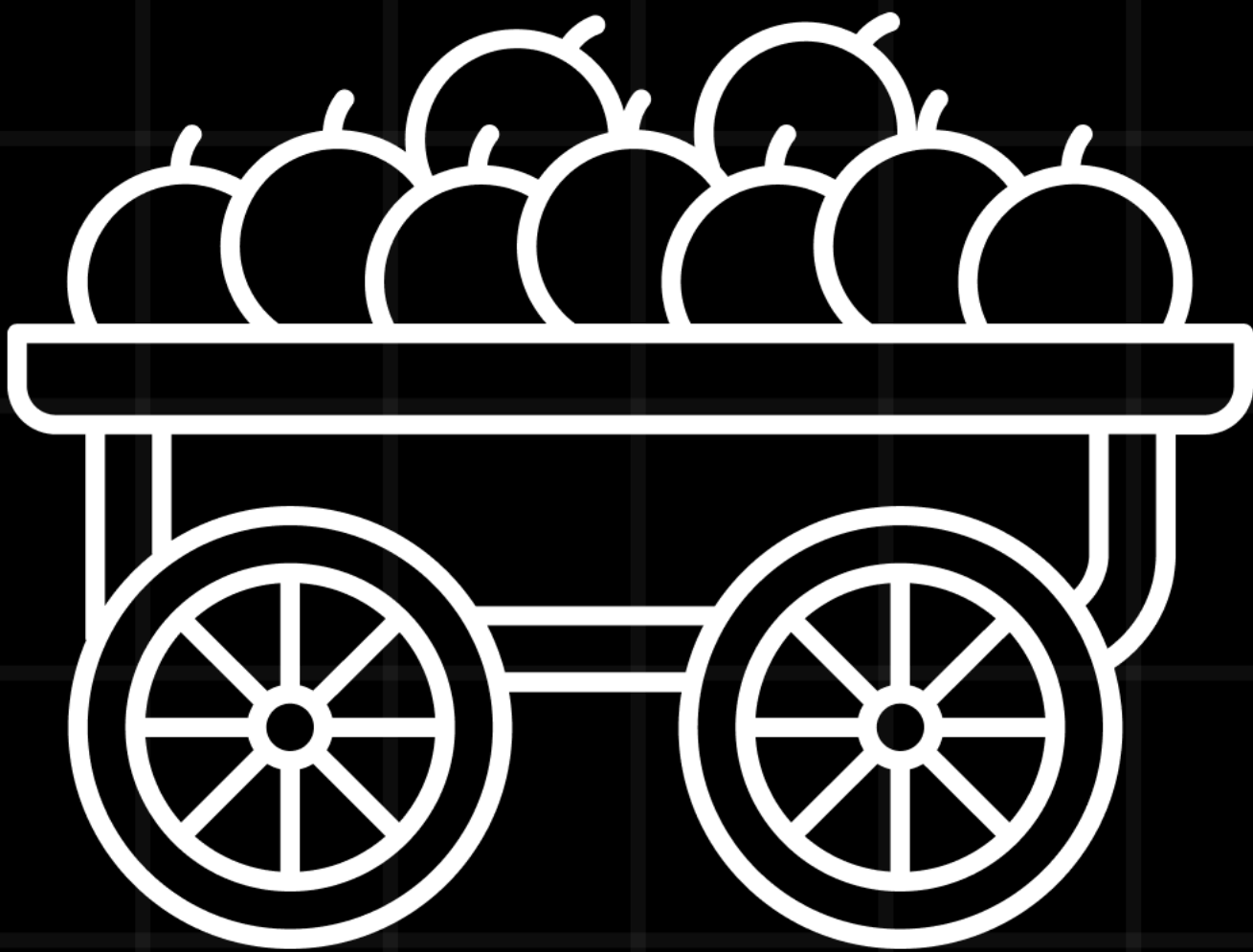
**Budget = Daily Rent**



**Maximum limit you want to  
spend on stall rent everyday**



**Quality Score = Stall  
Attractiveness**



**hiny signboards, clear pricing,  
and happy customers.**