



De ce este important sa adoptam o strategie SEO in promovarea pentru un site din domeniul turismului?



# Potentialul pietei



Conform Google Adwords  
Keyword Tool in Romania exista  
aproximativ **8 mil. de cautari /**  
**luna** relevante pentru domeniul  
“**Travel**”



# Comportamentul utilizatorilor (consumerbarometer)



## PURCHASE



49% purchased online

51% purchased offline

## RESEARCH



51% did research online only

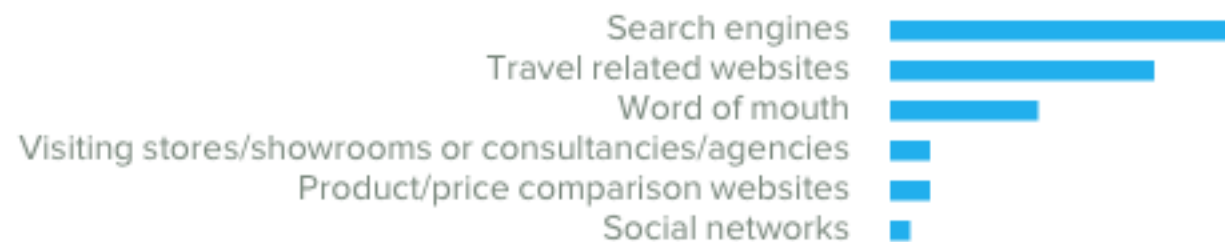
45% did both

2% did research offline only

2% didn't do research

## WHAT INFORMATION SOURCES DID PEOPLE USE TO DO RESEARCH?

STARTED RESEARCH WITH ▼







# Concurenta



Peste 3000 de agentii de turism in  
Romania

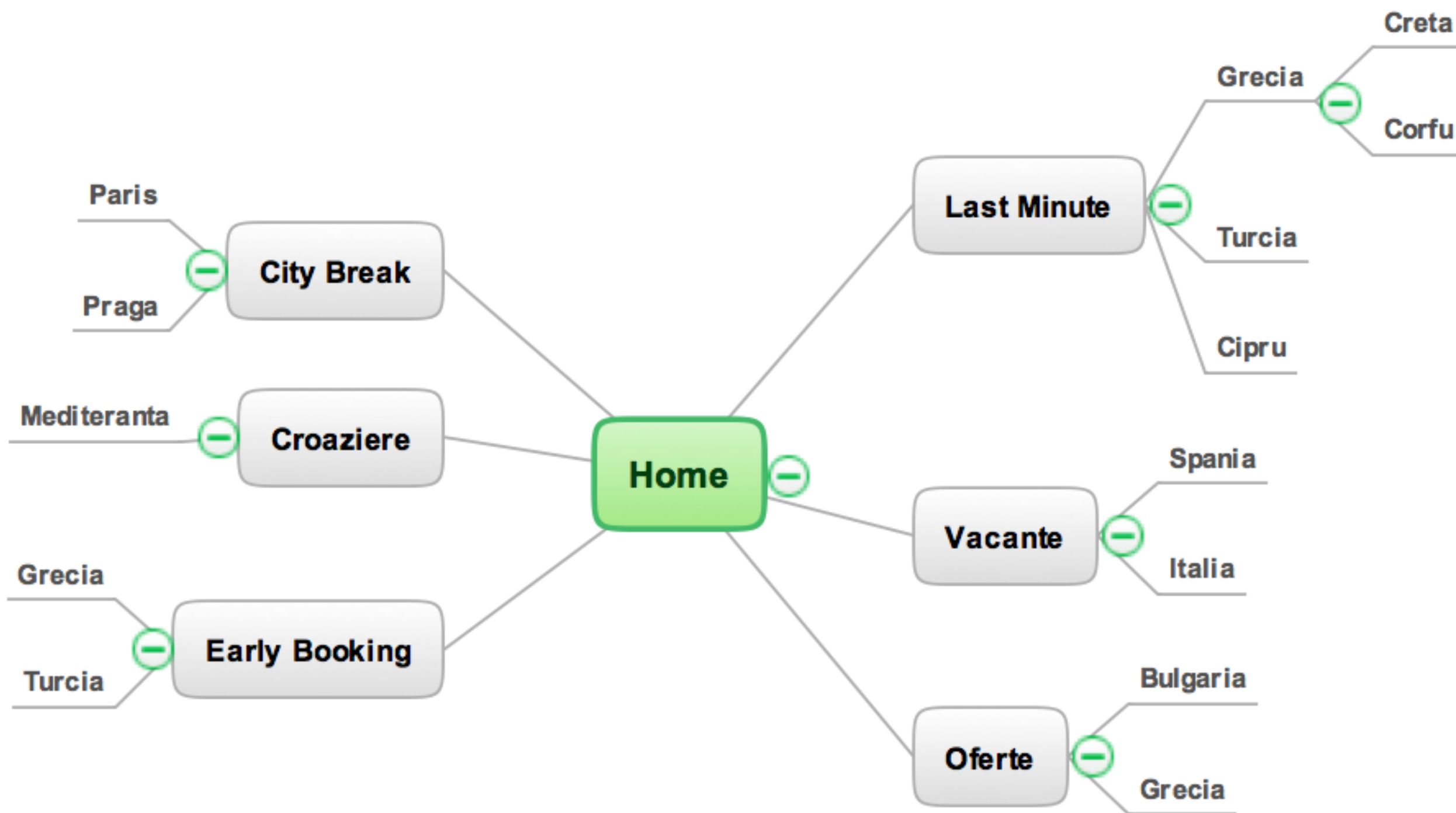


Primele **500** de **agentii** au cifra de  
afaceri de aproximativ **800.000.000**  
**mil. Euro**

# Cum incepem?



# Structura site-ului







# Strategia

**SEO monitor**  
The fastest way to the top!





# Oportunitati





# Oportunitati



# SEO



# PPC





# Oportunitati



Visits

**86,935**

% of Total: 5.35% (1,625,657)

Pages / Visit

**5.88**

Site Avg: 5.90 (-0.32%)

Avg. Visit Duration

**00:03:31**

Site Avg: 00:03:41 (-4.51%)

% New Visits

**53.83%**

Site Avg: 51.87% (3.77%)

Bounce Rate

**36.10%**

Site Avg: 40.49% (-10.84%)

Primary Dimension: **Keyword** Source Landing Page Other

Plot Rows

Secondary dimension

Sort Type:

Default

Advanced Filter ON

X

edit



Include

**Keyword**

Containing

2012

and

+ Add a dimension or metric

Apply cancel

Keyword

Visits

↓

Pages / Visit

Avg. Visit Duration

% New Visits

Bounce Rate

1. oferte bulgaria 2012

1,414

10.15

00:06:07

48.30%

24.05%

2. oferte 1 mai 2012

1,319

4.73

00:02:47

61.56%

46.40%

3. oferte grecia 2012

896

6.95

00:03:55

46.88%

35.38%

4. last minute 2012

789

6.92

00:04:05

51.20%

33.21%

5. oferte last minute 2012

599

7.01

00:03:51

54.92%

34.06%

6. concediu 2012

556

7.63

00:04:23

70.86%

38.13%

7. 1 mai 2012

542

4.15

00:02:08

69.93%

52.40%

8. sejur 2012

506

9.05

00:04:43

61.46%

28.46%

9. oferte concediu 2012

501

7.18

00:04:16

71.86%

36.33%

10. oferte all inclusive 2012

500

12.34

00:07:51

59.20%

21.60%

Show rows:

10

Go to:

1

1 - 10 of 19908







# Oportunitati

greCIA 2013

greCIA 2013  
greCIA 2013 oferte  
greCIA 2013 all inclusive  
greCIA 2013 autocar  
greCIA 2013 avion  
greCIA 2013 early booking  
greCIA 2013 thassos  
greCIA 2013 individual  
~~greCIA 2013 corfu~~  
**greCIA 2013 demipensiune**

Căutare Google    Mă simt norocos

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> greCIA 2013 demipensiune ▼	-	-	-
<input type="checkbox"/> greCIA 2012 demipensiune ▼	-	-	-



# Oportunitati

grecea 2013 n|

grecea 2013 nei pori  
reveillon na grecea 2013

Căutare Google Mă simt norocos

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> grecea 2013 nei pori ▾	-	-	-
<input type="checkbox"/> grecea 2012 nei pori ▾	-	-	-



# Oportunitati



## Explorați tendințele

Căutări populare

Termeni de căutare ?

oferte grecia 2013

+ Adăugați un termen

► Alte comparații

Limitați la

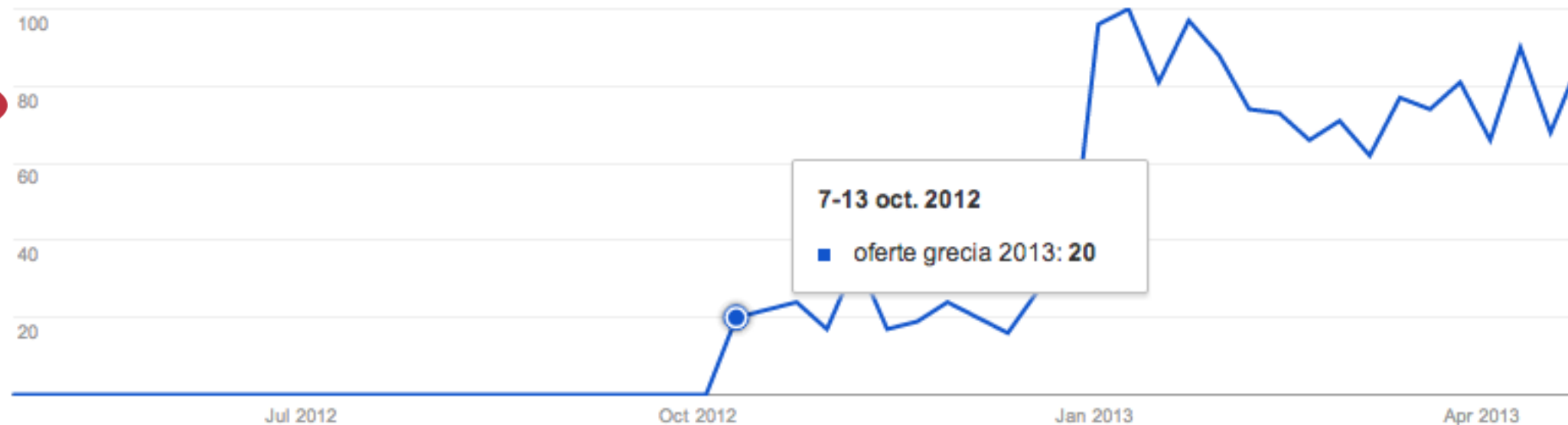
Căutare pe internet

## Nivelul de interes de-a lungul unei perioade ?

Numărul 100 reprezintă interesul maxim pentru căutări

☐ Titluri de știri ?

☐ previziune ?

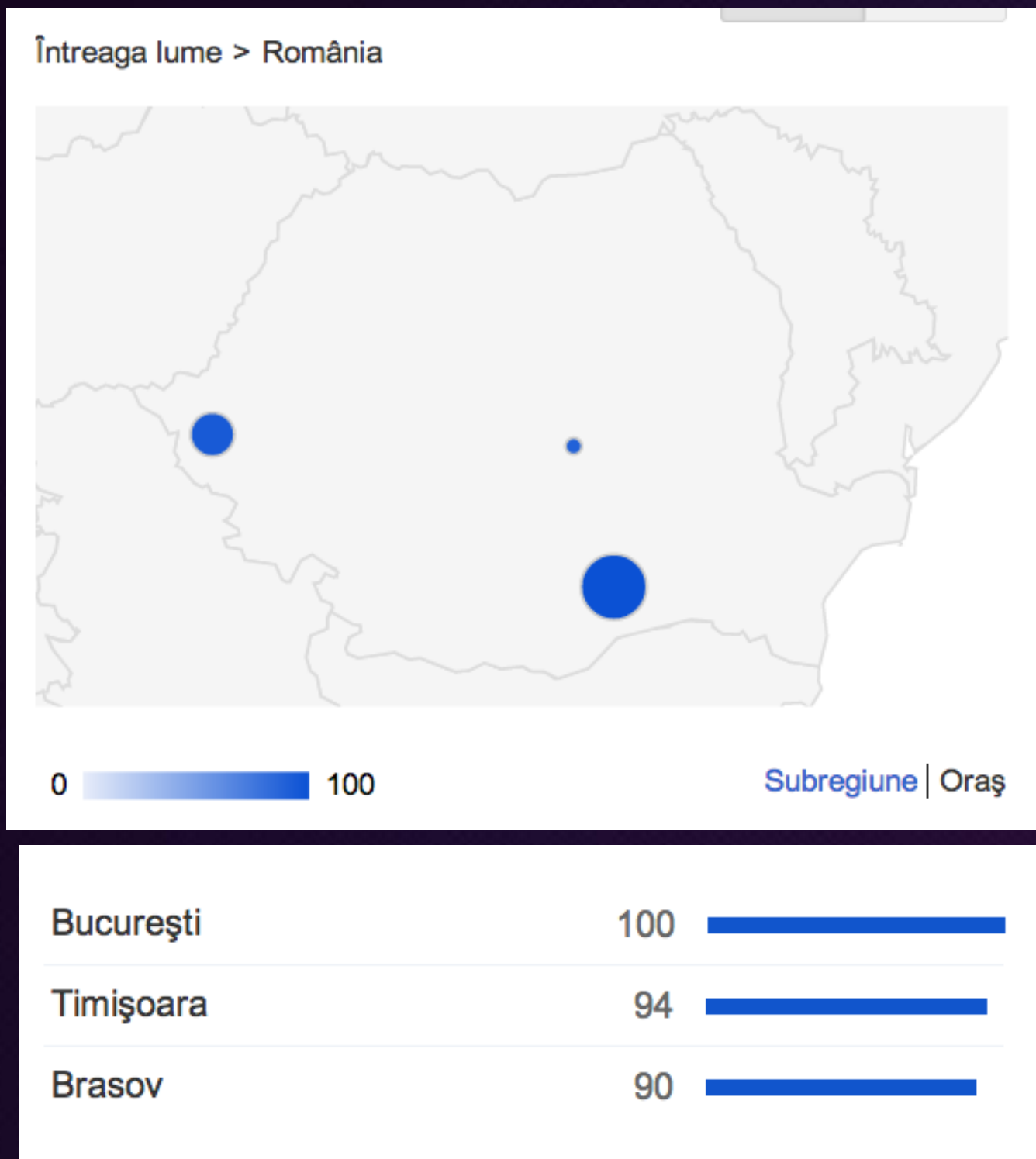


Încorporați



# Oportunitati

## Mai mult!





## Reviews

- **Au un potential mai mare de a converti**  
*Local Consumer Review Survey (2012)*
- **Continut unic si fresh**
- **Pot oferi vizibilitate mai mare in Google pentru cuvintele cheie long tail**



# Cum masuram?



- **Modulul eCommerce din Google Analytics**
- **Goals pentru formulare de oferta in Google Analytics**
- **Goals pentru conversiile telefonice in Google Analytics**

# Va multumesc!

Radu Marcusu  
SEO Coordinator  
SEO monitor