

# 10 lucruri excepționale pe care le poți face cu SEO și PPC



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&  
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power to the people






## 10. Consolideaza puterea ...linkurilor

Touch Screen +  
Total Storage Capacity +  
Size +  
Internal Memory +  
Clock Speed +  
Bluetooth +  
Colour of Product +  
Device Type +  
Form Factor +  
Display Resolution +  
Display Diagonal +

Sort By Name ▾ ↑

Items 10-18 of 568 Page: < 1 2 3 4 5 > Show 9 ▾ per page

 <b>Acer Aspire S3 391</b> £611.36 In stock <a href="#">ADD TO BASKET</a> <a href="#">Add to Wishlist</a> <a href="#">Add to Compare</a>	 <b>Acer Aspire S3 391-33214G52add</b> £488.60 In stock <a href="#">ADD TO BASKET</a> <a href="#">Add to Wishlist</a> <a href="#">Add to Compare</a>	 <b>Acer Aspire S3 391-73514G25add</b> £916.78 In stock <a href="#">ADD TO BASKET</a> <a href="#">Add to Wishlist</a> <a href="#">Add to Compare</a>
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*prin implementarea:*  
**rel="previous" rel="next"**

# Cine-i autorul?

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.....

“Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance.”

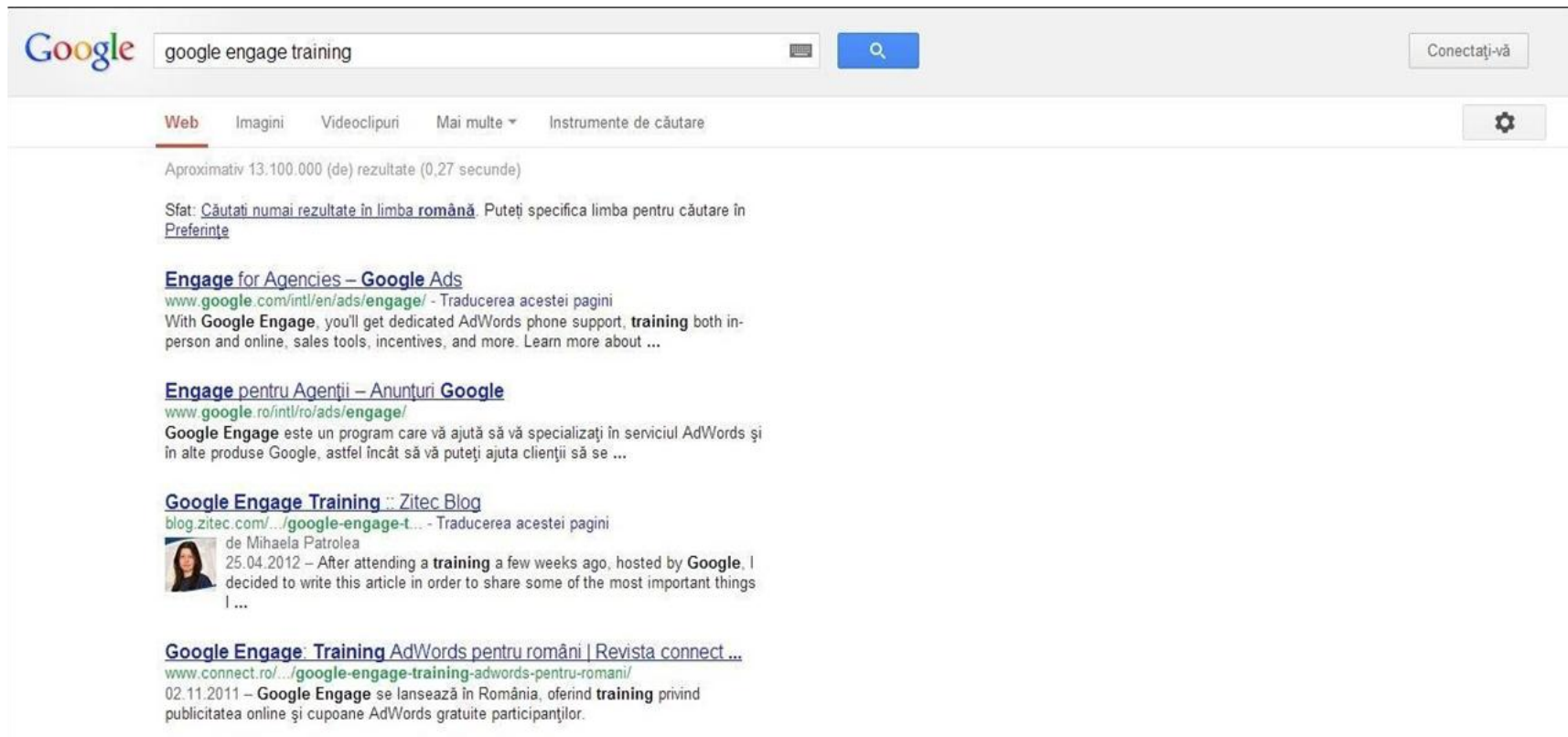
# Cine-i autorul?

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Eric Schmidt :

“Within search results, information tied to verified online profiles will be ranked higher than content without such verification, which will result in most users naturally clicking on the top (verified) results. The true cost of remaining anonymous, then, might be irrelevance.”

# 9. Nu ramane anonim!



The screenshot shows a Google search interface with the query "google engage training". The search bar is at the top, with the Google logo on the left and a search button on the right. Below the search bar, there are tabs for "Web", "Imagini", "Videoclipuri", "Mai multe", and "Instrumente de căutare". The "Web" tab is selected. The search results show approximately 13,100,000 results in 0.27 seconds. A message indicates that the search is currently in Romanian. The first result is titled "Engage for Agencies – Google Ads" and is from the Google website. The second result is titled "Engage pentru Agenții – Anunțuri Google" and is also from the Google website. The third result is titled "Google Engage Training :: Zitec Blog" and is from the Zitec Blog website. The fourth result is titled "Google Engage: Training AdWords pentru români | Revista connect ..." and is from the Revista connect website.

Google

google engage training

Conectați-vă

Web Imagini Videoclipuri Mai multe Instrumente de căutare

Aproximativ 13.100.000 (de) rezultate (0,27 secunde)

Sfat: Căutați numai rezultate în limba română. Puteți specifica limba pentru căutare în Preferințe

**Engage for Agencies – Google Ads**  
[www.google.com/intl/en/ads/engage/](http://www.google.com/intl/en/ads/engage/) - Traducerea acestei pagini  
With **Google Engage**, you'll get dedicated AdWords phone support, **training** both in-person and online, sales tools, incentives, and more. Learn more about ...

**Engage pentru Agenții – Anunțuri Google**  
[www.google.ro/intl/ro/ads/engage/](http://www.google.ro/intl/ro/ads/engage/)  
**Google Engage** este un program care vă ajută să vă specializați în serviciul AdWords și în alte produse Google, astfel încât să vă puteți ajuta clienții să se ...

**Google Engage Training :: Zitec Blog**  
[blog.zitec.com/.../google-engage-t...](http://blog.zitec.com/.../google-engage-t...) - Traducerea acestei pagini  
de Mihaela Patrolea  
25.04.2012 – After attending a **training** a few weeks ago, hosted by **Google**, I decided to write this article in order to share some of the most important things I ...

**Google Engage: Training AdWords pentru români | Revista connect ...**  
[www.connect.ro/.../google-engage-training-adwords-pentru-romani/](http://www.connect.ro/.../google-engage-training-adwords-pentru-romani/)  
02.11.2011 – **Google Engage** se lansează în România, oferind **training** privind publicitatea online și cupoane AdWords gratuite participanților.

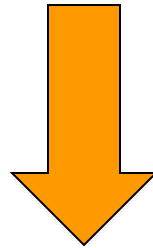




## 8. In jurul lumii...

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Website cu mai multe versiuni de limba (ex: ro, en, fr)

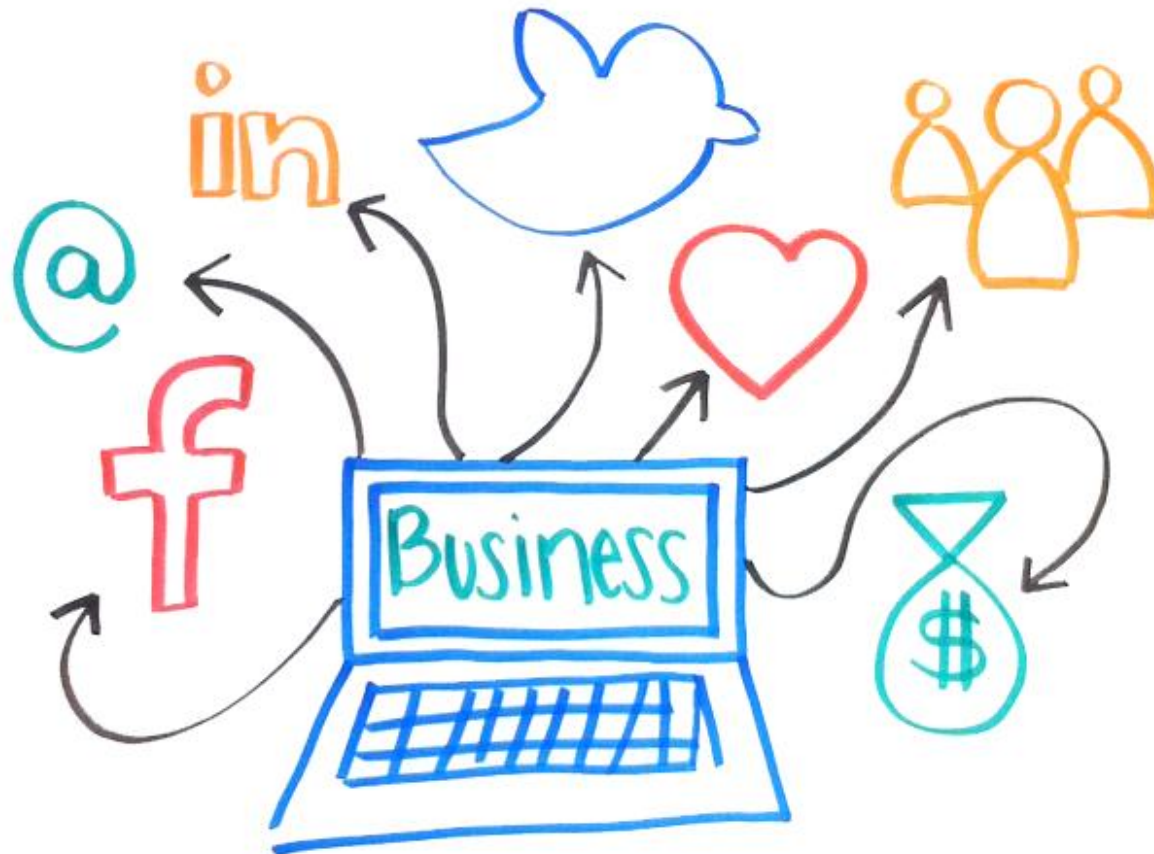


Introducerea versiunilor de limba in sitemap.xml prin  
adnotari de tip `rel="alternate" hreflang="x"`



## 7. Prieteni

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## 6. 😊

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*“In aceste 2 saptamani am primit deja 15 mesaje, acesta fiind volumul pe care il obtineam de obicei intr-o luna (4-5 saptamani).”*

*De la un client Zitec*



## 5. Castiga increderea!



“Cleaning Day” = organizarea campaniilor (25% din bugetul total alocat)

Rezultate:

1. CTR crescut cu 107%
2. Avg. CPC a scazut cu: 44%
3. Avg. Pos a scazut cu 50%
4. ROI = 46% (vs. -22%)





MAKE MONEY

## 4. Imbogateste-i pe altii ...intai!

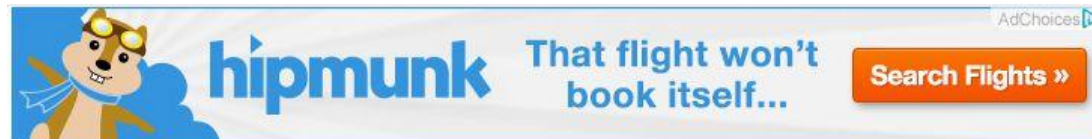
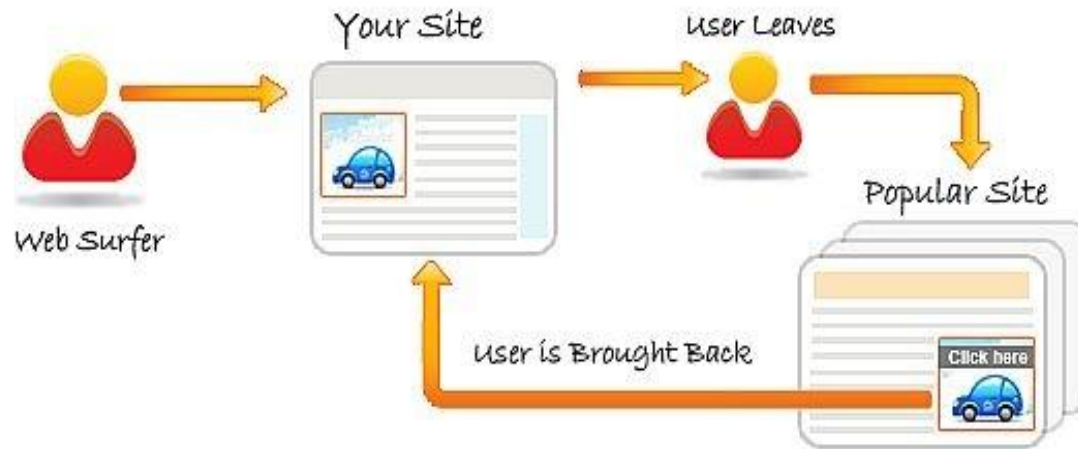
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Campaign	Cost/conv	ROI
Search	148.90 lei	5107%
Display	78.70 lei	89%
Total	23.84 lei	525%



### 3. Remarketing...

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### 3. ...din viitor

**Booking.com**



**London**  
The Central Hotel

**£ 44**  
save £ 20 for 4 nights

**! LAST ROOMS !**

Best Price Guaranteed

**BOOK NOW**

**Booking.com**



**! LAST ROOMS !**

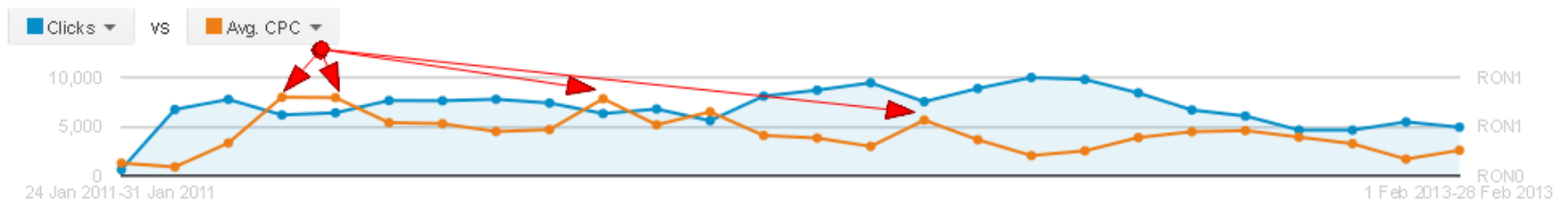
<b>London</b> Premier Inn London ...	<b>London</b> Ibis London Docklands	<b>Mediaș</b> Hotel Traube
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## 2. !?

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## 2. Testeaza



O zi obisnuita la birou:

1. Cauta mereu noi oportunitati de promovare!
2. Testeaza-le!
3. Verifica rezultatele, invata din greseli si ia-o de la capat!

# 1. Cu ce te ocupi mai exact?

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# Multumim!

online-marketing@zitec.com

