

GOOGLE ADWORDS DETALII CARE FAC DIFERENTA

➔ PESTE 120 de CAMPANII
doar pentru teste



CE DA REZULTATE ?



CE E PIERDERE DE TIMP ?



CARE E SECRETUL ?



Pana unde am ajuns ?

Traffic Sources

- Overview
- Direct Traffic
- Referring Sites
- Search Engines
- All Traffic Sources
- Keywords
- AdWords

Campaigns

Ad Versions

Content

Goals

Ecommerce

Settings

Email

Help Resources

About this Report

Comparing to: Site (?)

Export Email Add to Dashboard

Graph by: Day Week Month Visits



Campaign traffic sent 917 visits via 3 campaigns containing "██████████"

Segment: Campaign

Site Usage Goal Conversion Ecommerce

Views: [Grid] [Pie] [Bar] [Line]

Visits 917 % of Site Total: 0.02%	Revenue 20,011.48€ % of Site Total: 0.06%	Transactions 42 % of Site Total: 0.05%	Average Value 476.46€ Site Avg: 404.53€ (17.78%)	Ecommerce Conversion Rate 4.58% Site Avg: 1.67% (173.93%)	Per Visit Value 21.82€ Site Avg: 6.76€ (222.64%)
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Campaign	Visits ↓	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
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Address: javascript:table._toggleSortCol(

CUPRINS:

CE FACE DIFERENTA pentru:

- Keyword-uri
- Structura Campaniilor
- Constructia AD-urilor
- Bid-uri
- Landing Pages
- **Liniaritatea si relevanta celor de mai sus**
- ... si mai e ceva

Sa la luam pe rand !

Keyword-urile

Long Tail - pro & cons:

Long Tail pe Content

NSL Tail pe Search ... insa asta nu e totul

Broad vs Phrase vs Exact

Atentie la Negative

Google Keyword Tool

AD-uri

Sale the click, not the product:

Scopul principal: click-ul ... inasa **doar pentru cine trebuie**

Titlu – **Atentia** user-ului e totul

Line 1: Descrierea Ofertei

Line 2: **Call to Action** – Ce e in spatele click-ului ?

URL – keyword-ul in url conteaza

Free \ Gratuit e problematic

Fara superlative, e mult mai bine

Structura Campaniilor

Separarea Campaniilor:

Maxim 5 keyword-uri per Ad Group

Search & Content & **Placement** (CPM)

Accelerated

Ad scheduling (time & bid)

Broad & **Phrase** & **Exact**

Bid-uri

Cat bidez ? ... chiar nu conteaza:

Profit sa fie !

X.X2 sau X.X7 (ex: \$0.52, \$0.47)

Advanced Ad Scheduling (bid) in functie de conversie

Pentru .com pozitiile 2 si 3 fac diferenta (AOL, COOP, etc)

Bugetul ? ... de preferat: Totul sau Nimic

Iar daca chiar trebuie: Advanced Ad scheduling din nou

Cat ar plati nr. 1 din organic pe acelasi keyword ?

LANDING PAGES

Keyword in Titlu

Pagini dedicate pentru Search si Content

Template Standard vs Content

Imagini / Rezolutie

Text Box (Related Keywords)

Link-uri Externe (Wikipedia)









Scopul Paginii: unul singur

Contact Page & Privacy Policy

Concluzie: Optimizare LP pt PPC = On Page SEO

CE FACI DACA ...

Dupa un an de munca ...
UN ASTFEL DE JUCATOR INTRA
PE "NISA TA" ?

Keywords	Estimated Avg. CPC ?	Advertiser Competition ?	Local Search Volume: February ?	Global Monthly Volume ?
Keywords related to term(s) entered - sort by relevance ?				
domain name	\$10.28		1,500,000	2,240,000
name domain	\$10.28		1,500,000	2,240,000
domain names	\$15.55		550,000	1,000,000
names domain	\$15.55		550,000	1,000,000
domain name registration	\$13.78		165,000	301,000
free domain name	\$5.06		90,500	165,000
domain name search	\$14.26		90,500	135,000
register domain name	\$9.69		110,000	135,000



SALES PROCESS

**Iti creezi un
SALES PROCESS
cu mult timp inainte !**

De ce ?

**Pentru ca e cea mai importanta
componenta pentru orice
business**



INTREBARI ...
sau impusc catzelul !





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