

Cum te poate ajuta Google AdWords
intr-o campanie pentru **utilizatorii de
telefoane mobile?**

Lumea SEO PPC, 26.10.2011

webdigital
just pay-per-click

Optimizeaza siteul pentru mobil

- Designul simplu
- Call-to-action clar, clicabil
- Cat mai putin text, puncte (bullets)
- Optiunea click-to-call

Oportunitati

- Potrivit pentru aplicatiile pentru telefoane mobile
- Potrivit pentru campaniile cu vanzare de produse cu CTA prin telefon
- Potrivit pentru serviciile la care vrei imediat sa intri in legatura telefonica

Potrivit pentru mobil

- O cautare pe mobil este mai puțin specifică prin numărul de cuvinte, este mai specifică prin sens
- Dimensiunile bannerelor trebuie să fie specifice pentru telefoane care nu au full internet browsers

Cum limitez afisarea doar pe **telefone mobile**?

Campaign Management

https://adwords.google.com/cm/CampaignMgmt?_u=2239278052&_c=7222396252&stylePrefOverride=2#c.88556028.st&app=cm

Search

All online campaigns

- Display Curator
- IMM - Curs 23-24 Iulie Workshop
- Prima Curs (23 - 24 Iunie)

Shared library

Reports

Automated rules

Custom alerts

Help

- Contact Us
- How do I change my campaign's budget?
- How do I choose a budget?
- How can I target my campaign by language or location?
- How do I change my language
- Keyboard shortcuts
- Help Center

Search help center

Go

Networks and devices

Networks **Display Network** Edit

Devices

- All available devices (Recommended for new advertisers)
- Let me choose...
 - Desktop and laptop computers
 - Mobile devices with full browsers
 - Tablets with full browsers
 - Advanced mobile and tablet options

Operating systems

- All available operating systems
- Let me choose...

| | |
|---------|-----|
| Android | Add |
| iOS | Add |
| webOS | Add |

Selected operating systems

Carriers and Wi-Fi

- All available carriers and Wi-Fi
- Let me choose...

| | |
|---------------|-----|
| Wi-Fi traffic | Add |
|---------------|-----|

Selected carriers

Your ads won't show on desktop and laptop computers.

Save Cancel

16:39 26/05/2011

Daca nu as fi targetat doar Romania...

Campaign Management https://adwords.google.com/cm/CampaignMgmt?_u=2239278052&_c=7222396252&stylePrefOverride=2#c.88556028_langSt&app=cm

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Networks [Display Network](#) [Edit](#)

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| | |
|---------|---------------------|
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| iOS | Add |
| webOS | Add |
 - Selected operating systems
- Carriers and Wi-Fi
 - All available carriers and Wi-Fi
 - Let me choose...

| | |
|---|-------------------------|
| <input checked="" type="checkbox"/> Wi-Fi traffic | Add |
| <input checked="" type="checkbox"/> Japan | Add all |
| <input type="checkbox"/> Germany | Add |
| <input type="checkbox"/> T-Mobile | Add |
 - Selected carriers

| | |
|--------------------|------------------------|
| T-Mobile (Germany) | Remove |
| Vodafone (Germany) | Remove |
| E-Plus (Germany) | Remove |
| O2 (Germany) | Remove |

**Your ads won't show on desktop and laptop computers.
Your ads won't show on tablets.**

16:46 26/08/2011

Unde adaug optiuni suplimentare specifice?

My Client Center | Scoala de Internet (Curs 1)

Scoala de Internet (Curs 1) (Client ID: 754-374-8774) | [WD - Pending](#) | [Vouchers](#)

Google AdWords

[Announcements \(1\)](#) | [Help](#) | [Sign out](#)
Manager ID: 757-247-5572

Home Campaigns Opportunities Reporting and Tools Billing My account

Search

All online campaigns

Display Cursuri

IMM - Curs 23-24 iunie Workshop

Prima Curs (23 - 24 iunie)

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All online campaigns > Previous | Next

Campaign: Display Cursuri 10/19/11 - 10/20/11 Go

Paused Budget: RON150.00/day Edit Targeting: Display Network Edit Computers Edit English; Hungarian; Romanian Edit 60 km around București, RO Edit

Ad groups Settings Ads Keywords Networks Ad extensions Dimensions

View: Call Extensions - All but deleted - Segment - Columns -

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered. [Learn more about ad extensions statistics](#)

+ New extension Delete

| Call Extension | Status | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. |
|--|--------|--------|-------|-----|----------|------|-----------|
| Automatically include phone information in your ad. Take a tour. | | | | | | | |

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-02:00) Bucharest. [Learn more](#)

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Butonul “offer”, o himera?





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