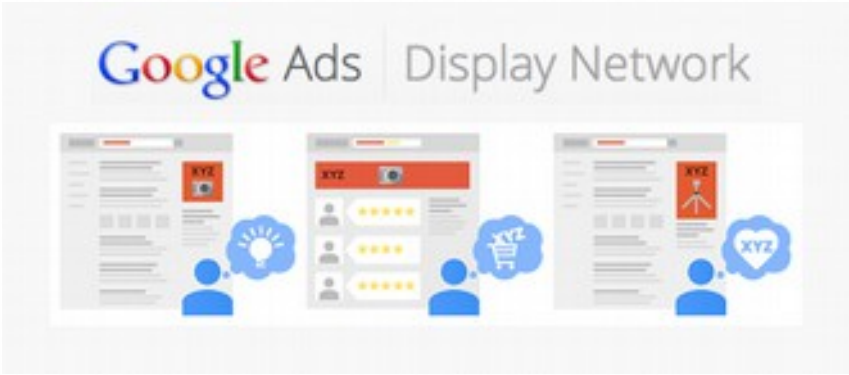
Google Adwords si Analytics

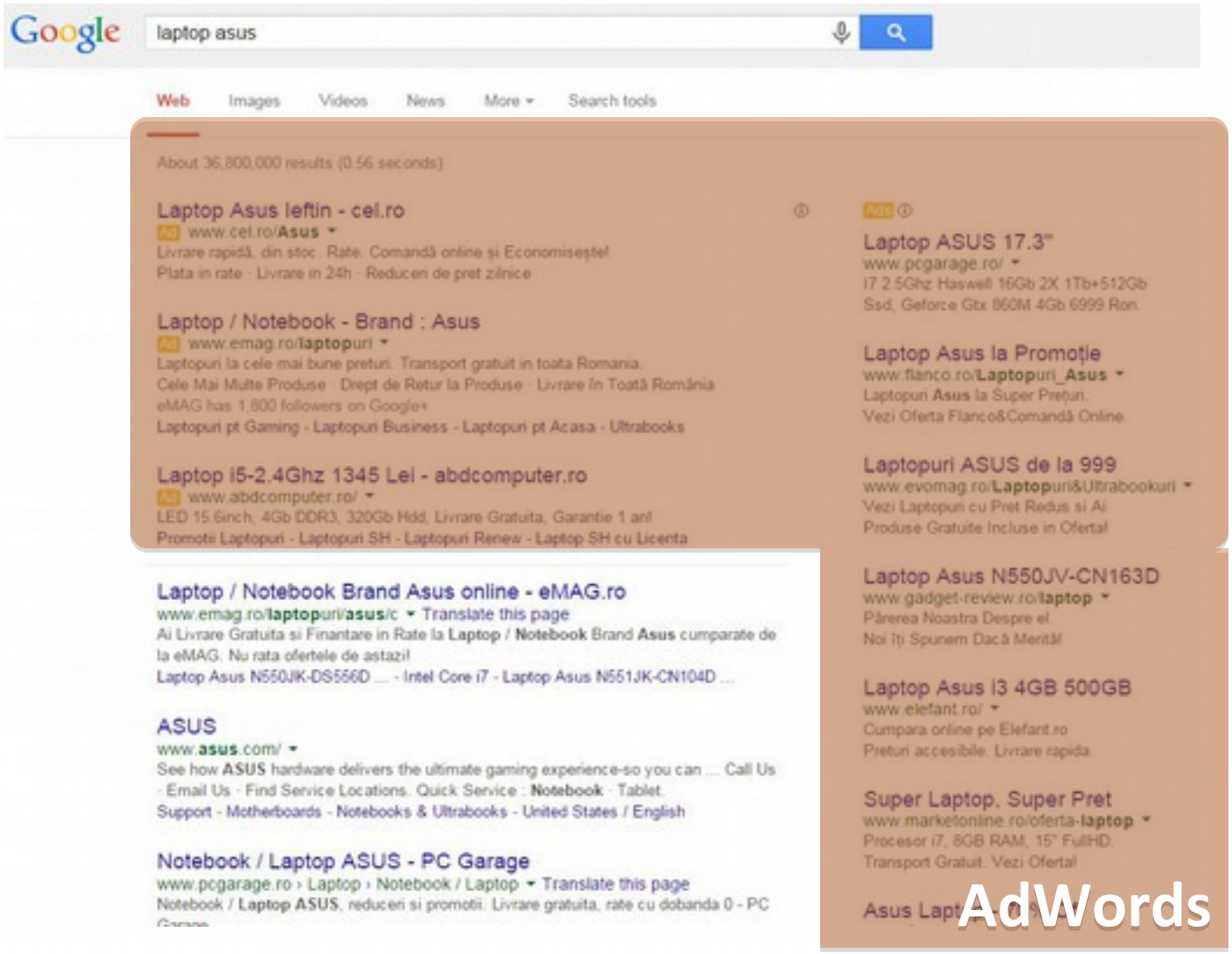
Curs de promovare a afacerilor

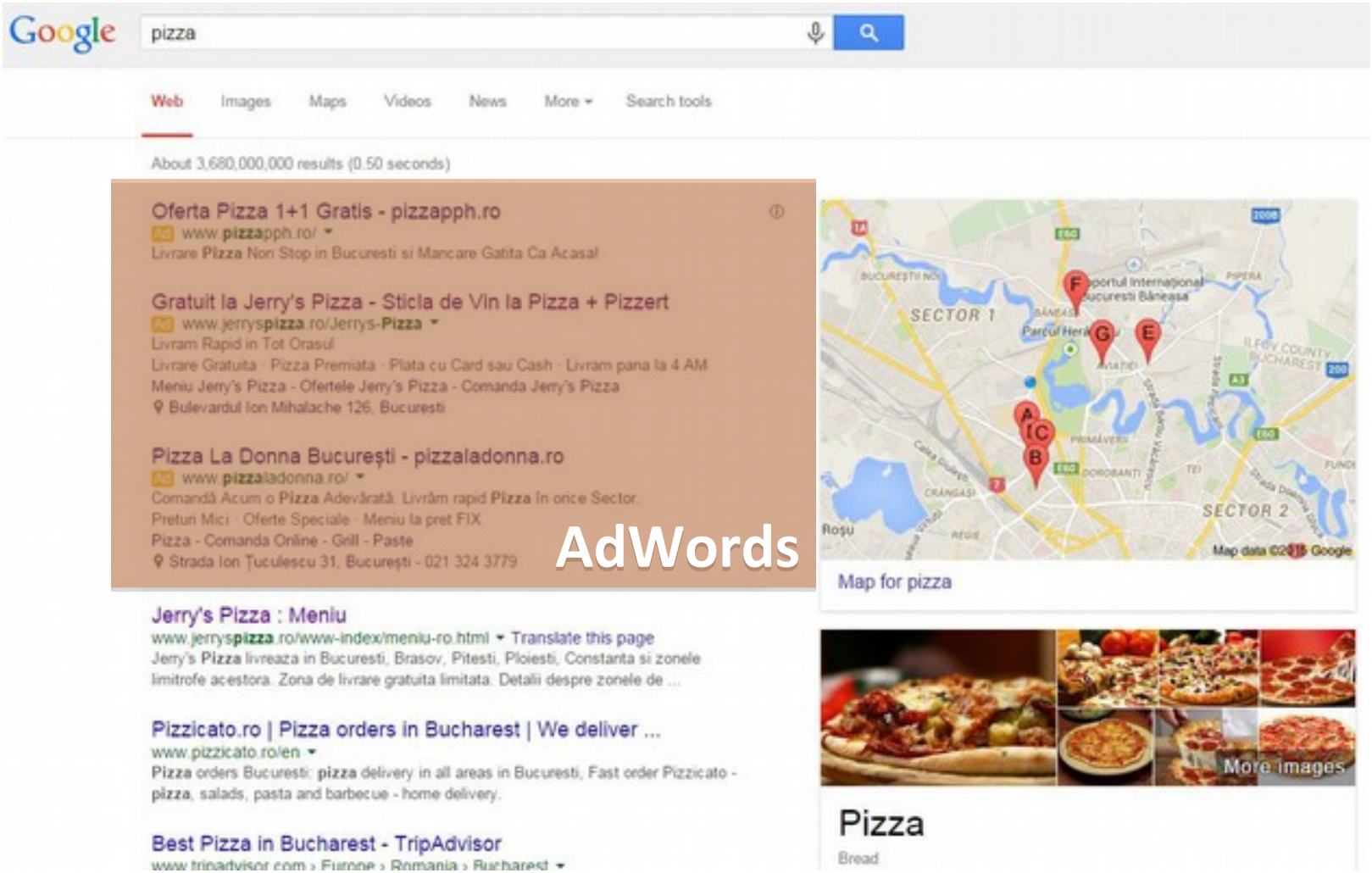
Ce vom studia astazi :

- Ce este AdWords?
- De ce sa folosesc AdWords?
- Cum construiesc o campanie ?
- Cum stiu ca merge?
- Ce alte instrumente mai ofera AdWords?

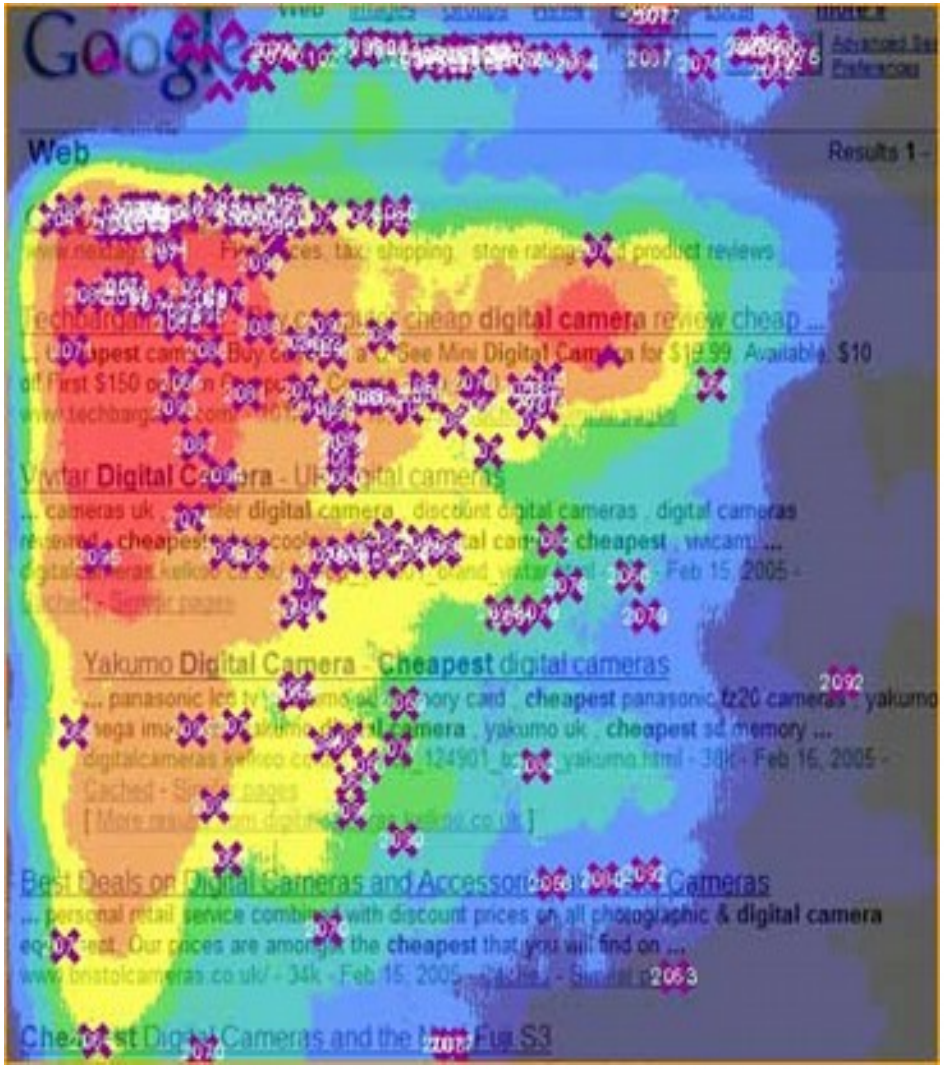
Ce este Google AdWords ?




Google
laptop asus
Web
Images
Videos
News
More
Search tools
About 36,800,000 results (0.56 seconds)
Laptop Asus Ieftin - cel.ro
Ad www.cel.ro/Asus
Livrare rapidă, din stoc. Rate. Comandă online și Economisești!
Plata in rate · Livrare in 24h · Reduceri de pret zilnice
Laptop / Notebook - Brand : Asus
Ad www.emag.ro/laptopuri
Laptopuri la cele mai bune preturi. Transport gratuit in toata Romania.
Cele Mai Multe Produse · Drept de Retur la Produse · Livrare în Toată România
eMAG has 1,800 followers on Google+
Laptopuri pt Gaming - Laptopuri Business - Laptopuri pt Acasa - Ultrabooks
Laptop i5-2.4Ghz 1345 Lei - abdcomputer.ro
Ad www.abdcomputer.ro/
LED 15.6inch, 4Gb DDR3, 320Gb Hdd, Livrare Gratuita, Garantie 1 an!
Promotii Laptopuri - Laptopuri SH - Laptopuri Renew - Laptop SH cu Licenta
Laptop / Notebook Brand Asus online - eMAG.ro
www.emag.ro/laptopuri/asus/c Translate this page
Ai Livrare Gratuita si Finantare in Rate la Laptop / Notebook Brand Asus cumparate de la eMAG. Nu rata ofertele de astazi!
Laptop Asus N550JK-DS556D .... - Intel Core i7 - Laptop Asus N551JK-CN104D ...
ASUS
www.asus.com/
See how ASUS hardware delivers the ultimate gaming experience-so you can .... Call Us · Email Us · Find Service Locations. Quick Service : Notebook · Tablet.
Support - Motherboards - Notebooks & Ultrabooks - United States / English
Notebook / Laptop ASUS - PC Garage
www.pcgarage.ro › Laptop › Notebook / Laptop Translate this page
Notebook / Laptop ASUS, reduceri si promotii. Livrare gratuita, rate cu dobanda 0 - PC
Ad
Laptop ASUS 17.3"
www.pcgarage.ro/
I7 2.5Ghz Haswell 16Gb 2X 1Tb+512Gb Ssd, Geforce Gtx 860M 4Gb 6999 Ron
Laptop Asus la Promoție
www.flanco.ro/Laptopuri_Asus
Laptopuri Asus la Super Prețuri.
Vezi Oferta Flanco&Comandă Online
Laptopuri ASUS de la 999
www.evomag.ro/Laptopuri&Ultrabookuri
Vezi Laptopuri cu Pret Redus si Ai Produse Gratuite Incluse in Oferta!
Laptop Asus N550JV-CN163D
www.gadget-review.ro/laptop
Părerea Noastra Despre el.
Noi îți Spunem Dacă Merită!
Laptop Asus i3 4GB 500GB
www.elefant.ro/
Cumpara online pe Elefant.ro
Preturi accesibile. Livrare rapida.
Super Laptop, Super Pret
www.marketonline.ro/oferta-laptop
Procesor i7, 8GB RAM, 15" FullHD.
Transport Gratuit. Vezi Oferta!
Asus Lapt
AdWords


Google
pizza
Web
Images
Maps
Videos
News
More
Search tools
About 3,680,000,000 results (0.50 seconds)
Oferta Pizza 1+1 Gratis - pizzapph.ro
www.pizzapph.ro/
Livrare Pizza Non Stop in Bucuresti si Mancare Gatita Ca Acasa!
Gratuit la Jerry's Pizza - Sticla de Vin la Pizza + Pizzert
www.jerryspizza.ro/Jerrys-Pizza
Livram Rapid in Tot Orasul
Livrare Gratuita · Pizza Premiata · Plata cu Card sau Cash · Livram pana la 4 AM
Meniu Jerry's Pizza - Ofertele Jerry's Pizza - Comanda Jerry's Pizza
Bulevardul Ion Mihalache 126, Bucuresti
Pizza La Donna București - pizzaladonna.ro
www.pizzaladonna.ro/
Comandă Acum o Pizza Adevărată. Livrăm rapid Pizza în orice Sector.
Preturi Mici · Oferte Speciale · Meniu la pret FIX
Pizza - Comanda Online - Grill - Paste
Strada Ion Țuculescu 31, București - 021 324 3779
AdWords
Jerry's Pizza : Meniu
www.jerryspizza.ro/www-index/meniu-ro.html
Translate this page
Jerry's Pizza livreaza in Bucuresti, Brasov, Pitesti, Ploiesti, Constanta si zonele limitrofe acestora. Zona de livrare gratuita limitata. Detalii despre zonele de ...
Pizzicato.ro | Pizza orders in Bucharest | We deliver ...
www.pizzicato.ro/en
Pizza orders Bucuresti: pizza delivery in all areas in Bucuresti, Fast order Pizzicato - pizza, salads, pasta and barbecue - home delivery.
Best Pizza in Bucharest - TripAdvisor
www.tripadvisor.com › Europe › Romania › Bucharest
SECTOR 1
SECTOR 2
Roşu
Map data ©2015 Google
Map for pizza
More images
Pizza
Bread

De ce sa folosesc AdWords ?

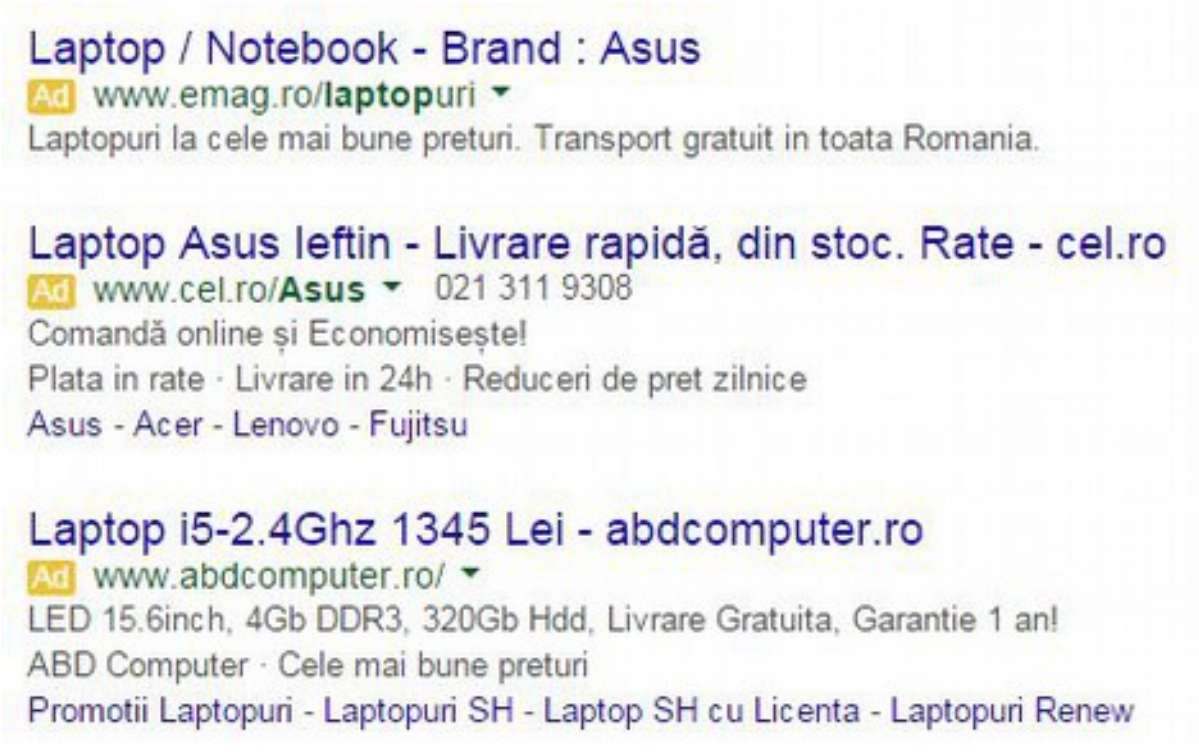


- Sporeste vizibilitatea produselor
- Concurati cu competitor de orice nivel
- Masurabil
- Sporeste vizibilitatea brandului

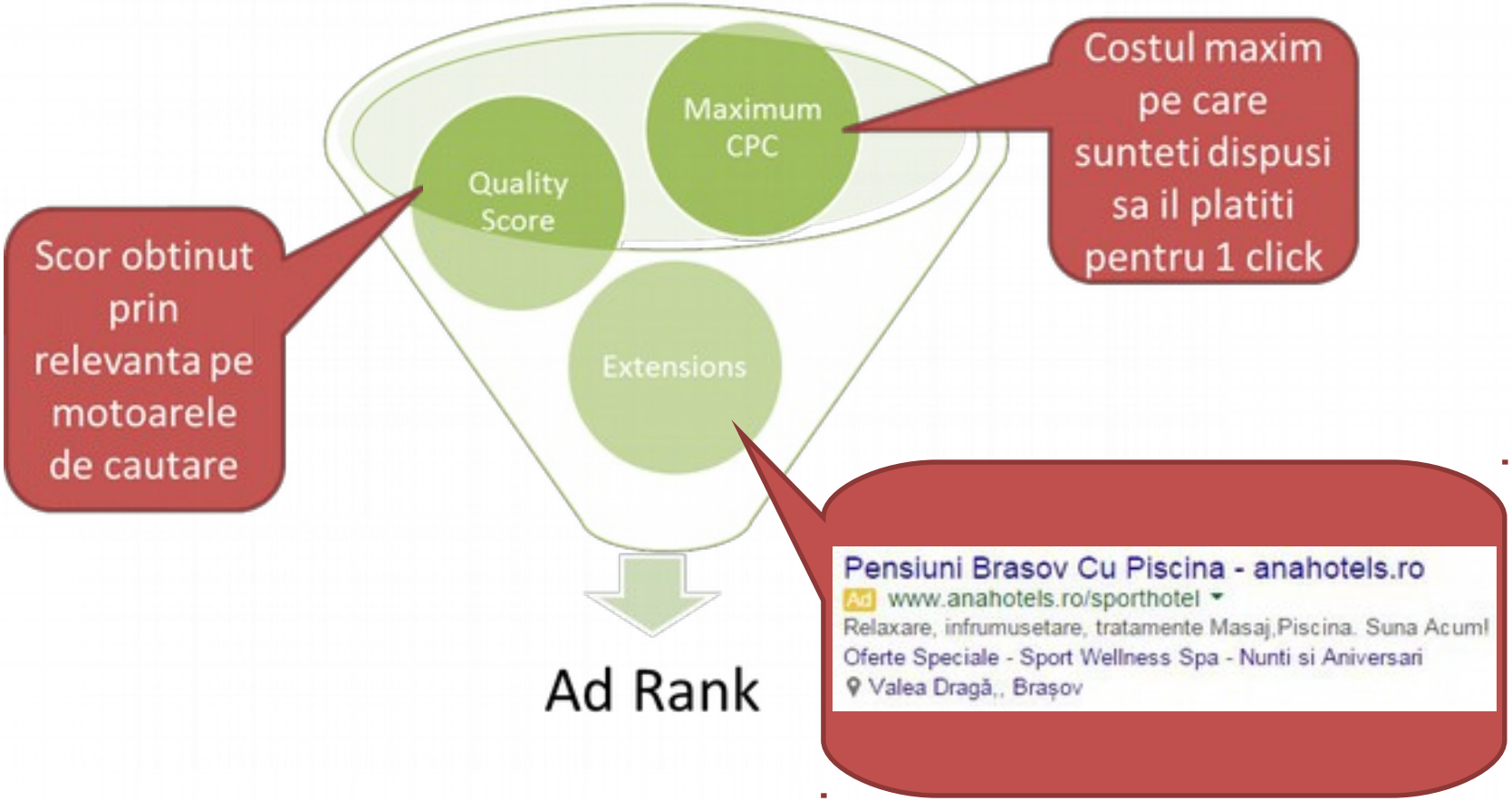
wallpaper4u.org

Cum Functioneaza?

AdRank Mare



AdRank Scazut

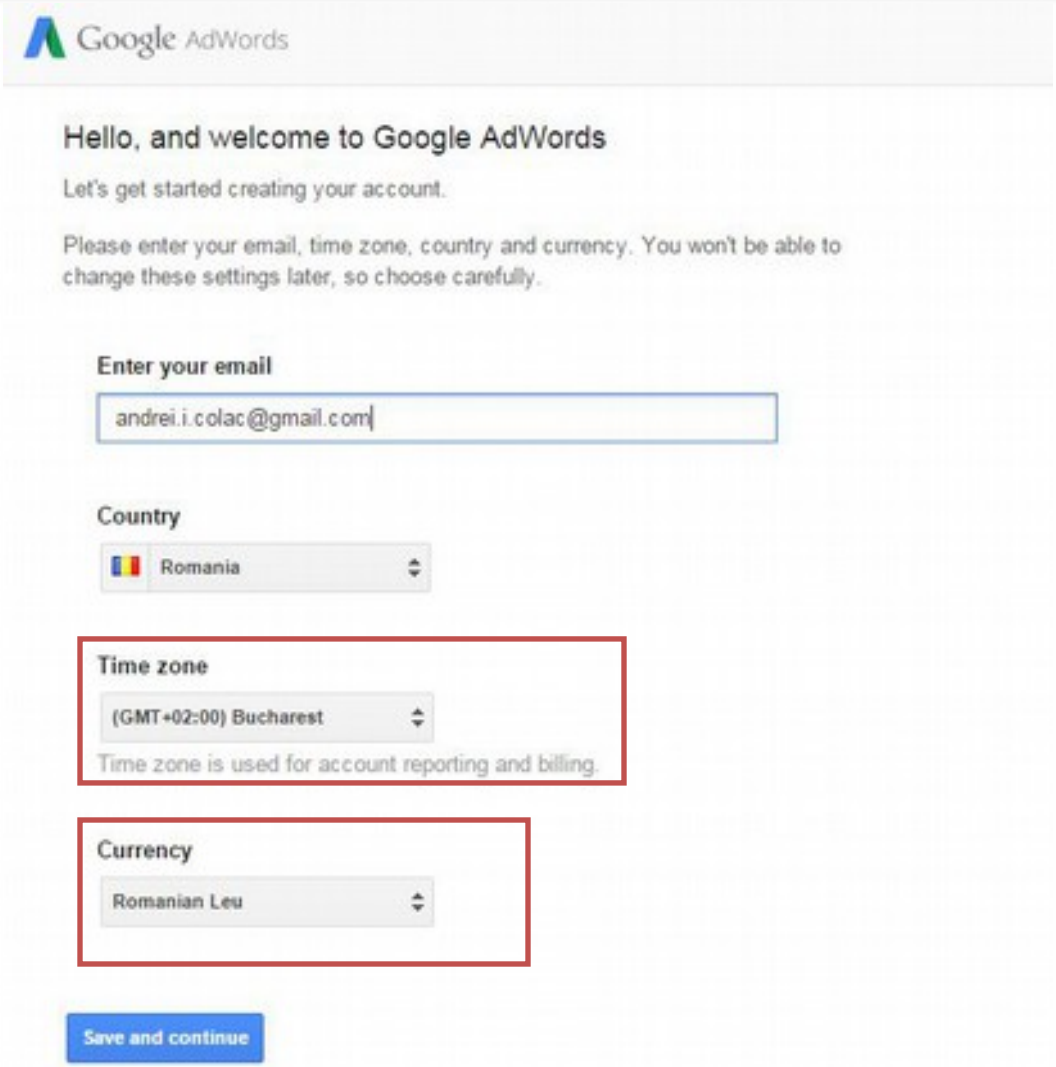

Maximum CPC
Quality Score
Extensions
Costul maxim pe care sunteti dispusi sa il platiti pentru 1 click
Scor obtinut prin relevanta pe motoarele de cautare
Ad Rank
Pensiuni Brasov Cu Piscina - anahotels.ro
Ad www.anahotels.ro/sporthotel
Relaxare, infrumusetare, tratamente Masaj,Piscina. Suna Acum!
Oferte Speciale - Sport Wellness Spa - Nunti si Aniversari
Valea Dragă,, Brașov

Cum construiesc o campanie ?

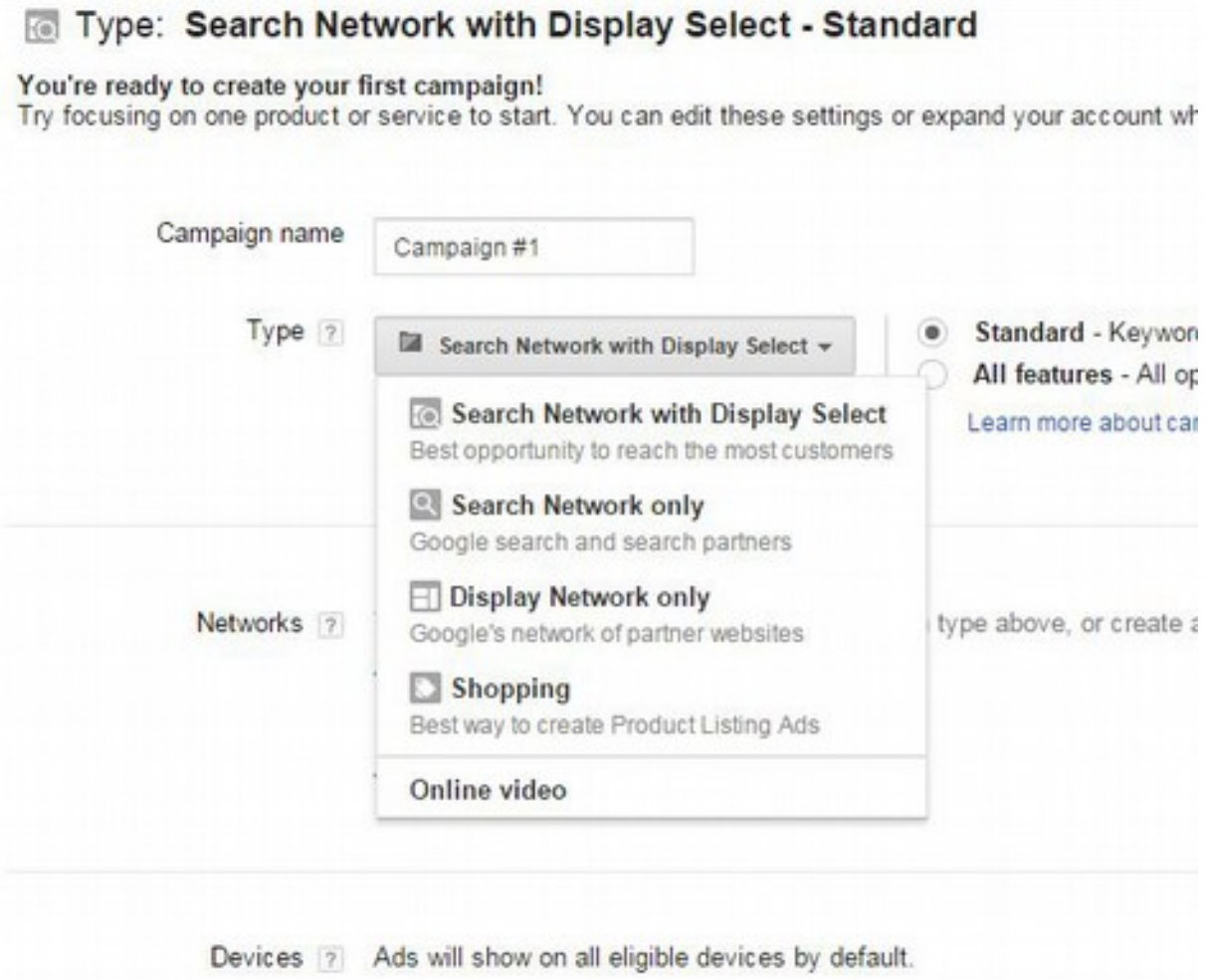
Planificarea Campaniei :

- Care este publicul tinta?
- Ce cauta?
- Ce informatii vrei sa stie?
- La ce intrebari le puteti raspunde?
- La ce probleme aveti raspunsurile ?

Crearea Contului:



Tipuri de conturi :



Campaign name: Campaign #1

Type: Search Network only

- Standard - Keyword-targeted text ads showing on Google search results
- All features - All the features and options available for the Search Network

- Mobile app installs - Ads encouraging people to download your app
- Mobile app engagement - Ads that encourage actions within your app
- Dynamic Search Ads - Ads targeted based on your website content
- Call-only - Ads that encourage people to call your business

Learn more about campaign types

Campaign name:

Type: Display Network only

- All features - All the features and options available for the Display Network

- Remarketing - Ads targeting people who have previously visited your website
- Engagement - Rich media interactive ads optimized for user engagement
- Mobile app installs - Ads encouraging people to download your app
- Mobile app engagement - Ads that encourage actions within your app
- Ads in mobile apps - Ads for your website that show exclusively on mobile apps

Learn more about campaign types

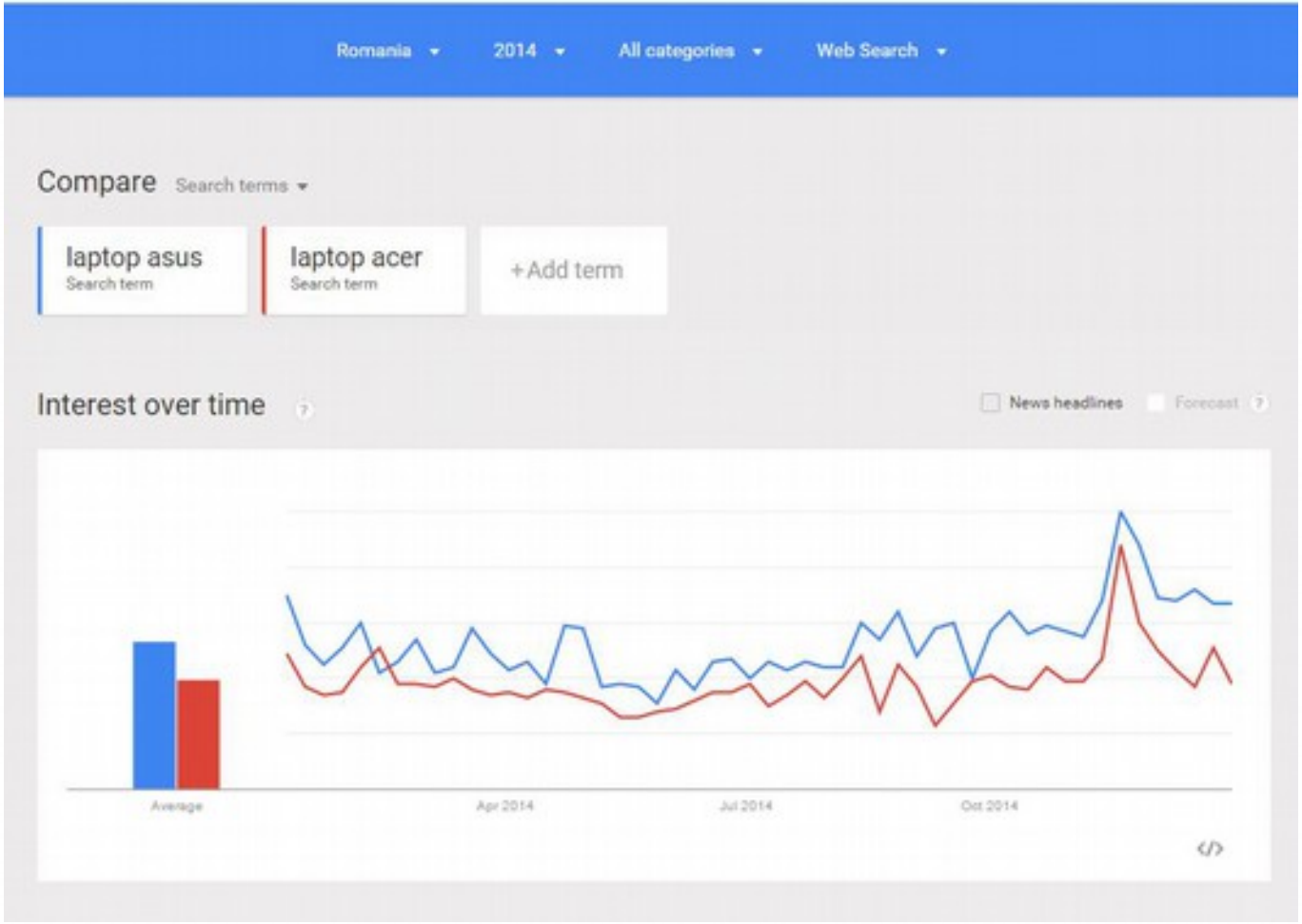
Setari Campanie :

- Tara de targetare: Romania
- Setari Limba: Romanian, Hungarian, English
- Bidding: Manual CPC, Cost Per Conversion
- Schedule: Setati Intervalul Orar Dorit
- Livrarea Anunturilor: Optimizare pentru click-uri/ conversii, Roratii Egale, Rotatii Infinite

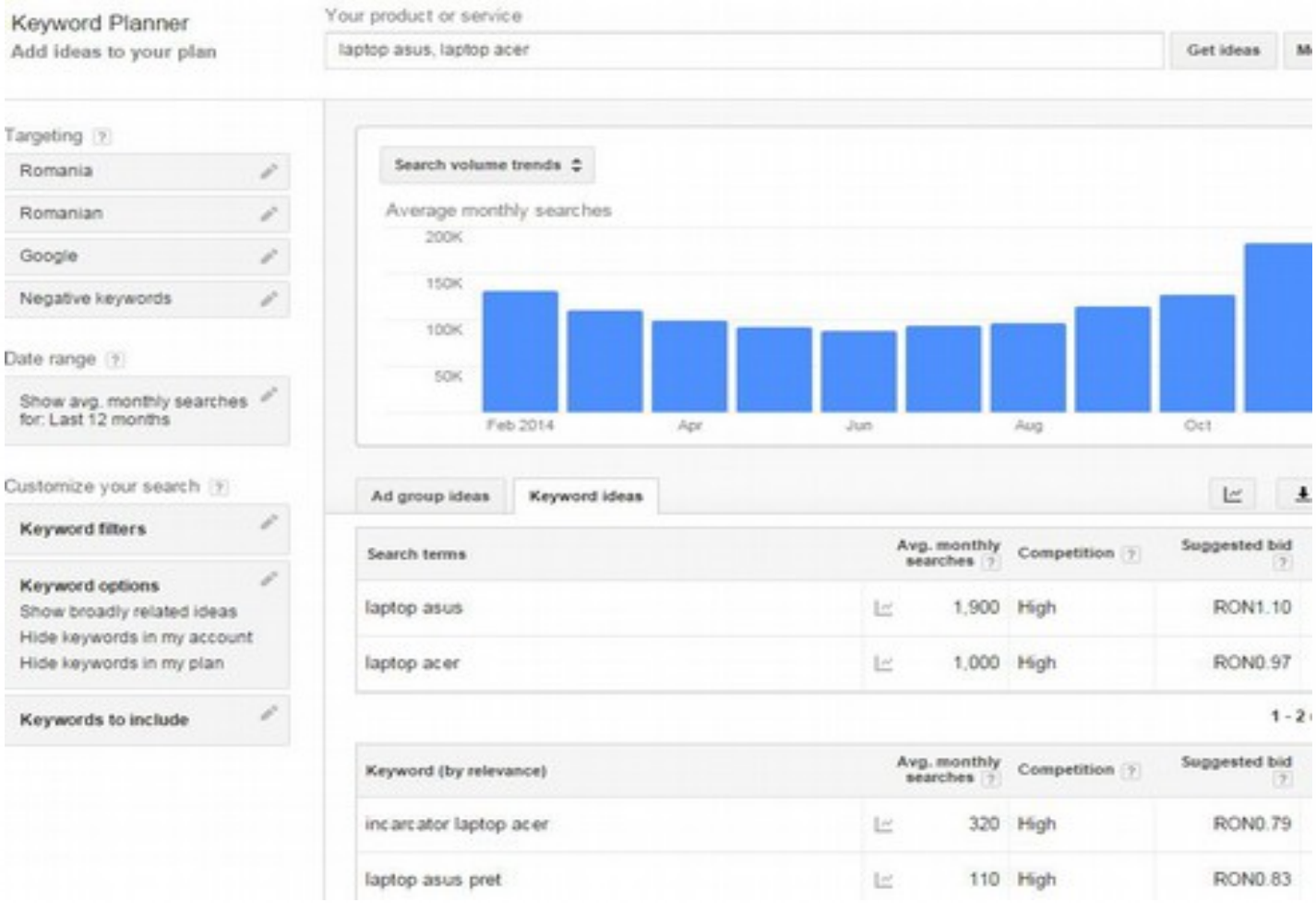
Cum gasiti cuvinte cheie pentru campania dumneavoastra?

Cautati un cuvant cheie pe www.google.ro si NU apasati Enter

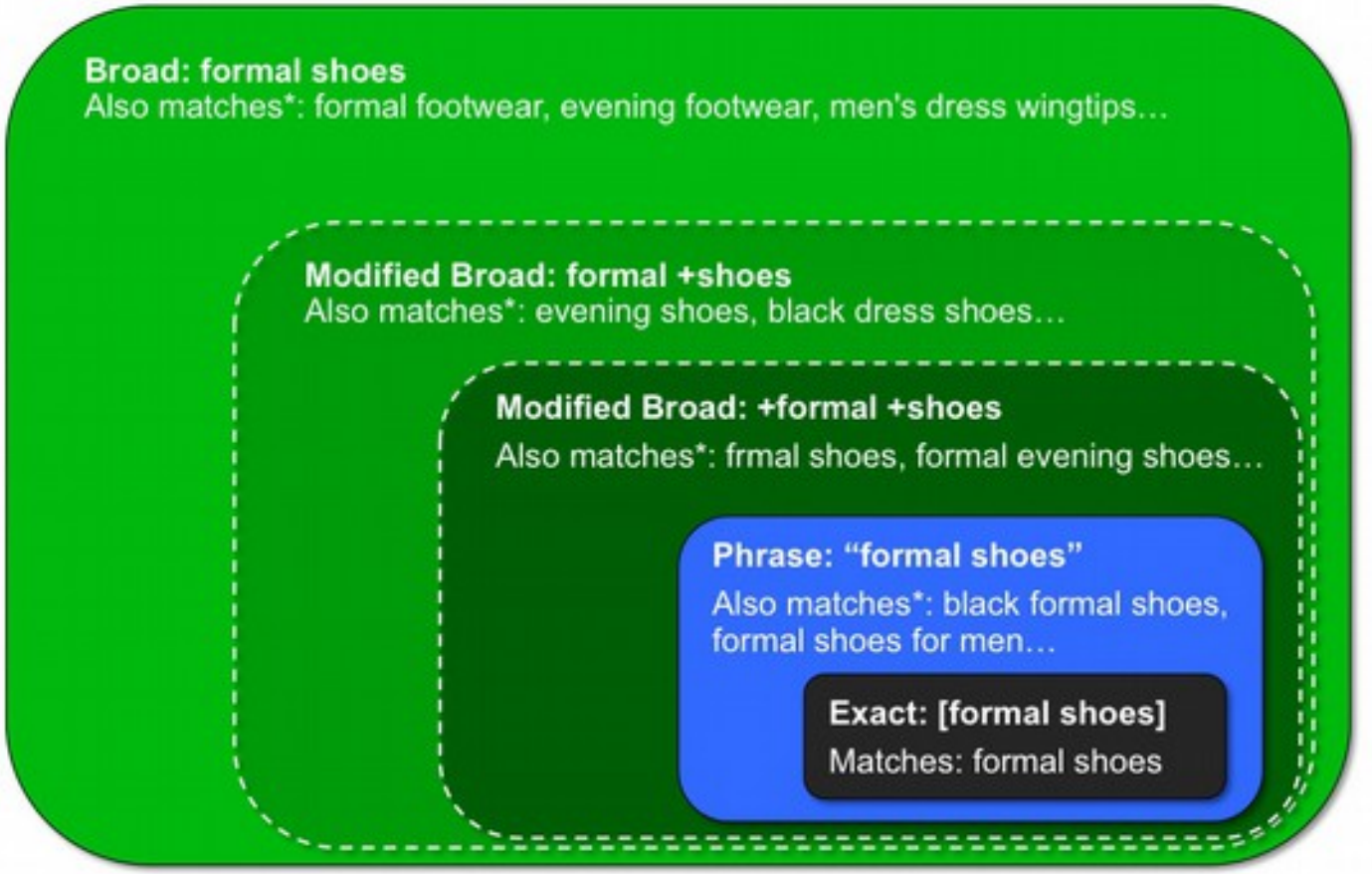
Google Trends: http://www.google.com/trends/explore



Keyword Plannner:



Tipui de cuvinte cheie:

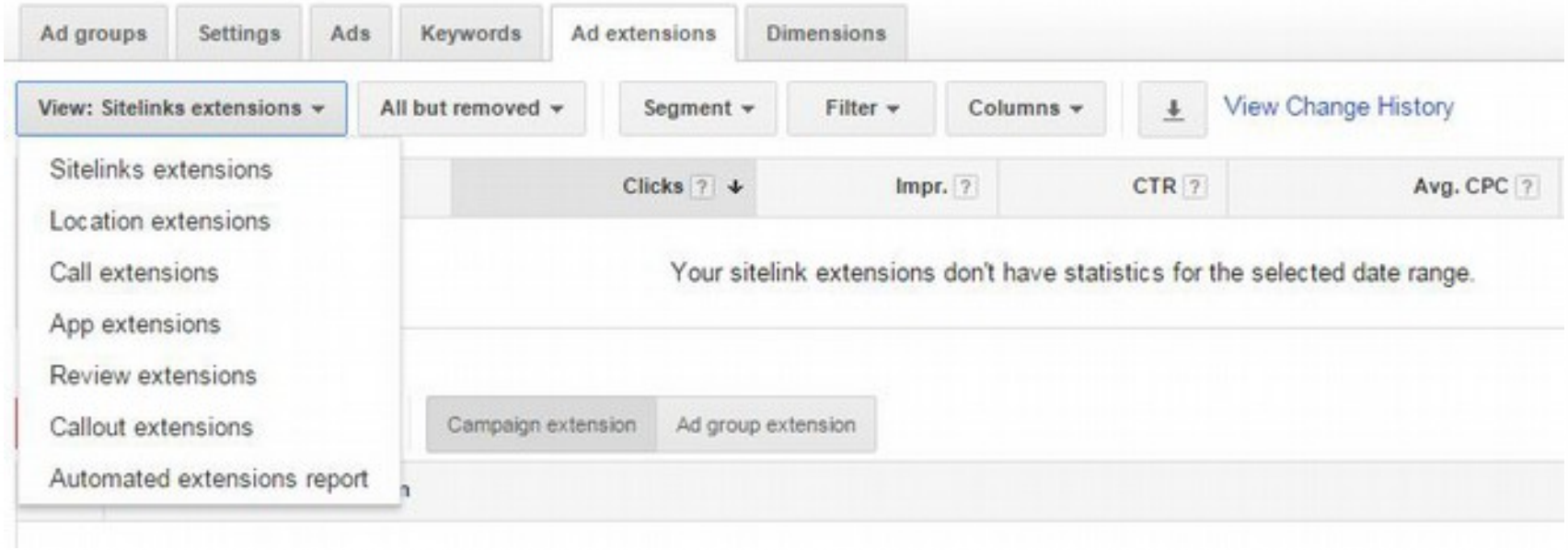


*In each ring, the keyword shown also matches the searches inside the smaller rings. Illustrative – figure not drawn to scale.

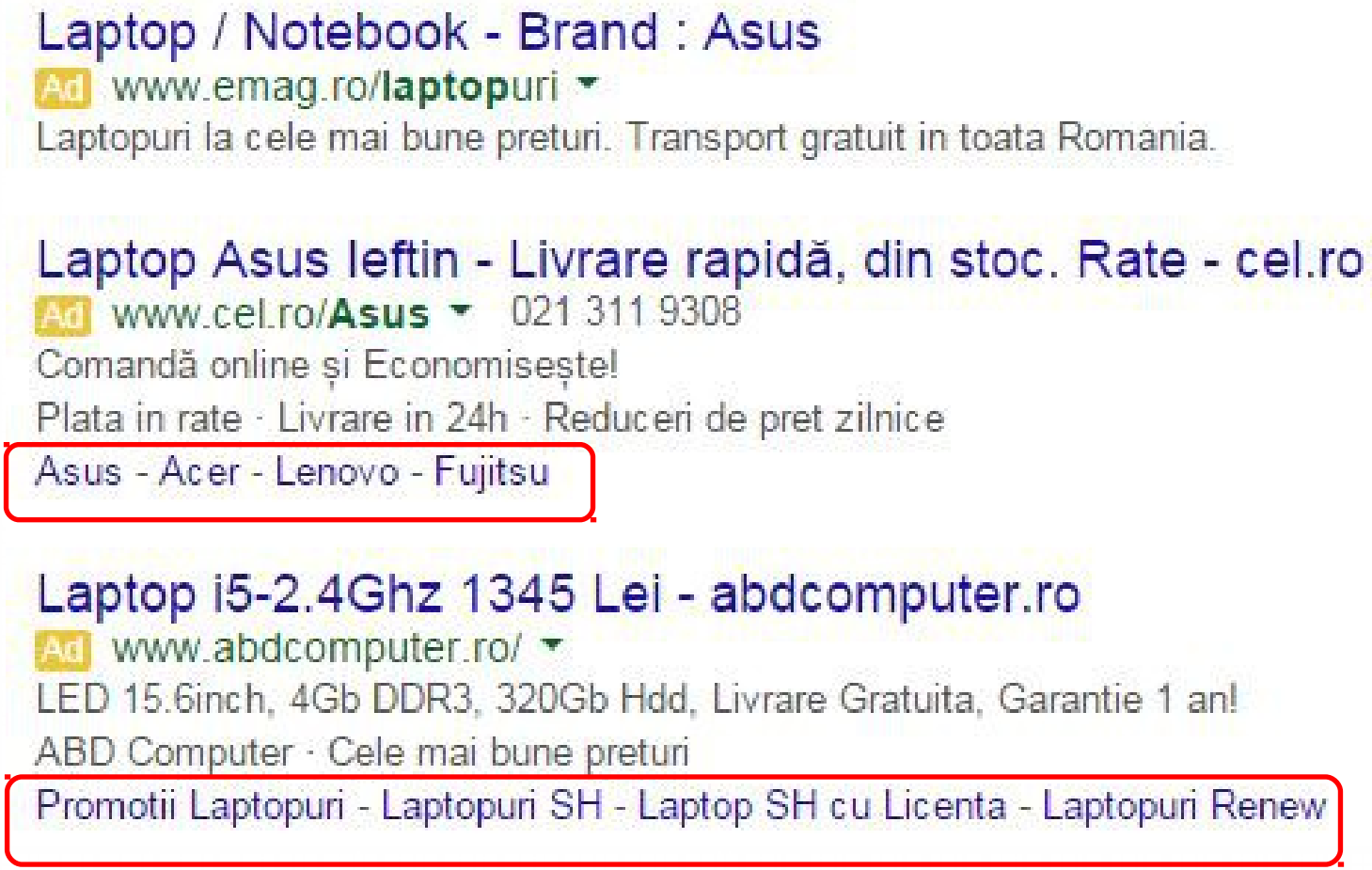
Scrierea Anunturilor :

- Folositi Keyword-urile din AdGroup in Textul Ad-ului
- Folositi Call-To-Action: “Cumpara Acum!”, “Suna Acum!”, “Intra Aici!”
- Promovati avantajele pe care le aveti peste competitorii directi
- Creati o stare de urgenta: “Oferta Limitata”, “Stoc Limitat” etc
- Setati extensii

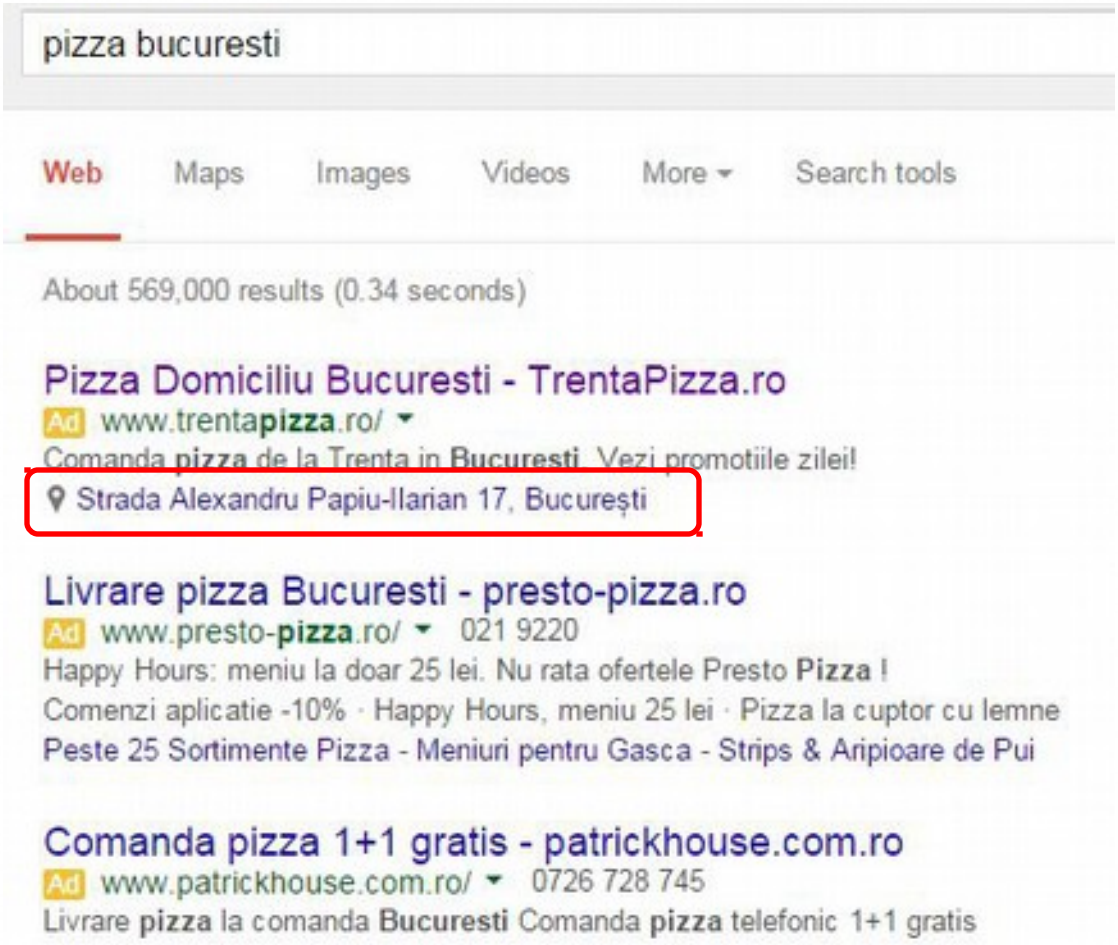
Extensii Google AdWords



Sitelinks

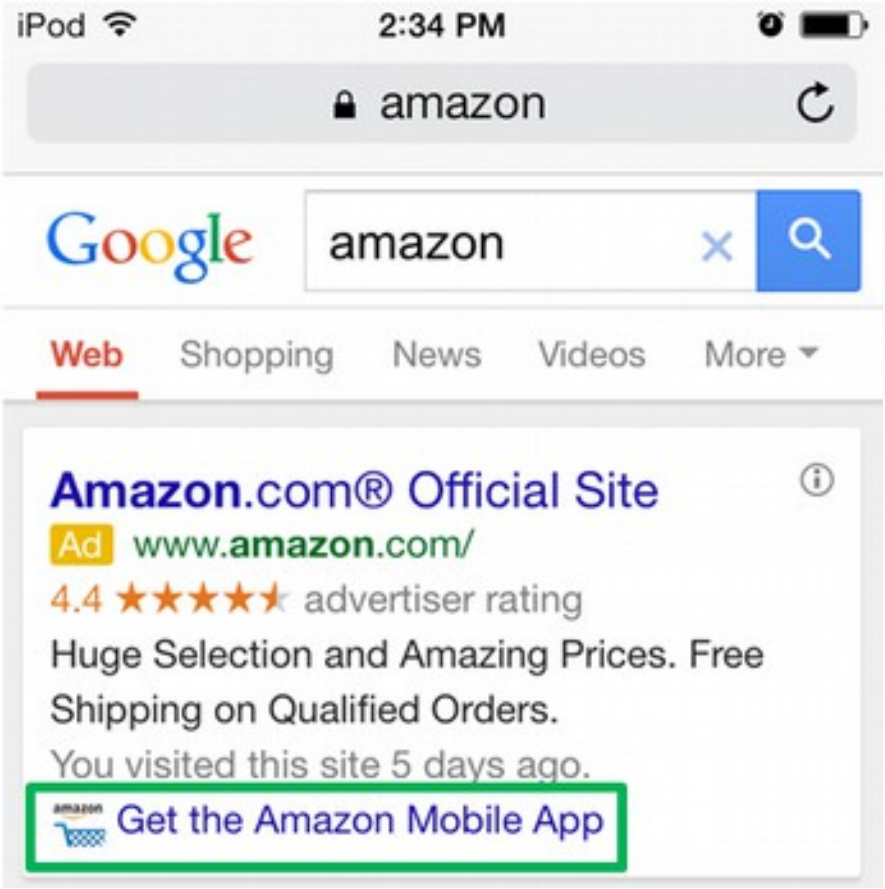

Laptop / Notebook - Brand : Asus
Ad www.emag.ro/laptopuri
Laptopuri la cele mai bune preturi. Transport gratuit in toata Romania.
Laptop Asus Ieftin - Livrare rapidă, din stoc. Rate - cel.ro
Ad www.cel.ro/Asus 021 311 9308
Comandă online și Economisește!
Plata in rate · Livrare in 24h · Reduceri de pret zilnice
Asus - Acer - Lenovo - Fujitsu
Laptop i5-2.4Ghz 1345 Lei - abdcomputer.ro
Ad www.abdcomputer.ro/
LED 15.6inch, 4Gb DDR3, 320Gb Hdd, Livrare Gratuita, Garantie 1 an!
ABD Computer · Cele mai bune preturi
Promotii Laptopuri - Laptopuri SH - Laptop SH cu Licenta - Laptopuri Renew

Location Extension



Call Extension

App Extension



Callout Extension

Cum stiu ca functioneaza ?

Indici de masurare a performantei :

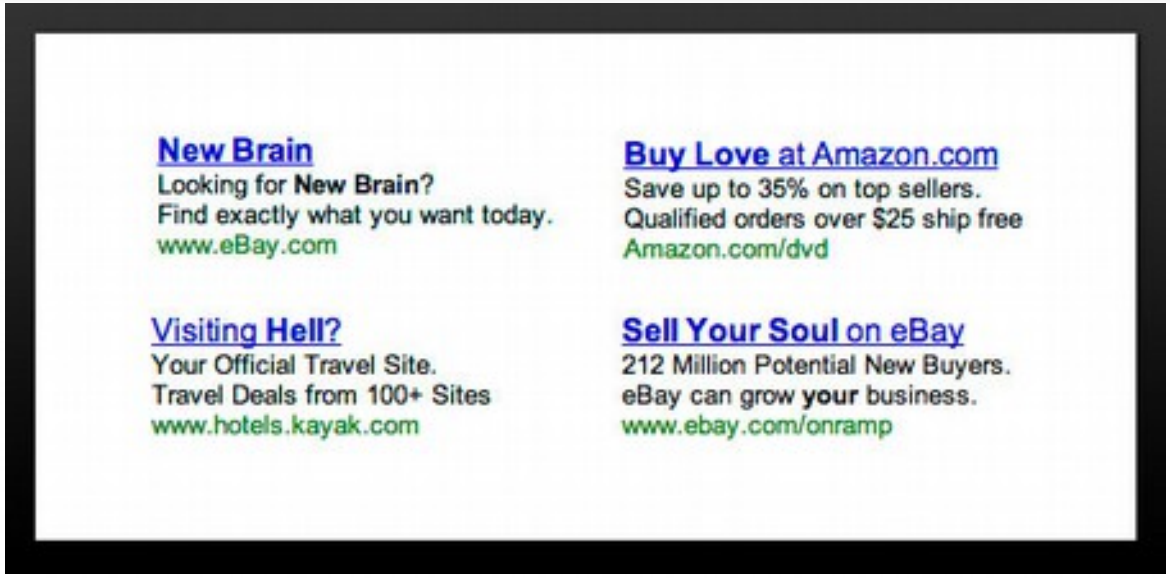
1.Quality Score

2.Click Through Rate

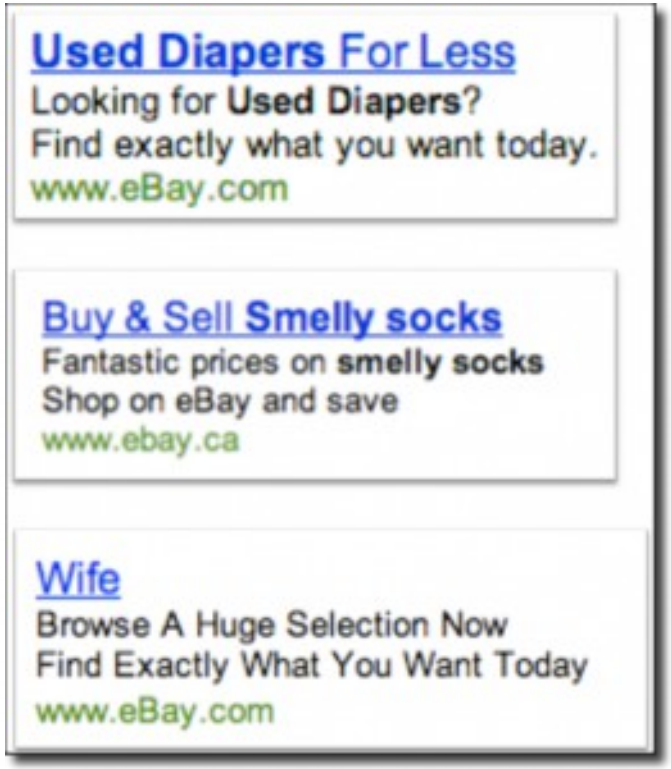
3.Conversions

Fiti creativi cu reclamele voastre!

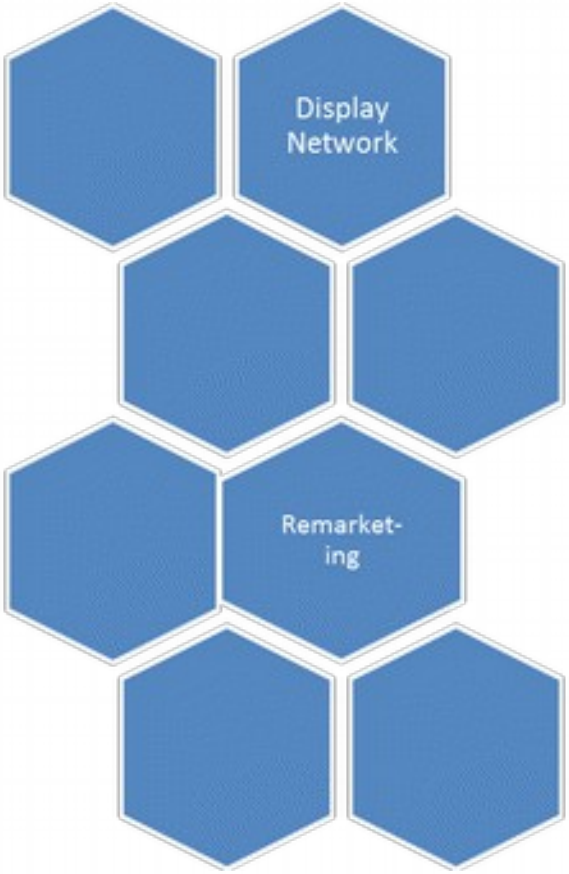
… dar nu prea creativi

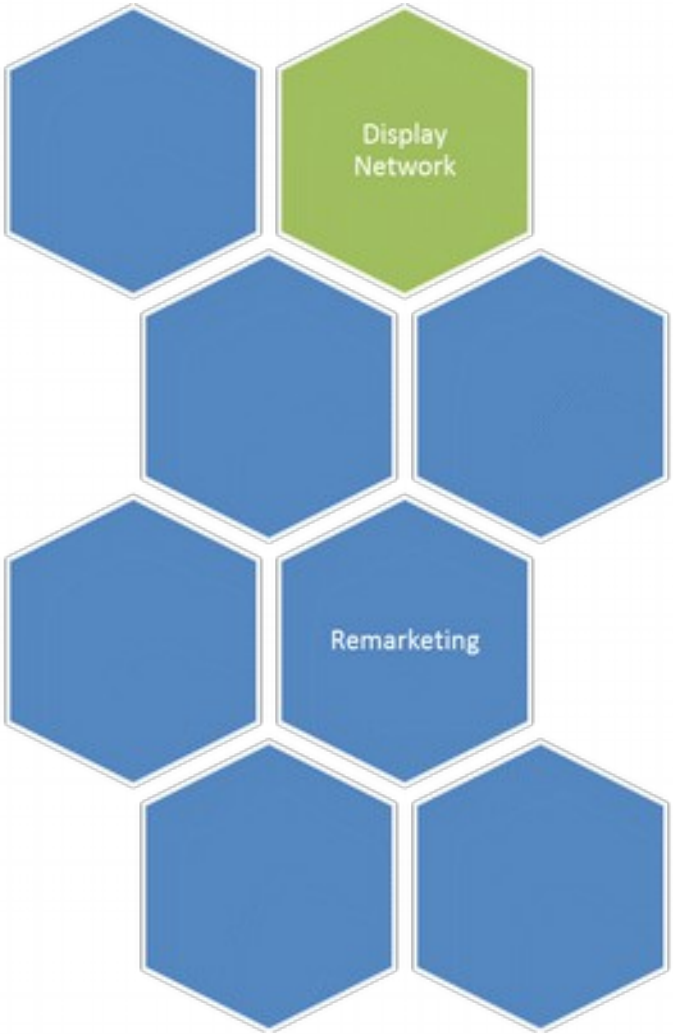

New Brain
Looking for New Brain?
Find exactly what you want today.
www.eBay.com
Buy Love at Amazon.com
Save up to 35% on top sellers.
Qualified orders over $25 ship free
Amazon.com/dvd
Visiting Hell?
Your Official Travel Site.
Travel Deals from 100+ Sites
www.hotels.kayak.com
Sell Your Soul on eBay
212 Million Potential New Buyers.
eBay can grow your business.
www.ebay.com/onramp

Google
Web Images Groups News more »
African slaves
Search
Advanced Preferenc
Search: the web pages from the UK
Web
Resu
African Slaves For Sale
ebay.co.uk Low Priced African Slaves Big Selection! (aff)
Africans in America | Part 1 | Narrative | The African Slave Trade ...
... to West African ones. On the "middle" leg, ship captains such as John Newton (who later became a foe of slavery), loaded their then-empty holds with slaves and ...
www.pbs.org/wgbh/aia/part1/1narr4.html - 16k - Cached - Similar pages


Used Diapers For Less
Looking for Used Diapers?
Find exactly what you want today.
www.eBay.com
Buy & Sell Smelly socks
Fantastic prices on smelly socks
Shop on eBay and save
www.ebay.ca
Wife
Browse A Huge Selection Now
Find Exactly What You Want Today
www.eBay.com

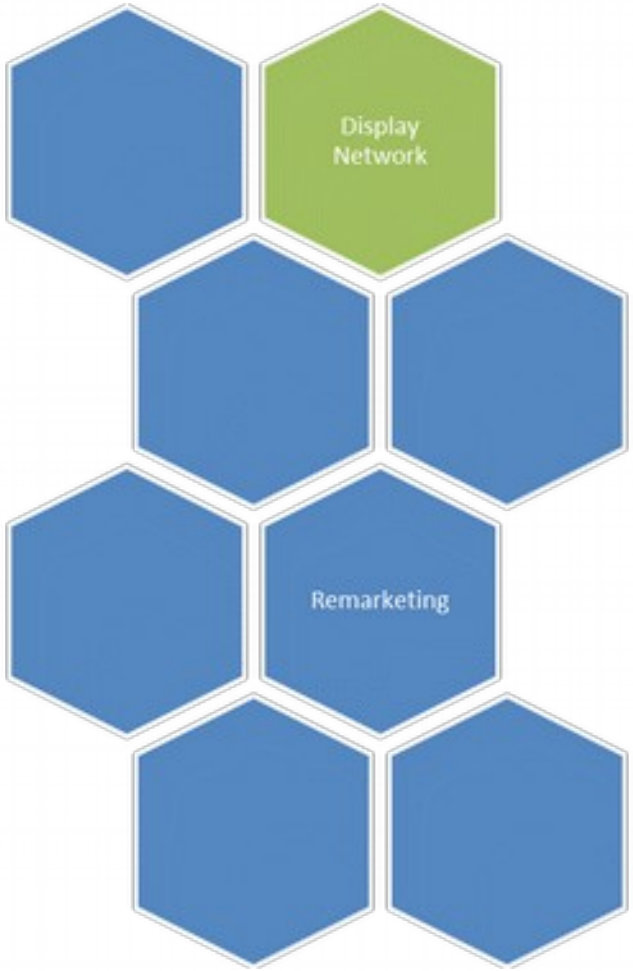
Ce alte instrumente de promovare mai ofera AdWords ?


Display
Network
Remarket-
ing



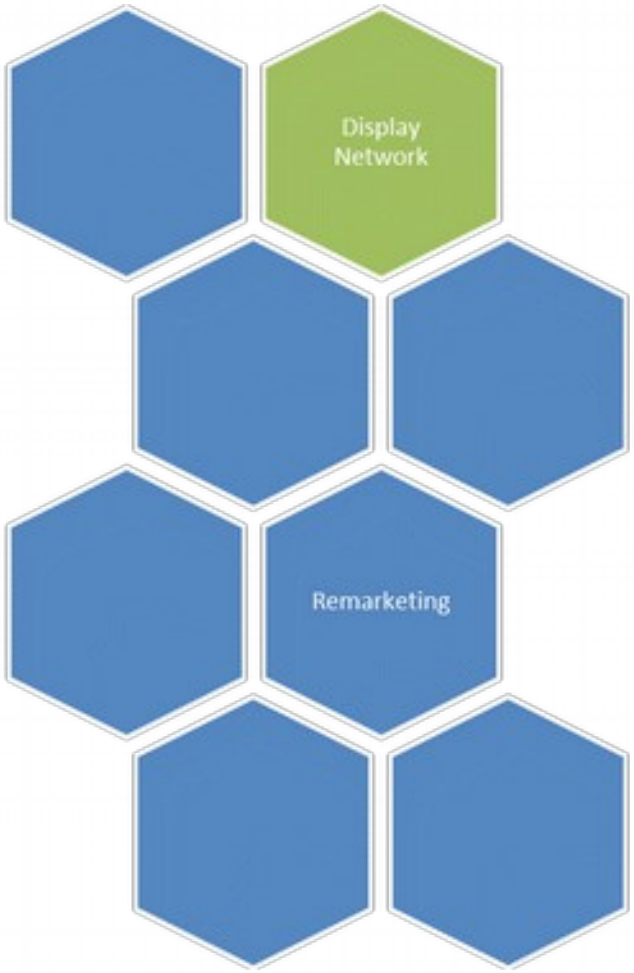
Ce Inseamna **Google Display Network** ?

Google Display Network reprezinta un grup de peste 1.000.000 de site-uri, care au optat pentru a avea reclame Google in schimbul unor venituri.



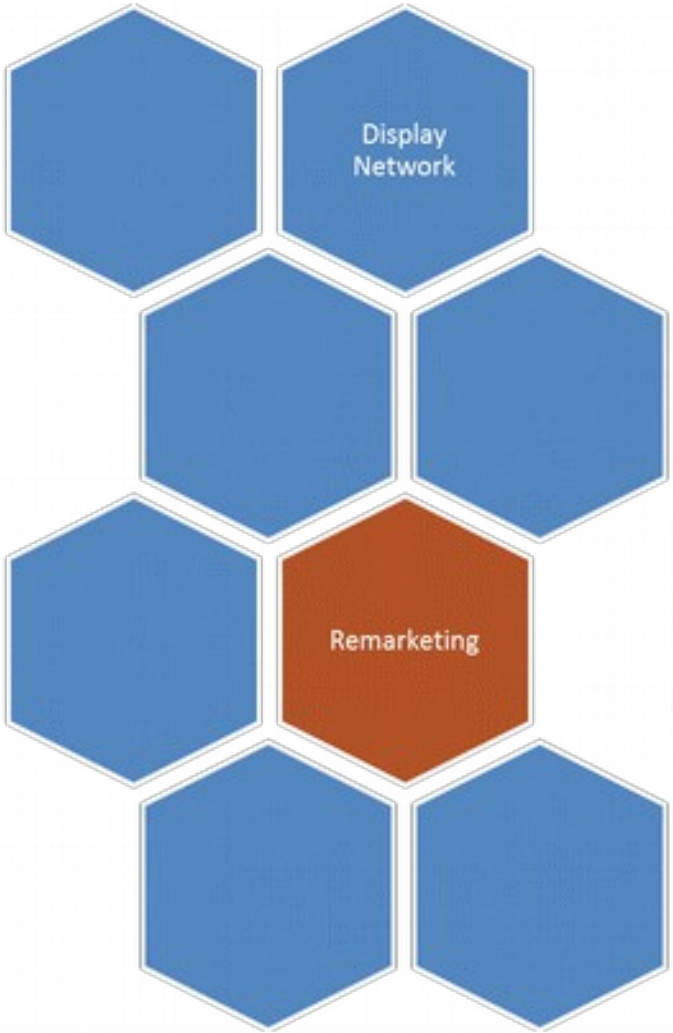
Cum Functioneaza ?

In loc sa targetam dupa cuvinte cheie, targetam dupa public si dupa topicul website-ului



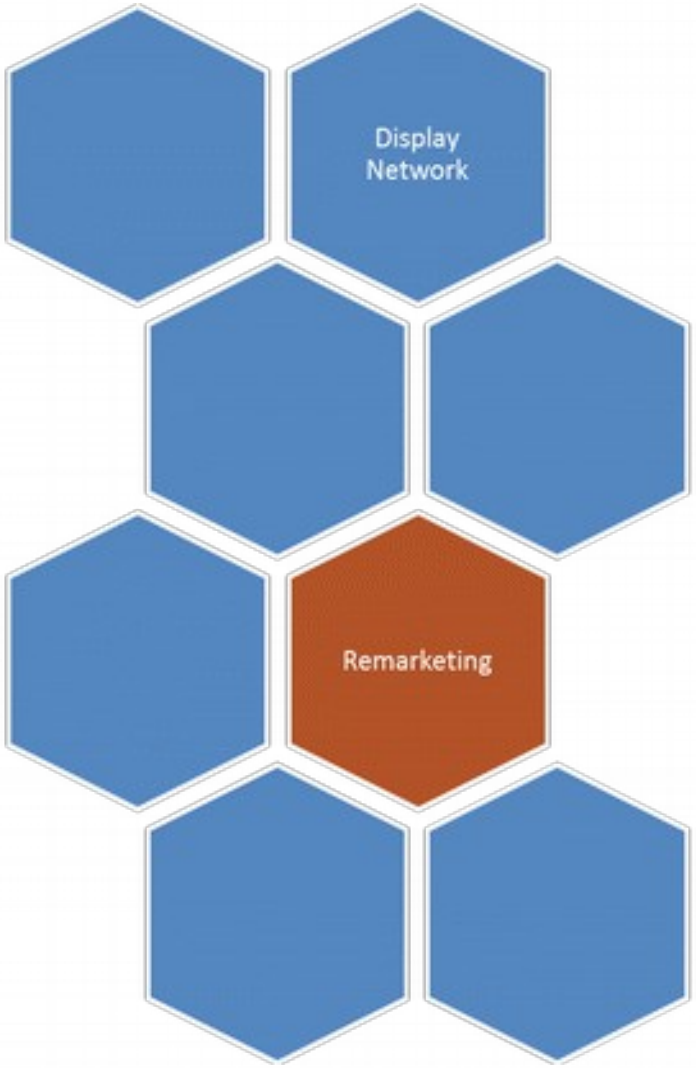
Cum arata anunturile pe reteaua de display ?

Pe langa reclamele text, puteti promova si reclame cu imagine, animatie sau chiar video.



Ce este Remarketing-ul?

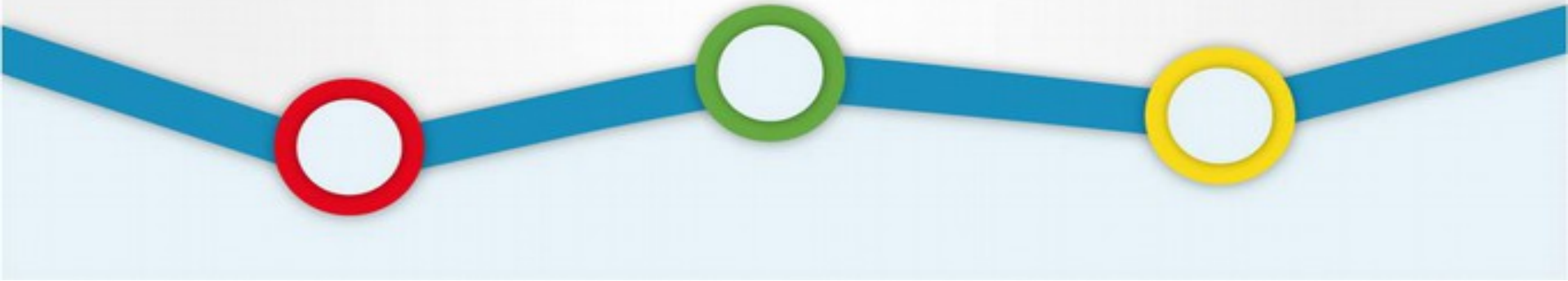
Este o modalitate de a targeta publicul care a fost deja pe site-ul dvs



De ce aveti nevoie pentru a porni o campanie de Remarketing?

- Un Cont AdWords
- Posiblitatea de editare a codului de pe website

Google™ Analytics



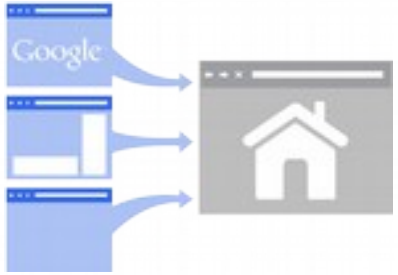
Ce inseamna Google Analytics ?

Google Analytics reprezinta **analiza calitativa** si **cantitativa** a datelor din cadrul businessului vostru, cu scopul de imbunatati in mod continuu **experienta online**, atat a clientilor deja existenti, cat si a potentialilor clienti, pentru a va servi scopurile, atat in **online** cat si in **offline**.

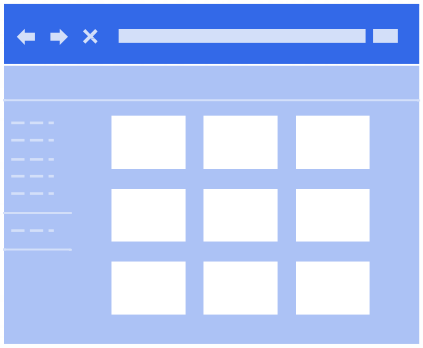
Google Analytics va raspunde la urmatoarele intrebari:

1 Cine ?

2 Cum?

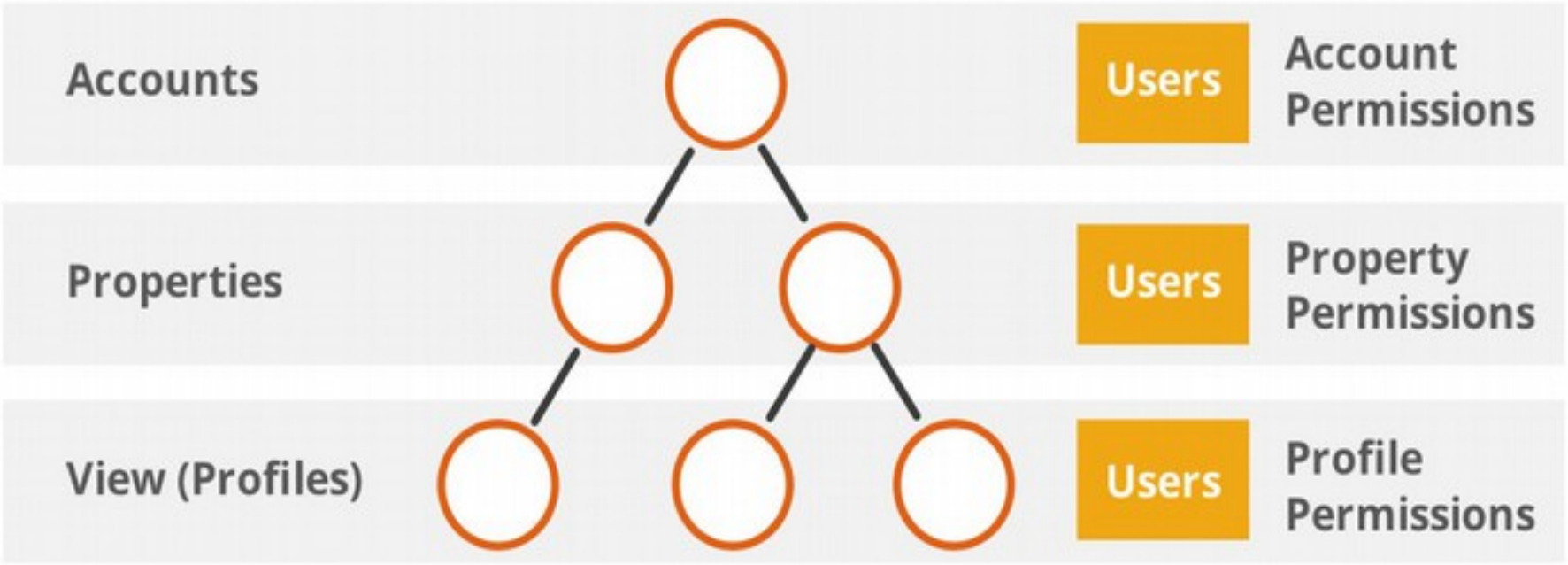


3 Ce tip de actiune ?



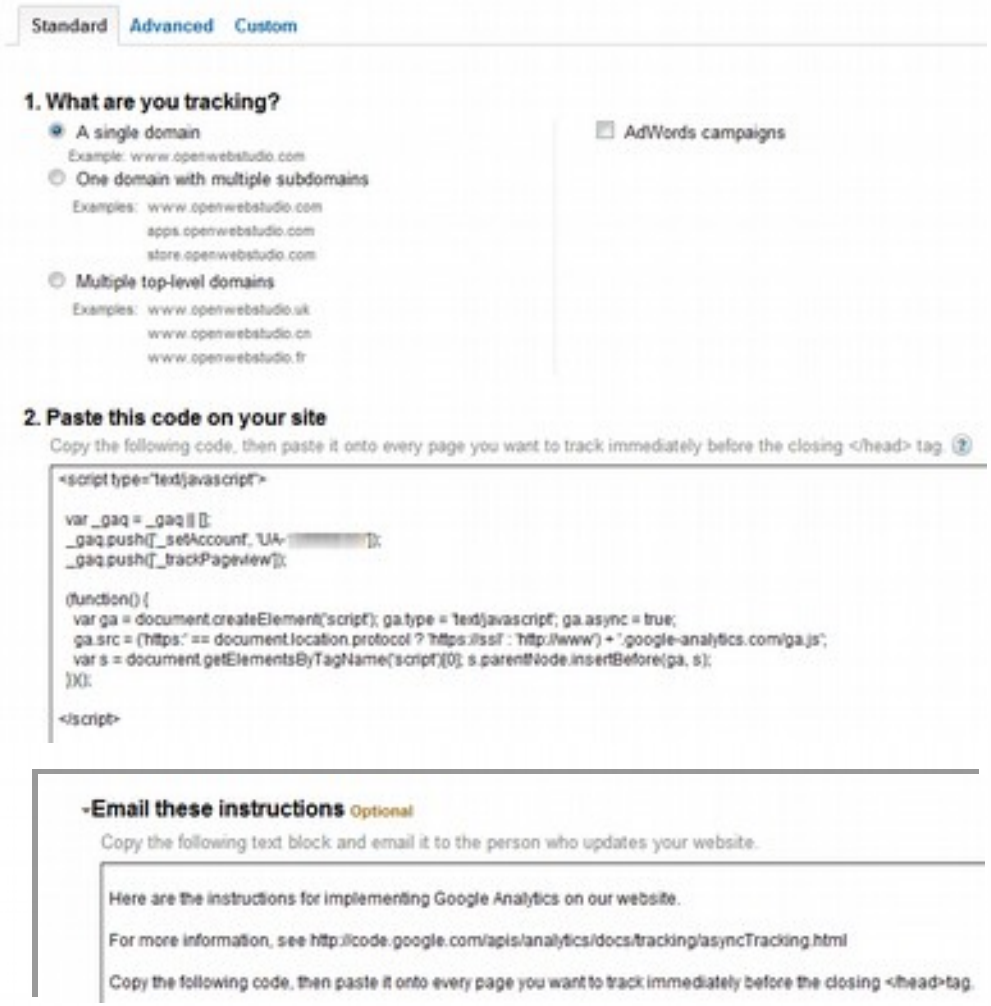
4 Ce valoare a avut ?

Structura contului de Google Analytics



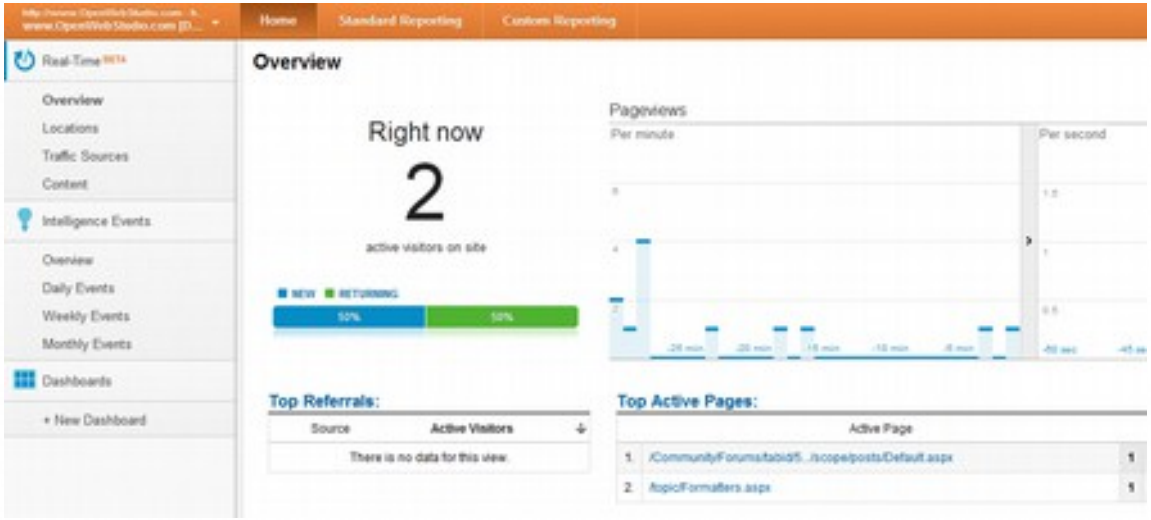
Cum functioneaza

Setarea contului de Google Analytics



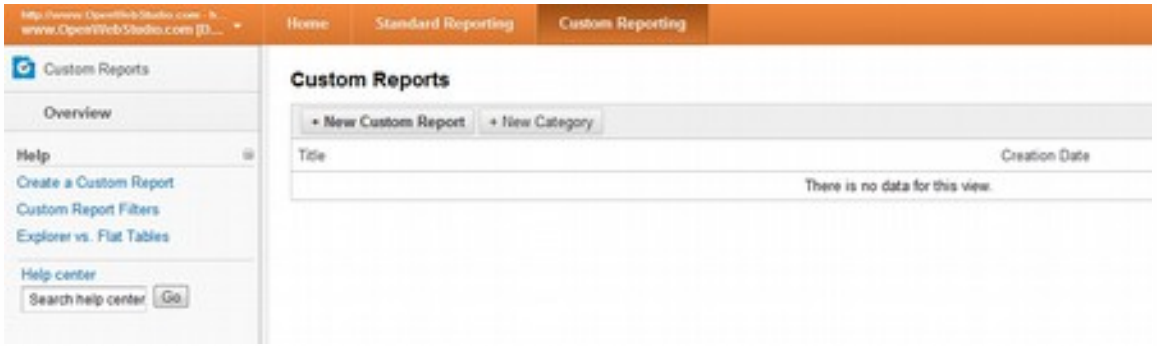
Real Time Tab

Acesta categorie va arata atat ce se intampla in timp real, cat si evenimentele din spatele actiunilor



Custom Reports

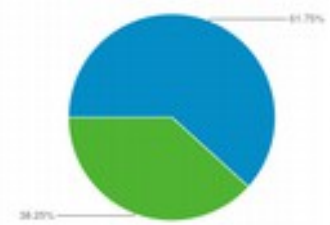
Aici putem define rapoarte customizate , adaptate business-ului nostru



Audience Report

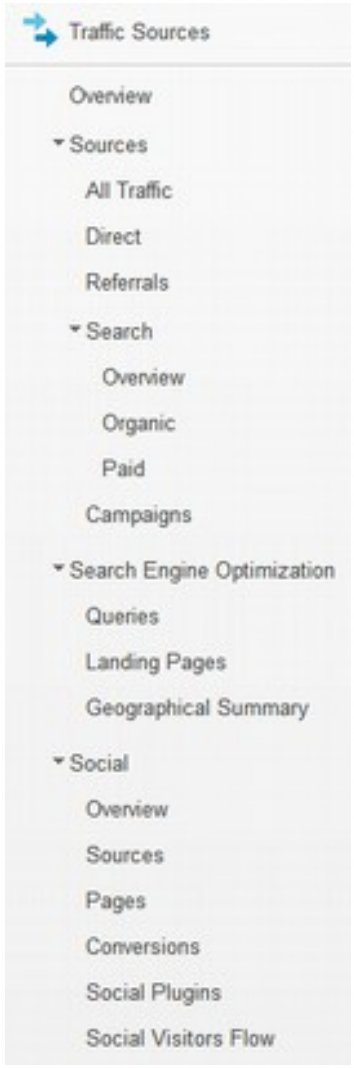
Acest tip de raport va raspunde la intrebarea: *Cum arata vizitatorii site-ului?*

New vs. Returning Visitors

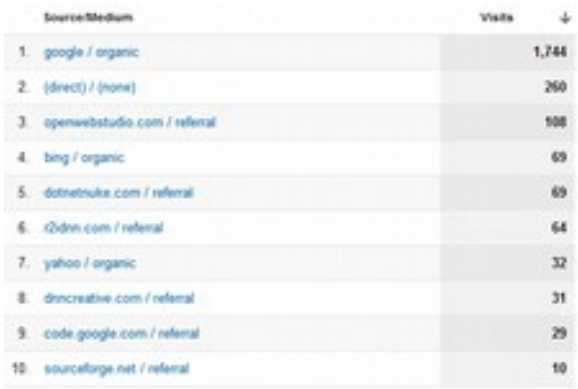


Traffic Sources

Aici putem, in sfarsit,
sa ne dam seama prin ce
canale ajung vizitatorii
pe site-ul nostru



All Traffic Sources

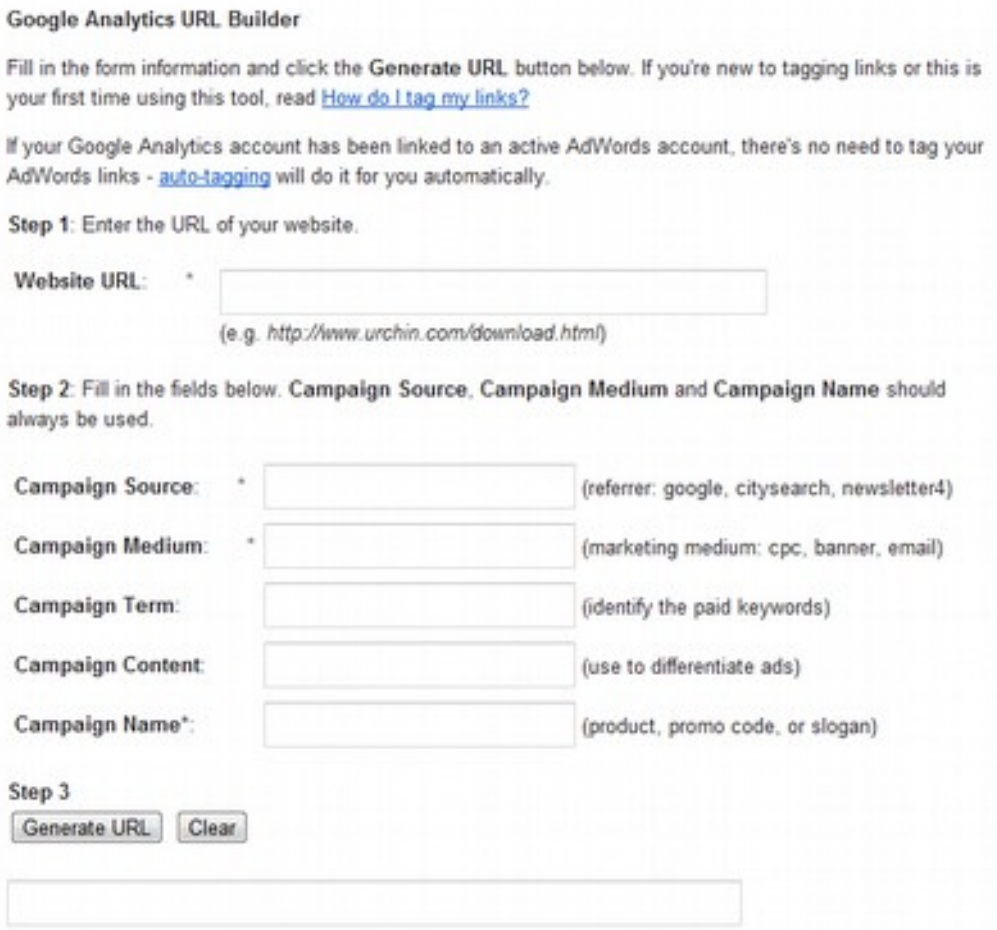


	Source/Medium	Visits
1.	google / organic	1,744
2.	(direct) / (none)	260
3.	openwebstudio.com / referral	108
4.	bing / organic	69
5.	dotnetnuke.com / referral	69
6.	r2dnn.com / referral	64
7.	yahoo / organic	32
8.	dnncreative.com / referral	31
9.	code.google.com / referral	29
10.	sourceforge.net / referral	10

Traffic Sources Overview

Social: Pages

Google Analytics URL Builder



Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read How do I tag my links?

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - auto-tagging will do it for you automatically.

Step 1: Enter the URL of your website.

Website URL: *

(e.g. *http://www.urchin.com/download.html*)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

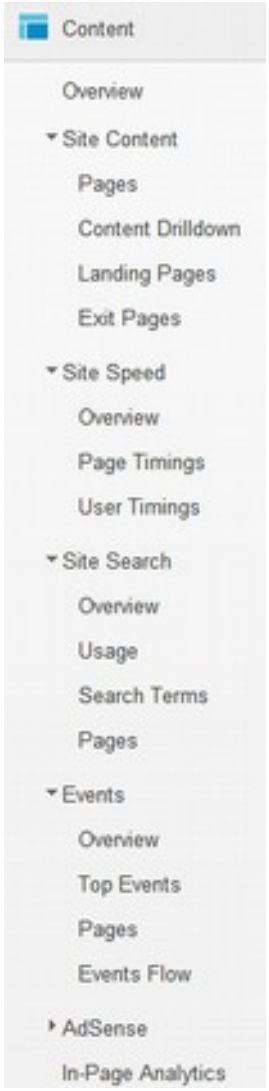
Campaign Source:	*	(referrer: google, citysearch, newsletter4)
Campaign Medium:	*	(marketing medium: cpc, banner, email)
Campaign Term:		(identify the paid keywords)
Campaign Content:		(use to differentiate ads)
Campaign Name*:		(product, promo code, or slogan)

Step 3

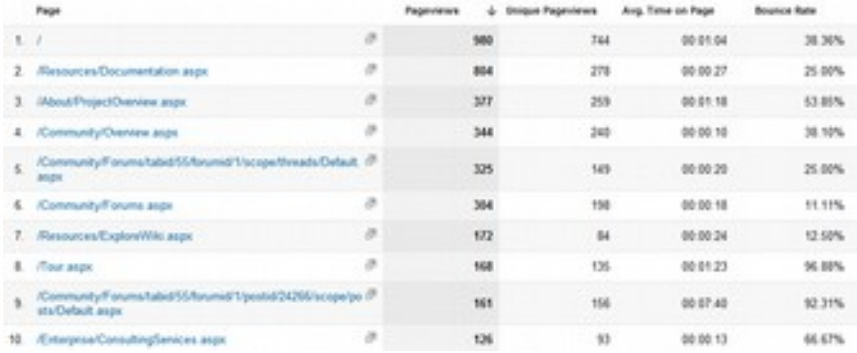
Generate URL Clear

Content Reports

Intelegeti mai bine cu ce sectiune din site-ul vostru interactioneaza cel mai bine utilizatorii.



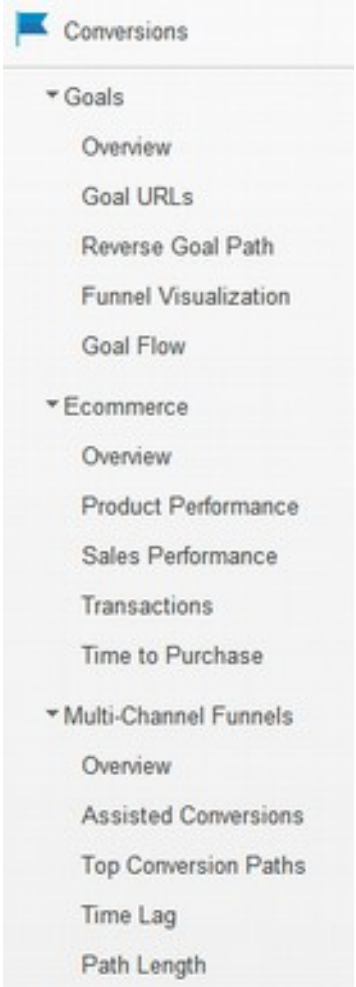
Pages Report



Navigation Summary

Conversion Reports (Raportarea Conversiilor)

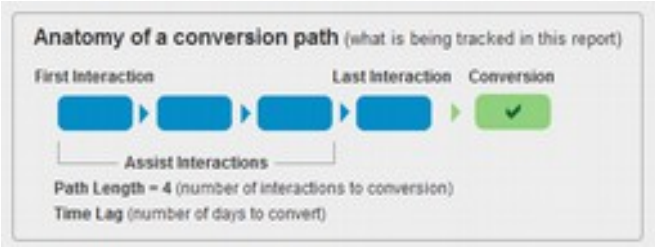
In aceasta sectiune, vedem daca utilizatorii de pe site indeplinesc actiunile pe care noi ni le dorim



Goal Set Up

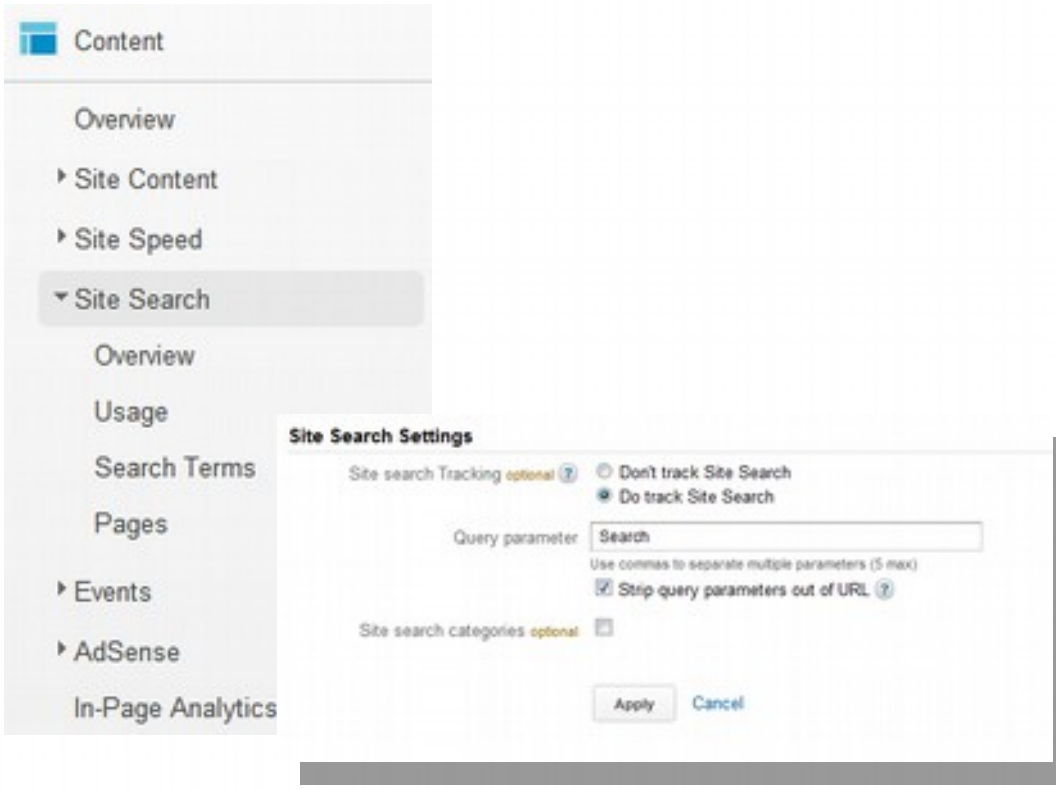
Multi Channel Funnels

Assisted Conversions

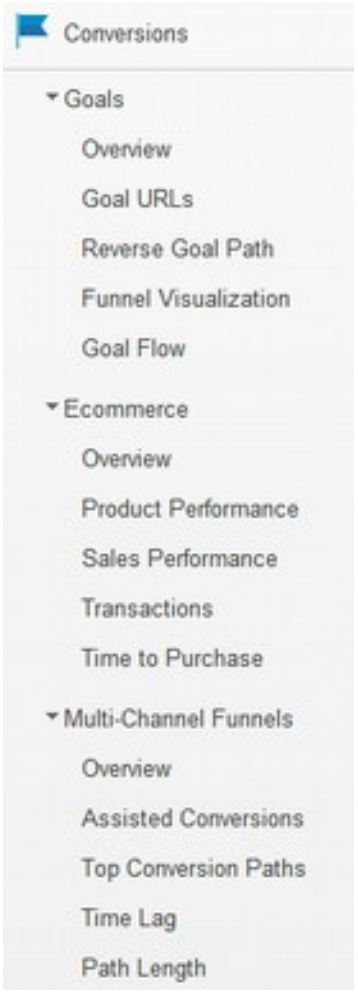


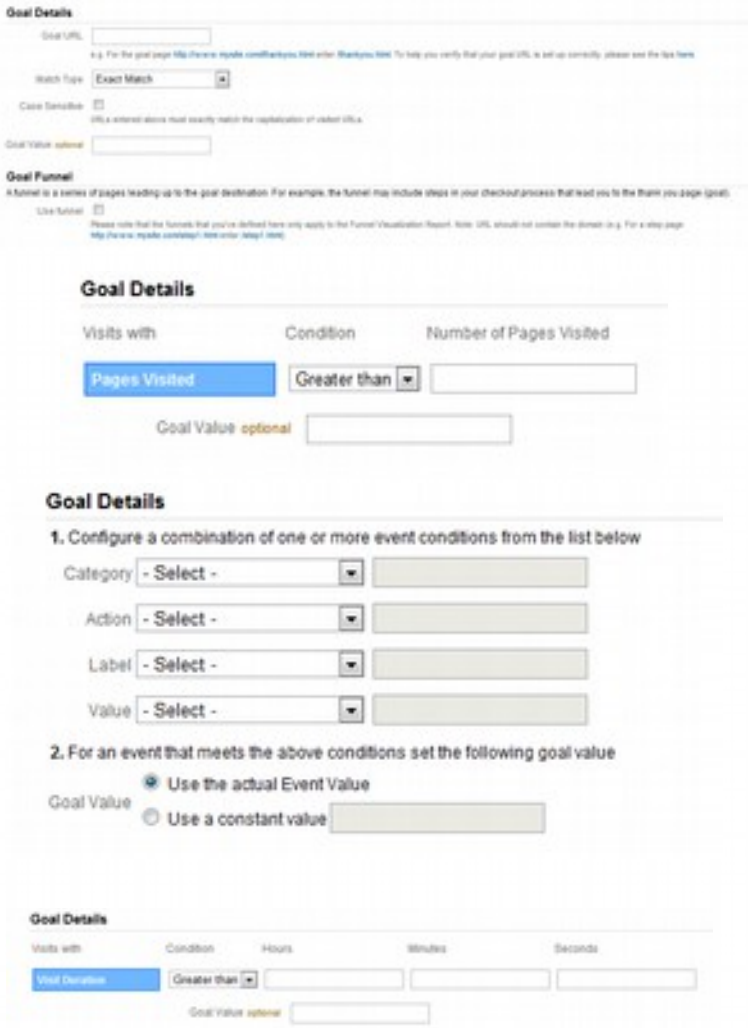
Site Search

Atunci cand utilizatorii folosesc motorul de cautare din cadrul site-ului, ei va spun practic ce anume cauta pe site.
Ascultati-i!



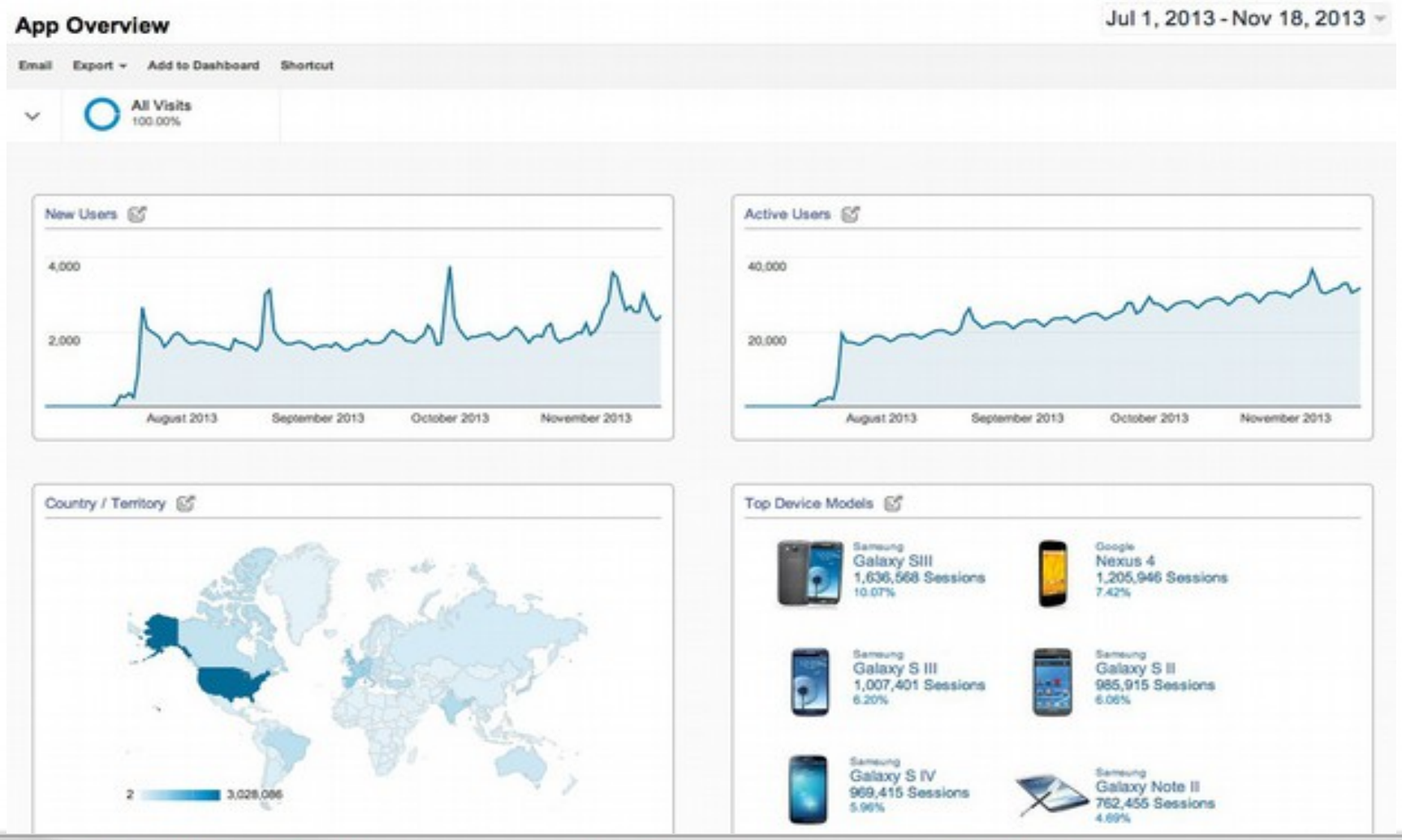
Goals & Funnels



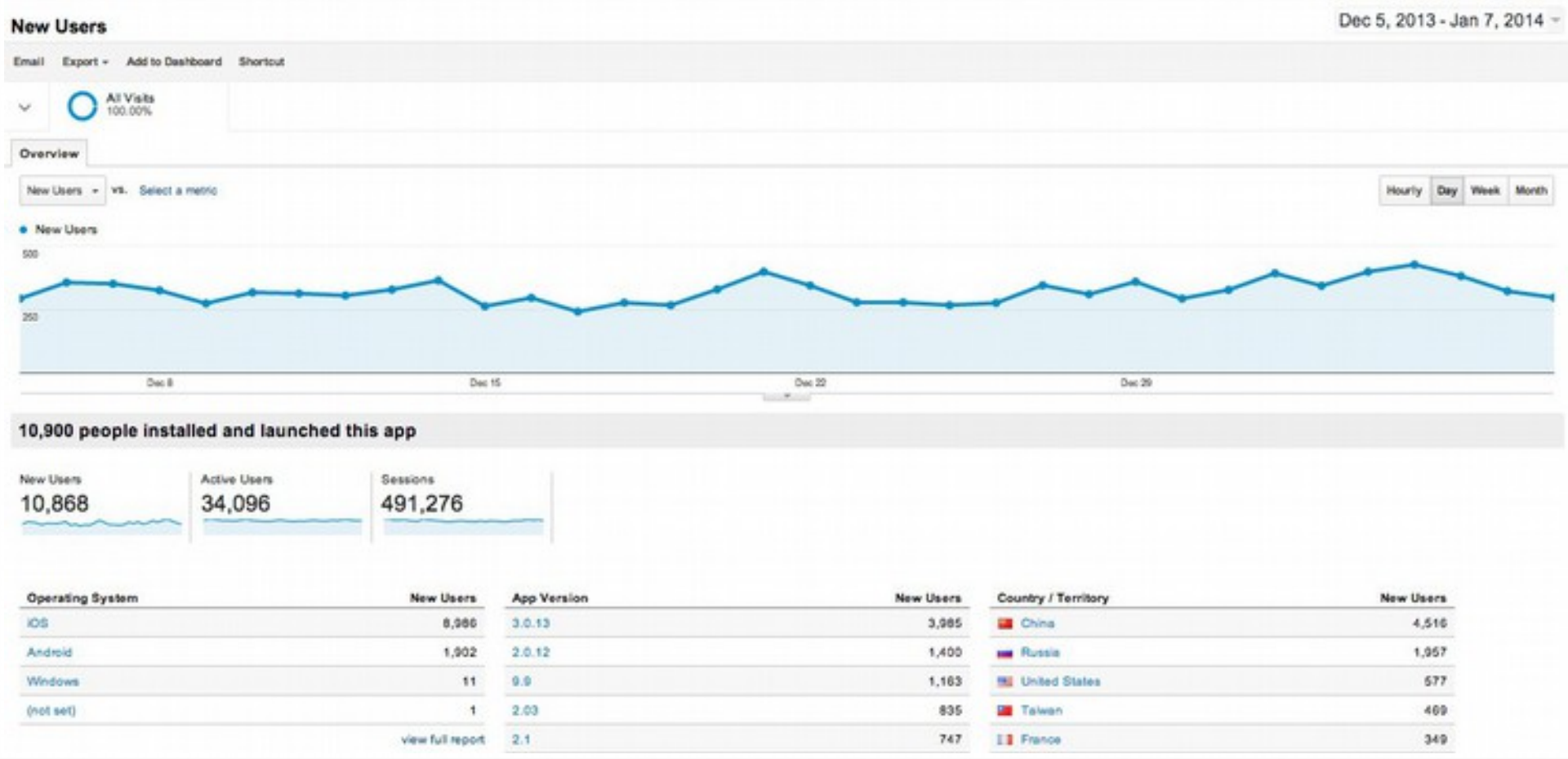


Mobile App Analytics

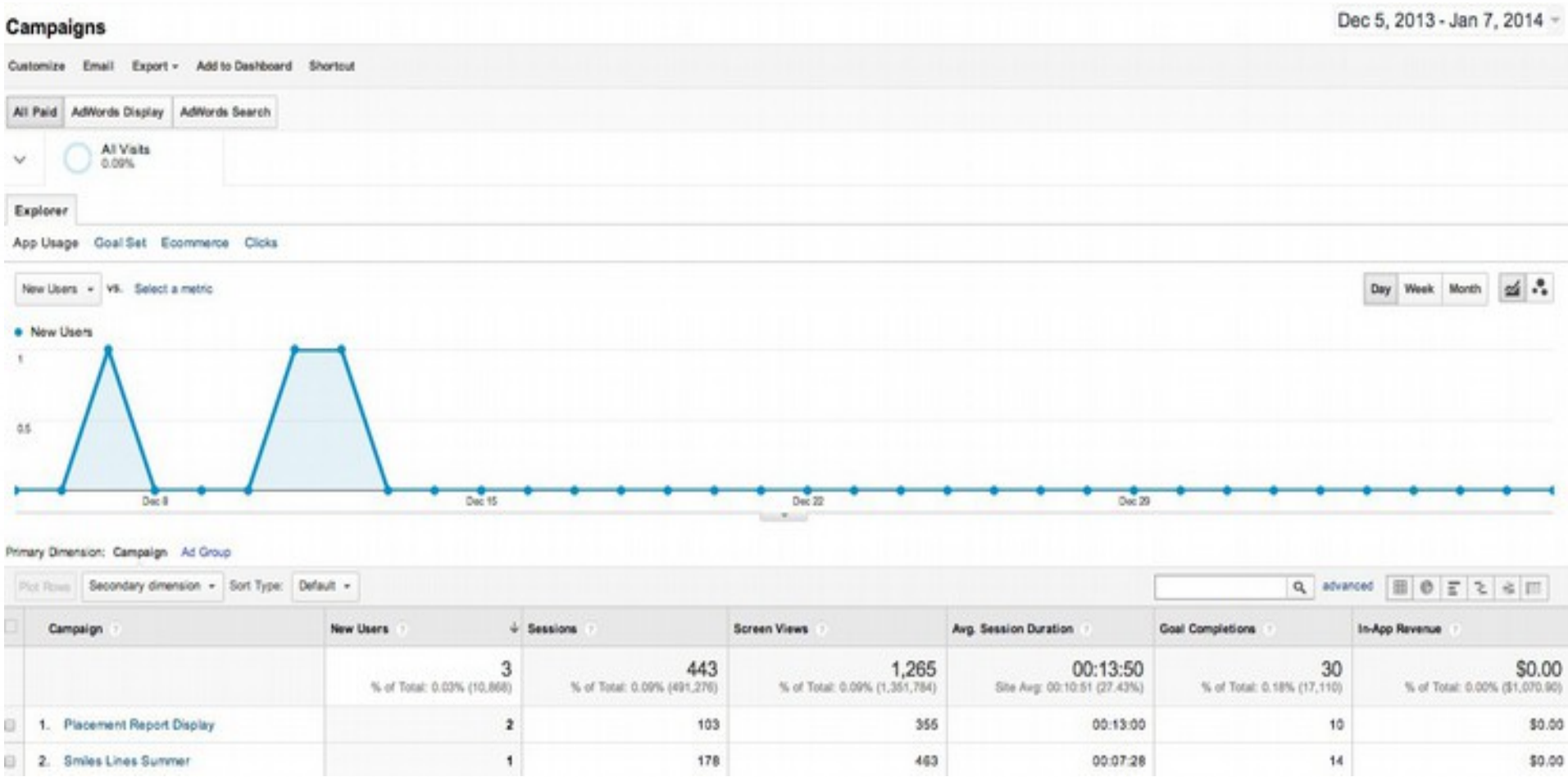
Imagine de ansamblu



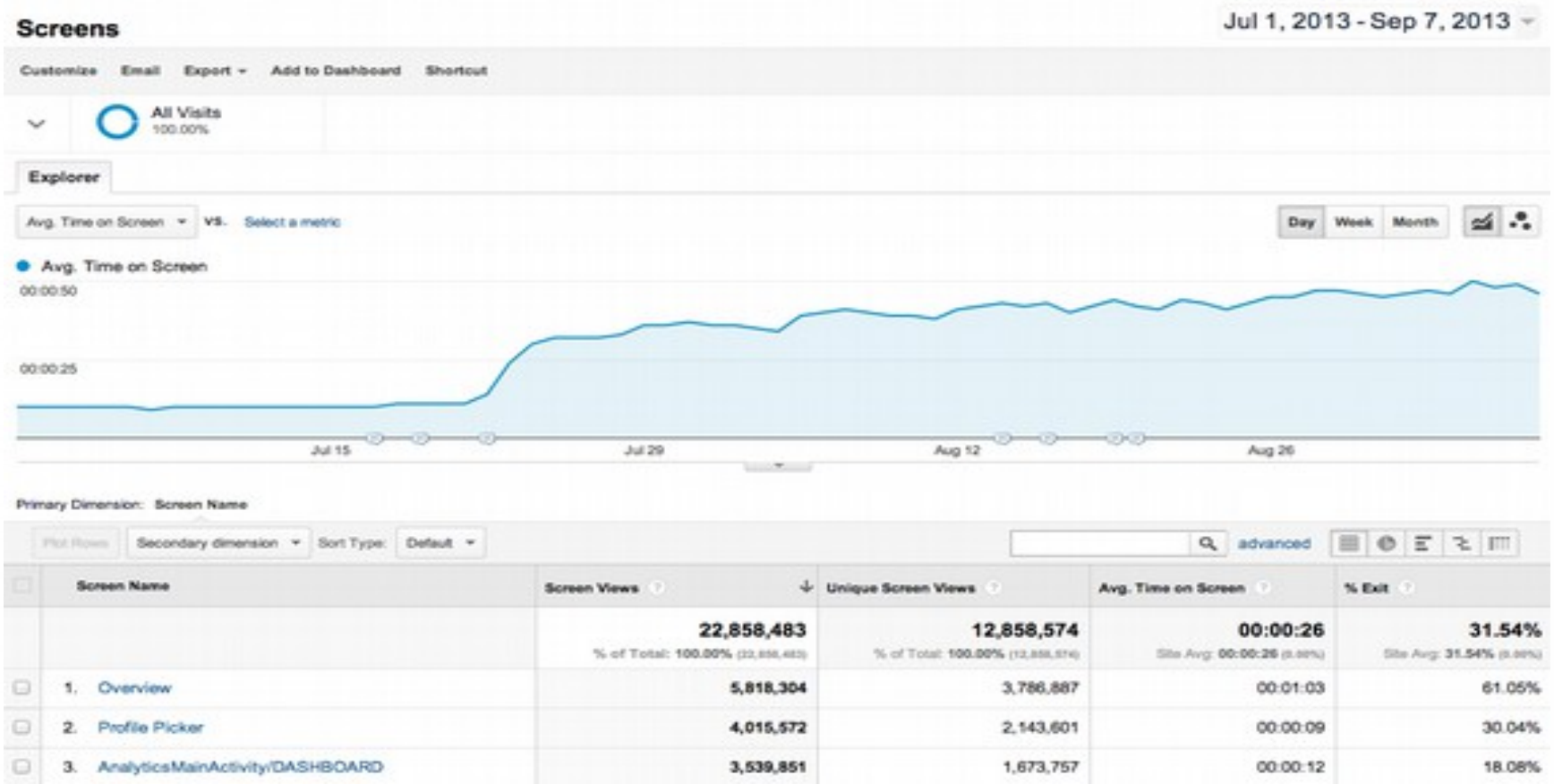
Cum va gasesc utilizatorii aplicatia?



Raportarea & Masurarea Datelor

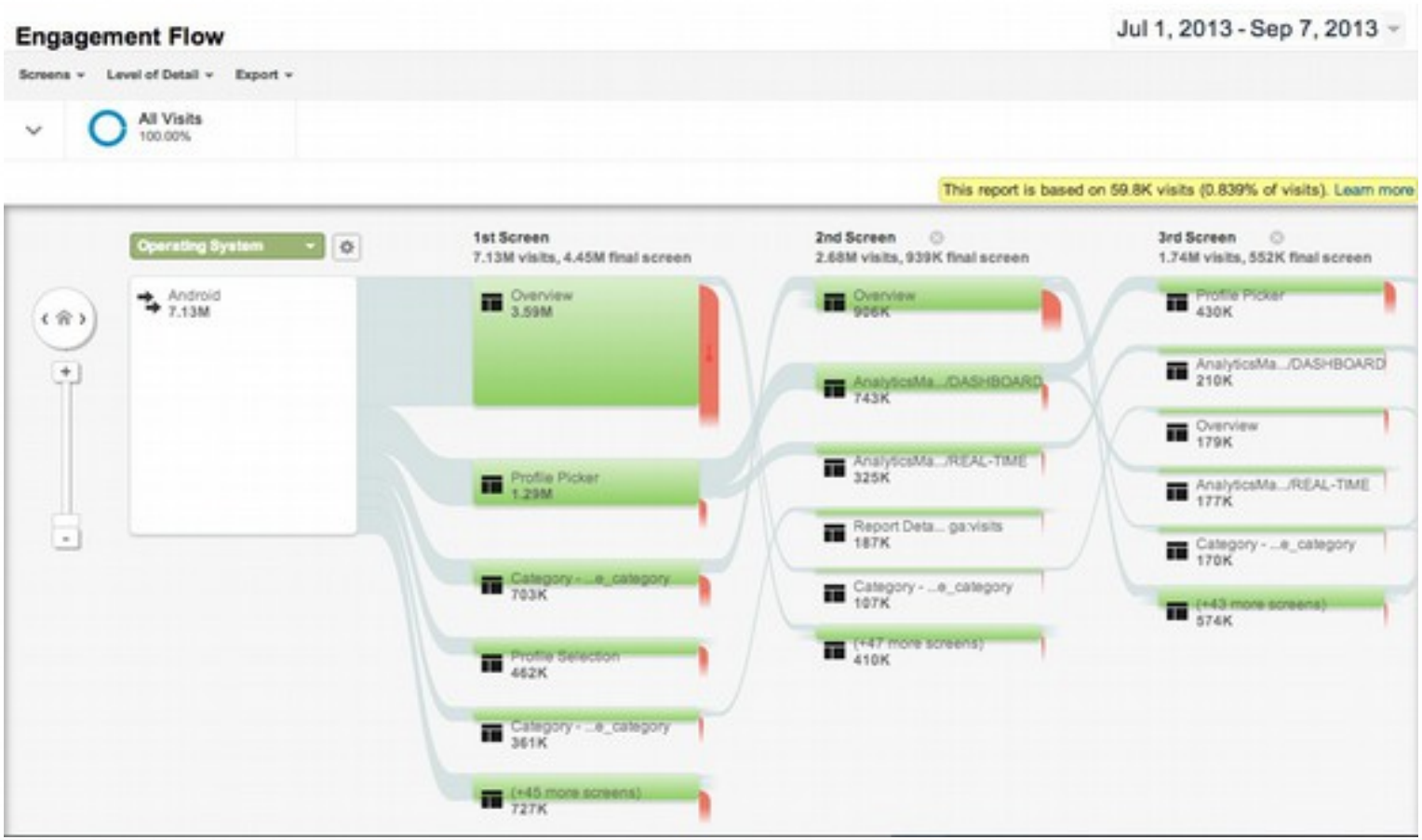


Ce sectiune din aplicatie este cea mai populara ?



Screen Name	Screen Views	Unique Screen Views	Avg. Time on Screen	% Exit
	22,858,483 % of Total: 100.00%	12,858,574 % of Total: 100.00%	00:00:26 Site Avg: 00:00:26	31.54% Site Avg: 31.54%
1. Overview	5,818,304	3,786,887	00:01:03	61.05%
2. Profile Picker	4,015,572	2,143,601	00:00:09	30.04%
3. AnalyticsMainActivity/DASHBOARD	3,539,851	1,673,757	00:00:12	18.08%

Navigarea in cadrul aplicatiei



Ce putem monitoriza prin Google Analytics ?

Orice !

Q & A

Multumesc