Chapter I - *Word of mouth*

online

In the current macro-economic and social context, where information sources are varied, as well as the development of web 2.0 technologies that allow users to be both content creators and message emails rather than recipients passives, advertising needs to adapt. In order to better frame the phenomenon, let's take a short definition of persuasion: "a complex, continuous and interactive process in which a transmitter and a receiver are connected by verbal or nonverbal symbols and in which the transmitter tries to influence it on the receiver / persuaded to adopt a change in a given attitude or behavior (...) "(O'Donnell and Kable, 2002). However, the classical persuasive model is no longer viable, leading to psychological responsiveness or resistance to persuasion.

Since 1961, Allyn and Festinger, and later Petty and Cacioppo (1977), have studied resistance to persuasion and have shown that as the degree of anticipation on the part of the individual is greater (basically, he realizes earlier that someone will try to convince him of something), the more resistance will be. Thus, it becomes clear that it is not in the interest of the advertiser to draw too much attention to the willful persuasiveness of advertising. It will have to turn to forms of persuasion that are not perceived as such.

Thus words such as Word of mouth (WOM) and Word of mouth Online (eWOM) appear as alternative ways to promote products, institutions or public figures; ways which overlook the problem and camouflage in disinterested recommendations. And here we are hit by the intentionality behind this activity. How do we distinguish between honest advice from regular customers and messages that are part of a persuasive strategy? If we look at one of the earliest (and simplest) definitions of Word of Mouth, we can emphasize the lack of persuasive intent in this process by emphasizing the *informal* word : "(WOM is) all <u>informal</u> communication directed towards other consumers about the use, characteristics and property on certain goods and services "(Westbrook, 1987). But later on we will see if this definition can still be considered as current.

Related WOM forms (associated or similar terms)

In many situations, the term Word of Mouth is associated with other concepts, considered from the same family:

- Buzz marketing - is a viral promotion tactic that is based on the flattening of a group of consumers appreciated as "special" who are offered a tip or insight about a new product, hoping to create a rumor ("Buzz")

- Viral marketing - a direct marketing technique where users are encouraged to deliver content deemed funny / exciting / shocking to other consumers on the same network. There are especially clips that become easily viral but do not necessarily have a clear purpose for marketing. Seth Godin says, "It's easy to produce something viral, but it's hard to bring value brand. "

- Community marketing - In this sense, consumers are seen as "tribes". We are talking about promoting through clubs and specialized forums created around some brands.

- Evangelist marketing - involves finding consumers convinced of brand quality and turning them into "disciples." As an example, some of the comments can be read on a skeptical article about the properties of a product in vogue a few years ago: Power Balance bracelets.

adi says:

March 19, 2011 at 11:50 am

hello .. you made a lot of unpleasant comments in this article .. how about who uses them? the one that carries the bracelet, the one that does the test .. spits some interstices that are unrelated to the subject and you certainly did not test the bracelet
I do not know the reasons why that bracelet has these effects but I sure know that it has them ... and I did the test of some people who did not even know that they have the bracelet on them .. I practically put their bracelet in the jacket and, I did the test and it worked .. the placebo effect falls off .. you can not even be the unbeliever as you did in this article and start throwing theories, which even theories are not just to be in the job. that is, who presses, who does the test ..? for whom it works, for who does not .. I did not understand anything and it really does not matter your problem .. equally true is that I met people where the bracelet tests did NOT work

dinu says:

April 16, 2011 at 10:23 am

Dear mhdeac, I invite you to test the bracelet. Certainly you have not tested it, that's why you are talking about naivety. I am one of the most skeptical people, I do not believe until I see. I laughed when my bracelet (from another company , derived from Power Balance, is called Trymax.) These tests were done without knowing that I had the bracelet on me, and I was surprised at the differences.
I invite you to test your bracelet and see the difference
with your eyes. Write me on dinucretu@gmail.com .
My respects.

Reply

- Product seeding - products are tested by users who talk about them (eg: trender.ro - community of product testers and online evaluators; ratebeer.com)

- Brand blogging - a form of promotion (often paid) that contracts the services of some bloggers to recommend certain products on blog

- Referral programs - based on bonuses when existing customers recommend the brand to other potential customers. The clearest examples relate to online casinos or websites betting.

Level of involvement in WOM

We can support Word of Mouth arguments online and if we go through offline offline models and refer to theoretical models as the influence of opinion leaders and the two-step flow. Richins and Root-Shaffer (1988) have empirically defined a model that predicts all the variables involved in the WOM process (the level of involvement with the product by the leader of the opinion and the type of WOM are among them):

Legend : enduring involvement - lasting involvement with the brand /
product Opinion leadership - creating a leader
Situational involvement - Situational / Temporary / Passenger involvement with brand
/ product Product news WOM - WOM type product news
Advice giving WOM - WOM tips

Personal experience WOM - WOM of the type of sharing a personal experience related to the product

Derbaix and Vanhamme (2000) add to the schemes that determine WOM the surprise item. The more the surprise associated with using the product, the more likely it is to talk about it. A survey of pewinternet.org states that 33% of Americans say they have been involved in WOM online at least once. Evidence of the extent to which the negative or positive experience goes further to Word of Mouth is sometimes contradictory, but in the literature there are several studies that claim that the first of the two is more prominent. In this sense, dissatisfaction leads to 3 times more WOM than satisfaction (Zaichowsky, 1991). 85% of dissatisfied clients say this on average to another 5 people (Richins, 1983, 1987).

On the other hand, the experiment conducted by Charlett, Garland and Marr (1995) shows to what extent individuals are prone to trust the ratings of others on products. Several subjects were asked to test a computer and give it notes on a number of functional aspects. They were divided into two experimental and one control groups. In the first experimental group (A) an experimenter has been infiltrated that he has used the model and is a very good one. In the second group (B) there was a similar situation, but the product was said to be quite bad. In the control

group (C), there was no influence on the evaluation of individuals. Group A offered an average rating of 6.7, Group B of only 5.3, and Group C an average of 5.9. It is a proof that our perception of products is strongly influenced by the opinions of some people we do not even know.

Among the most powerful reasons to share opinions about certain online products or services, and factors to keep up with these "discussions" were dissatisfaction, controversy, or discontent with how to achieve product promotion in relation to qualities of the product (Dellaroca and Narayan, 2006). Also, Chung and Darke (2006) show that WOM appears more often in self-defining products than in strictly utilitarian products.

But how much does Word of Mouth influence users online? To answer this question, it is useful to illustrate the case study conducted by Chevalier and Mayzlin (2004) on the Amazon bookstore websites, namely Barnes & Noble. They conducted a comparative analysis of the sales of a sample of books on both websites. The selection took into account price, delivery time and other variables, so they can be isolated causal variable *reviews.* Thousands of user-written chronicles have been analyzed and four major, tested findings have been reachedstatistical:

- there is a tendency for recommendations positive

- the total number of chronologies is strongly correlated with the book's sales share on that website
- the number of positive chronologies is correlated with the sale rate book

- negative chronologies affect sales more than they do positive

To better understand the power of these correlations, we take over the mathematical model of the two authors and take the following two hypothetical hypotheses:

1. A book that is in the 500th placement rankings, without having any chronics on the part of some users, advances, with an average of 3 charts, up to a 327 ranking (ie about 57 copies per week extra). It is an extremely significant change from the point of view economic.
2. A book that is in the 500th place ranking with 4 chronically 5-star chronographs in a 1-star crash drops on average to 603th place (approximately 20 books in less / week).

It is obvious that one of the possible consequences of this process will be linked to the fact that promoters of certain products will take advantage of and try to transform an organic process (let us remember that in the definition it was informal, unplanned communications) part of an advertising strategy. Inevitably, false appraisals made by business representatives, not by regular customers, are created. Several years ago, New York

Times conducted an investigation demonstrating the magnitude of the phenomenon. An underground firm called GettingBookReviews was discovered, promising 300 chronics on major websites written with different users for $ 6,000. Taking into account the results of Chevalier

and Mayzlin, the 300 Chronicles will bring huge image (and sales) benefits to the authors who are at the beginning of the road and have difficulty stating in the market. On the other hand, it is a matter of manipulating the average user. It no longer has secure ways to get product information and is exposed to advertiser maneuvers. In this sense, it is not surprising to find sometimes shocking testimonies such as that of British writer Stephen Leathers: "I go to several of the most famous forums and post there with my name or other various names and in the skin of more characters. Build this whole network of characters that talk about your books and sometimes have conversations with yourself. "(Interview with the magazine *Forbes*)

For the future, it may be of interest to develop applications that identify standard narrative structures and eliminate chronographs on the same pattern if they are suspected of many. But such a process would be extremely difficult to create, with ordinary users being more likely to identify themselves false.

Hyper-differentiation

Detailed investigations of the WOM phenomenon were conducted by Clemons et al (2006), linking this issue to the phenomenon of hyper-differentiation, defined as "the situation in which companies can produce almost anything to appeal to consumers and manage the complexity of the extremely large portfolios various results ". Also relevant for Clemons is the process of *resonance marketing* , which refers to the fact that individuals will purchase the products they really want and will look for detailed information about them. Thus, in the light of the two theories, if consumers become more and more informed, firms offering highly differentiated products should have a substantial increase over those who do not. The authors explain that predictions related to the future success of a product have to be less based on perceived quality in the general population (or average rating), but on the proportion of enthusiastic consumers of the product. Clemons et al's application is based on reviews online from industry beer crafts for of study the

relationship between word of mouth online and the success of new product launches. In their research, over 320,000 online beer reviews have been identified on ratebeer.com alone. Ratebeer.com has a fairly good anti-flooding system that lowers the risk of false reviews: a user can only write about a beer brand once, and his assessments are only taken into account after writing on the minimum website 10 reviews. The main conclusion is that the highest ratings offered by users are predictors of sales growth, but the average rating or the presence of negative reviews are not as good predictors for rising, stagnating or declining sales. The results are in contradiction with those of Chevalier and Mayzlin, which demonstrated exactly the opposite. In correlation with hyper-differentiation, the authors explain the relevance of the data for beer producers: it is more important to offer highly differentiated products that are highly appreciated by a few users, even if they are fewer than offering a beer appreciated being average or slightly above average by all consumers. The described approach has a few limits:
    -    sales data is per manufacturer, not brand, which reduces fine review

- valuing consumers prefer to score only the products they like, reducing the variance data
- the exaggerated erudition of reviews, which will give high marks to brands based on objective advanced expertise, but will not buy that beer for the second time because simply said they do not like
- hard to prove direct causality between variable

Vermeulen and Seegers (2008) went further than simply analyzing data to demonstrate the effects of online reviews. They exposed more volunteers online to experimental situations that provided brand recall and brand recognition for hotels, as well as their testing and attitudes towards the hotel following a distinct exposure to positive or negative reviews. The experiment may seem forced, making it hard to believe that the subjects were not able to infer the purposes behind the tests. An important conclusion of the tests was that for less known hotels there were significant reviews of reviews, while for hotels more familiar to the subjects, the impact of the reviews was not significant

from a statistical point of view. This demonstrates that more stable brands are more difficult to move in one direction or another of reviews. Another conclusion was that the reviewer's expertise is not relevant to the impact on the attitude of the reader (a person signing as an experienced hotel evaluator is as convincing in such a situation as a person who is described only as a secretary). The authors also conclude that while negative online ratings decrease the hotel's favorable attitude towards the hotel, increased *awareness* offsets this effect and considers the possibility of online hotel rating as an opportunity rather than a threat.

Contrary to some of the results presented in this chapter, Duan et al (2008) demonstrates that in the field of films, the content of online users' chronicles does not affect box office results. However, the volume of chronicles is correlated with better box office results. In other words, for this product range, it seems more important to see a movie that many people have seen (much to be talked about) than to see a movie appreciated as good.

Jansen et al (2009) focuses on another WOM-type promotion in the online environment: Twitter. They analyze over 150,000 comments containing comments about brands. The Summize application is capable of providing a so-called "realtime twitter sentiment" that evaluates not just how much a brand is talking about, but also on what terms. Most reviews (about 60%) analyzed by Jansen with Summize were positive, with the rest being negative or neutral. On the other hand, significant differences were found between product categories and between brands, validating the idea that this is a WOM monitoring tool relevant.

Chapter II - *Types of Internet Campaigns and Payment Systems*

Payment methods for online advertising
The question of how to pay on the internet should be studied from two perspectives: that of an advertiser wishing to launch a campaign, namely that of the publisher who aims to earn money

from the traffic of his website. In this regard, different options of making an advertising contract may be to the advantage or disadvantage of one or the other, depending on the context.

1. The first way to pay is **CPM (cost per thousand)** , in which case the targeting of the commercials is targeted, and the cost is calculated at the thousand impressions (page loads) of the advertisements on the website. It is the kind of system that is useful in brand consolidation campaigns, brand awareness, but without direct sales targeting. Generally, the costs for such a campaign are not high. They are intermediate by the so-called ad networks (publishers linking the publisher with the advertiser). As a website owner, there are advertisers who offer you usually subunits (less than $ 1), but ask the advertiser for something more. For example, cpmleader.com offers $ 0.07 per 1,000 page views if you accept a customer's banner on your website (the price is valid for Romania). The UK price is $ 0.32, a sign that British users are considered more valuable. At the same time, the advertiser is being asked for between $ 1 and $ 1.5. The difference remains in the agency pocket. Google and Facebook, through their paid advertising systems, also offer CPM payment, but the price varies with algorithms that are not fully known to the public large.

For the advertiser, even if there are no high costs, the system has the disadvantage of being fairly "corruptible". There are a number of opportunities the publisher has to swap costs without delivering real benefits. It can create "false pages" or redirects that will count as a display, but will not show anything to the user or simply artificially increase the number of page loads (successive refreshments). Also, even if the number of impressions counts, you can not count the position on the page, which can often be left to the publisher's free choice. It can move the banner to a less visible position.

2. CPC (Cost per Click) - the most common way to pay. It only pays to click or click on the creative. There is a good possibility of geo-targeting, click tracking only from certain geographic areas and, consequently, selective payment. Ad networks can offer filtering up to the locality. It results in better targeting and better cost control. Also, through this system, we are sure that our ad has not gone unnoticed. The secondary benefits associated with brand awareness are completely free of charge. CPC may be be something May expensive than CPM.Same agency which asked $ 1-1.5 to 1000 of views, requests the $ 0.1 price for a single click. On Google and Facebook ads, CPC varies greatly and is regularly auctioned, but it's rarely one click to exceed a few tens of cents, depending on the competition your campaign has. It seems (unofficial data) that in 2013, the average CPC on ads was $ 0.45.

And the CPC can be scammed. There are well-known "click farms" in the third world, click fraud abusive schemes or websites that make you unintentionally click on all sorts of advertisements on brands whose client you do not want to be. (think about how often you wanted to open an online movie and until the final click how many ads and popups you had to open).

3. CPA - Cost per action. Ideal for advertisers, only the action or conversion of the click is paid for a little more, such as a direct order or a sale, or at least completes a form, subscribes or registers. It's a more expensive system and it's hard to be profitable for the publisher. In fact,

most publishers will ask you for a history of your previous activity to prove that you have a good rate of conversion of views / clicks in purchases. Otherwise, they may expose themselves to the situation where the advertiser wants an awareness campaign, but it camouflages it into a sales one and eludes the payment by choosing a CPA system. Anyway I look at things, the fact that the view and the click do not pay adds extra value to advertiser.

A step further than CPA is affiliate marketing. In this case, the publisher is paid to make the campaign, becomes an active seller, commissioned. It gets absolute control over how it presents the ad and its integration into the website. The problem in such situations, like in the case of CPA, is the difficulty of determining who is the merit of a sale. Let's assume, hypothetically, that a customer sees for the first time an X product on publisher A's website. Interest is excited, but the purchase is postponed, say, until the salary day. At that point, the customer searches for the product again without knowing exactly where he first saw it and reaches publisher B's website, clicks and makes the order. Publisher B wins the commission, while A is not rewarded in any way, although it has an important merit in the process of directing the consumer to the product. An   example of affiliate marketing It   is the   system used of booking.com, which by you a network very great collaborators. They take booking.com's reservation system on their websites (usually websites with tourist recommendations) and if a booking is made, the commission is shared. It's a win-win situation where booking.com widen its reach, even if it receives lower commissions on these reservations than on those direct.

Click fraud

Companies that want to invest money in online advertising are exposed to a variety of dangers. There is the possibility of fraud, including in the case of CPC (even if it is a theoretical option that gives more control over costs). Click fraud is of two different kinds, depending on the purposes:

- Inflationary fraud - aims to artificially increase the income of the publisher hosting it claim

- Competitive Fraud - It's meant to consume the advertiser's money. It's a kind of fraud driven by the competition of the campaign company. Also, the competition can continually refresh the page without clicking until the ad becomes inappropriate as the CTR from the perspective of the publisher or ad network, increasing the chances of it being removed or downgraded.

Although clicks from the same IP (from so-called click farms) can be detected, there are many systems through which the advertiser can be fooled. According to marketingexperiments.com estimates, almost a third of all clicks on ads across the internet are click frauds. There are companies on the Internet that provide click investigation services and signal click patterns that seem suspicious.

Also as a form of fraud, we report the appearance of splogs, false blogs that are nothing more than a random aggregation of existing content on the internet, without coherence or meaning. Users arriving on such websites are clicking on ads because they are the only coherent object on the website. There are also cases of zombie networks such as the one many years ago led by a group of Dutch people who remotely controlled worms over 1.5 million computers. Thus, the clicks on these computers were split all over the world by clicking on legitimate clicks. Of course, the clicks were automatic, not automatic of actual persons. To prevent clicks from boot, systems such as "captcha" are deployed, messages that require action to prove that the user is a real person. Such captchaes can be installed with easy-to-use wordpress plug-ins.

The impact of clickable click fraud has a huge impact on how to advertise the internet. Sometimes, clicks from these "farms" (illegitimate clicks) are given without any particular interest, just to camouflage the general "click farm" activity. According to Advertising Age, 42% of advertisers feel they have been the victims of click fraud. 78% of them, inflationary fraud, 52% fraud competition.

Chapter III - *Search Engine Optimization*

When starting a business, her website is the first interface with the public in most cases. But among millions of other websites, ours can be lost unnoticed. For this reason, it is important for our business that the website should be found in user searches by Google when typing relevant keywords.

In this chapter there is only a synthesis of SEO on-page. To learn all related

skills   of   SEO   it   recommend   saddle   read
    Little   manual   SEO   of   to   Google (http://static.
googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en//web master /
docs / search-engine-optimization-starter-guide.pdf).

The general principles of SEO are:

- in your website promotion strategy, you should keep in mind the keywords that you would
like to find each page, post or sub-page in website

- it is recommended to use strings of words, not generic words for 2 reasons: general
keyword competition is too high; a user accessing your website after a more detailed search
is more likely to become a faithful consumer or even buy something. Example: The
difference between someone who searches Google for "pizzeria" and someone looking for
"pizzeria Cluj Manastur home delivery" is significant at this point view

- In order to climb Google search results, keywords must appear in meta-content: in "tags", "meta title" and "meta description". For WordPress, there are plugins that automatically put your content into the meta without having to change the CSS. Examples: seo for wordpress, wordpress SEO by Yoast and others If you still want to edit directly in the code, you have all the instructions in the manual Google.

- it's a good idea for your page URLs to have names relevant.

Examples: *http://fspac.ubbcluj.ro/comunicare/* is more appropriate

than *http://fspac.ubbcluj.ro/?page_ID=3* . In WordPress, this can be solved by changing the "default" option from Settings-Permalinks.

- it's a good idea to have a Sitemap on your site. It organizes content into a tree structure that search engines do best. Such a Sitemap you can put using a plugin again. Search for "xml sitemap" under "add new plugin" and follow the instructions.

- Use internal links for your website to interlink pages, sub-pages, posts. Make hyperlinks from the words you consider keywords for Target page.
- Customize page 404 (page not found) and redirect to content relevant user who came here. You can do this relatively simply from Appearance-Editor-404 Template.css.

- do not abuse SEO. There are techniques that Google considers to be incorrect and will penalize the site if you do: link farming, hidden content or keyword stuffing. Content is, after all, for users, not engines search.

- Try to promote your website to other similar sites. Link exchange is allowed, for example. If an important website makes a link to you, you become more important on Google.

What website tends to be more important on Google?
- One who already has relative visits   many

- One that is upgraded   frequently

- One that is sufficient   old

- One who has a low bounce rate, especially in relation to searches   users

- One who gets a good CTR over the other results of   search

- One that is associated with other websites with a large page rank (via links and not   no more)

- One that is associated with a certain pattern of   visiting

Black Hat
SEO

There are also some less-accepted techniques to optimize websites for search engines. These are black hat techniques . Normally, when Google detects using such a technique, the website that uses it is downgraded or even eliminated entirely by searches. Below, we describe some of the most common techniques in this category:

1.   Use irrelevant keywords. Just to attract more traffic, we can use popular but irrelevant keywords for our website. Let's say, for example, that we have a small restaurant in Cluj and we see on Google Trends that one of the most popular words these days is "ElectricCastle". We can optimize our website by phrases such as "When the world takes a break from Electric Castle, she comes to eat at our restaurant." Besides the fact that there is an irrelevant and incorrect association with the event, this tactic will also prove to be totally inefficient in the long term   environment.

2.   "Keyword stuffing". This means we do not write text on the website for the user, but only for the search engine. Consequently, we will upload the website of keywords, which we will repeat frequently, in sometimes incoherent or redundant texts. "If you want to watch the online subtitle movie, click on the button to watch the movie online   subtitles ... "

3.   Hidden text - ex: white on white or written in Meta. This is text that is not visible to the user but is for search engines. This way, the keyword page may be reloaded more or less   relevant.

4.   Cloaking - Optimization for a sense of word and totally different content. Here is the potential of homonyms and the use of a sense of word to attract users to a website where another meaning is dealt with   word.

5.   Gateway pages - pages with many keywords and an automatic reload. A redirect is easy to accomplish, and by doing so, the user is sent in a few fractions of a second from the website he wanted to head to another final website. Most likely, he will not even notice that he was redirected.   Into the   this sense, the first website can   be built without any concern for the user (since it is only visible   a few fractions of a second) and can be loaded with keywords (all black-hat techniques can be used on it). The second website (the one we are redirecting to) may not be at all   optimized.

6.   Spam on Social Networks - is considered an unacceptable technique to send Spam spam messages to social networks and even other websites in an attempt to gain more credibility and ranking from a website   important

7. Duplicate content - retrieving content from others. A website that clones texts from already established websites will gain as visibility on short term.

8. Blog and spam comment for inbound links - similar to point technique 6.

9. Link farms and similar services - because inbound links increase the relevance of the website, some websites have appeared that have no other role but to host hyperlinks to other websites. Let's take a concrete example. I have my website for the restaurant in Cluj. I want to be relevant to the keyword phrase " best restaurant in Cluj". I pay a farm link that holds, say, 2000 sites with no content other than links, and on each of these websites will appear my key phrase, with a link to my website. In the first instance, seeing that there are 2000 websites that link to me, Google will consider me relevant and I will climb in impressions but will soon see the fraud and I will de-index myself website.

10. Typosquatting - Use for SEO terms that are actually misspellings of established keywords. It is theoretically possible to rely on the fact that users will write some wrong search terms with spelling errors. This tactic is illegal and if it turns out that you have knowingly tried to use the name of a dedicated website, you will most likely be forced to give up that domain. There are known cases like " yotube.com", youtub.com "," goggle.com "," arifrance.com "(instead of airfrance.com, travel discount website without having any affiliation with Air France). Basically, in this last example, you rely on those who will write in the Ari France search engine. Unfortunately for them, Google may give you the results for "Air France" anyway , taking into account the most common errors spelling.

Chapter IV - Google AdWords

How does the Google AdWords Search Network work?

The principle is simple. Google is so dominant at the moment on the search engine market that any online marketer reports primarily to this company when it wants to make its brand visible. Google gives him the opportunity to pay a sum of money for his website to appear in the search results as a paid advertisement. The Marketer opens a Google AdWords account (it only takes a few minutes if you already have a Gmail account), sets some details about the campaign (to which geographic area it's targeted, what budget it has, etc.), then edits the ad puts a short title, a 2-line description, and a landing page link) and chooses the keywords for which this creative would like to be displayed and how much it is willing to pay for a click result following the search. Thus, when a user performs a search ("search query") Google for a keyword that is found in the selected list of marketer, it will be shown, among others, paid advertisement prepared by the marketer. If the user clicks on this result, an amount of money will be withdrawn from the advertising campaign account. The notable exception happens when the user uses a Ad

Blocker application. In this case, paid ads will not be displayed at all, regardless of their relevance to the search query   given.

To make it easier to see the difference in principle between organic promotion, SEO, and the "inorganic " paid through Ad Words, I will make an analogy that might seem a bit crazy. If Search Engine Optimization is a romantic, time-based relationship with many sustained efforts, then advertising with Google AdWords could be the equivalent of going to prostitutes. You do not have to wait for results; they are immediate if you are willing to pay enough. When you no longer pay, you do not get the service on   they wanted. There are other clients and the more you are willing to pay more than them, the more likely it is to have a privileged status. On the other hand, for the time being, many more people trust those who look for long-lasting relationships than those who use paid sex. In translation, clicks on organic search results are much higher, and there is a tendency for users to be more confident about Google's organic results than Google AdWords paid. Into the 2014, around 77% of clicks resulting from search results go to organic results, with only the remainder pointing to paid results.First place in organic results in Google generally gets more clicks than all paid results combined: 31.24% (Petrescu, 2014). So I guess you're better off if you're in a relationship, after all. Just as in love, no one can guarantee that you will be the 1st place for   always.

Organic CTR study 2014 - Phillip Petrescu

And that's the optimistic version of Google AdWords. Other studies show that on average clicks on paid ads do not exceed 10% of total clicks. It is true, however, that the methodology in this case is different and takes into account all situations, including those in which there are no advertisements paid by the search query.

Share of search clicks coming from paid and organic links in the UK in 2013 - Statista 2013

In general, advertisers and online marketers will use both simultaneous promotions (SEO and AdWords). Why do I get my head off with AdWords at these discouraging percentages? First of all because the situation is flexible. Google is making great efforts to increase the importance of paid outcomes and to integrate them into the insensible among the organic ones. Logical. You're more likely to accept an ad if you do not even realize it's an ad. When I say, " I'll try now to sell you something," I'm already putting some resistance to persuasion. So Google would be great if you never noticed that paid viewing results, but one organic him. A few years ago their signing as a paid advertisement was much clearer: the background had a different color from that of organic results, and there were clear lines and contours that contained them. Now, as shown in the picture below, only a small yellow sign still makes the difference between paid results and organic results.

But there are other reasons why you should use Google AdWords:

- Time savings: your company or product gets visibly on   place

- Profit calculation: Google AdWords allows the user to track whether a click has resulted in a conversion (a sale, a record, a specific action), so it can be calculated directly if there is ROI (return on investment). Conversion rates   vary much from one industry to another, but according to WordStream , the average conversion rate in AdWords is 5.63%.

- So- called "commerce / product-oriented searches": although there is no conclusive data, one can assume without fear of mistaking clicks and conversion rates for paid ads are higher in the case of targeted searches for the purchase of a product. I refer here to searches like "pizza delivery at home Cluj"; searches that are obviously not only informative but precede an action (in this case, eating home pizza, somewhere in Cluj)

- Keeping your leadership ahead of the competition: Even if you are the 1st place on organic results on a particular keyword, if a competitor bids for the same keyword in AdWords, it may weaken your brand's position relative to that search. In the past, I did notunderstand of what

  the of brand Would auction forum own name Right key word, from when it holds the first organic position on that name, and users already know the brand since they use it as a search term, as Ikea Romania, Dedeman or 2Parale:

I found out why when I got a print-screen from a friend below. If you do not bid on your name, others can do it that can hijack your customers. Even if in the present case the two websites of to announces paid are partners Wizz
Air, not absolutely competitors they oferăbilete
by plane through various companies air. It's not impossible for some of WizzAir's loyal customers to get to fly-go.ro and from there to book tickets through another company. Although such cases seem to me rare, if the brand does not   their   permanently bidding on the name, risk losing customers, losing monopoly on brand features, and losing spot 1 to consumers. May are and other reasons why brands are bidding own name. For example, to push aside some organic results that might be undesirable as far as possible on the visible page. A blogger criticizes my company or products today on the internet, and posting is popular enough to be on the Google Search Engine Results Page (SERP) when looking for my company name. But we know that users are focusing on that part of a page we call "above the fold", that is, the part seen in a normal resolution without scrolling. "Below the fold" is a less-viewed area for most websites and SERP is no exception. So if I manage to get a payoff at the top of the results, especially if I have set additional business details (ad extensions), I can push "below the fold" 2-3 organic results that would be it was otherwise visible. Maybe the posting of that blogger I was talking about being exactly at position 5-6 is the one that goes beyond the optimal field of view. This   reduces   chances   like
this saddle or viewed and saddle I bring damage of image. But what
I describe   here,   e   a   situation "Long shot". Of course, it will not be enough to do this if you

have such an image problem and you may not be lucky as what you describe here to bring real benefits. So it's a marginal benefit, if I can call it that way.

Open an account and the first settings for the first campaign in Google AdWords

When you first create an AdWords account, you'll be entered directly into the settings for the first campaign. Later, you can start any new campaign by entering **campaigns** and by pressing the rectangular, colored button with the " + Campaign" inscription . You'll need to choose a generic name for your campaign, one after which you'll recognize it later when you have a longer list of campaigns in the same account. You can also leave it under the name of "Campaign # 1" so that the following are "Campaign # 2", "Campaign # 3", etc. as the program suggests, but it will be harder to organize in the long run in such a variant. Can you sell ice cream and you will not know exactly what your campaign is for July-August and what is your campaign for May-June, if you do not name them   suitable

Then you'll have to choose the type of campaign you want to run:

Display Network only   - In this case, the creatives you create, whether they are text, image, rich media or video, will be displayed on Google's partner sites that allocate ad space. These partner websites are those whose owners have made a Google Ad Sense account, a service complementary to Ad Words and intended for publishers and other partner websites. In fact, in this case, Google acts as a real estate agent who puts together the demand and supply and keeps a commission. By the way, if you have a high traffic website, Ad Sense can be a source of income to pay.

Search Network only   - this is the variant we will deal with in this chapter and the one we have described earlier. Ads (text only) will appear in their dedicated space in SERP. We are more concerned with the Search Network than with the Display Network because in this case, the ad is triggered by a volunteer action of a user who can search for a particular product or service, while in Display, the user receives unsolicited, interstitial among the content they want to view.   Into the   In this context, it is obvious that search ads are more likely to be more effective than point of view of sales. After principle: if I

want Shoes, me lead saddle I search a pair

at the store, I do not expect anyone to knock at the door to make an offer. If someone knocks at my door, it would be good to do it with a very good offer, otherwise I'm looking for myself.

Search Network with Display Select   - is a combination of settings from the previous two, so the ad will appear in both SERP and publisher websites that receive this type of creative.

Shopping   - is a more advanced option that requires a Google Merchant Center account and the ad will lead you to a product inventory. We will not refer to this option in this paper because it is only available in some countries in the world, and Romania is not among   they.

Video   - This option deserves a whole distinct discussion about the TrueView in-stream ads system, which allows you to place ads inside Youtube videos.

In this section we will look at the "Search Network Only" option . And as a sub-type you can choose "All Features", which will later offer most settings options, even if you may not use all of these options.
The following campaign setting options are important:

- *Location* - you will choose to search in which geographic areas you want to display. You can choose a country, region / county or city. These options can also be combined. When we promote admission to the Cluj-Napoca faculty we had different campaigns according to regions, the tactics being slightly different. So, in one of our campaigns, we only target the counties in the Northwest, where most students come from. But maybe there are areas I do not care about in the Northwest, for various reasons: maybe there are not too many high school graduates there or maybe they exist, but they have studies in entirely different areas, or maybe statistics tell me they tend to orientate towards other centers, etc. I can exclude these areas. Example: we choose Bihor County as target, but exclude Oradea to target only the rural population and the small urban centers of the county. For Oradea, I have the "exclude " option , as can be seen down:

At the same time, the advanced feature ("all features" campaign) allows me to drag not only after the IP of the location, but also users who searched for or showed interest in the location. For example, in a publicity campaign for a hotel in Cluj-Napoca, it's normal not to push IPs from Cluj-Napoca but the "people searching for or who show interest in my targeted location" option . This option is available from the menu **Location options (advanced)** .

- *Languages* - it may be important to set because the ad will only be displayed to those which accesses Google in the language corresponding to the advertisement and the website our

- *Bid strategy* - I always prefer choosing to manually set the level I want to bid for each keyword, but there are also automatic options that will try to optimize your costs per click. An interesting advanced option is that of **Enhanced CPC** , which allows the system to adjust the bid itself, based on estimated conversions. In fact, Google will bid more money on our keywords for our keywords that resulted in conversions and less for those that did not convert. It seems to me that this system should only be used once a normal period has been pre-registered. Otherwise, you might be biased by the system in the sense that you draw conclusions about which keyword and keyword advertisements are profitable on the base a number reduced of conversions which Would CAN BE

accidental, not necessarily framed in a click pattern. So go for a while with an equal bid on all the elements of the campaign and then just go to the Enhanced CPC, after there is enough data to draw some conclusions.

- *Budget* - it's about the daily budget that you'll set depending on how long you plan to run, and how much money you have. If you set too low a budget, you might be able to

consume it fast every day and miss the chance of being shown at some good times during the second part of the day. More experienced marketers will tell you that it's a good sign if you always spend a little less than your daily budget   here.

- *Ad extensions* - There are additional details in our ad: business address, sitelinks, phone number, reviews, etc. To work, they must be defined in each Google AdWords account. Here's another reason why it's important that each account corresponds to a single business whose details can be entered here.

- *schedule* - You can choose the start and end date of the campaign and the hourly display times for each day. If your store is only open in the afternoon, you can choose to show your ads only after a certain hour, every day. Sure, this strategy may be wrong (clients can get in the morning and visit the afternoon). Depends on case by case, depending on how well you can predict customer behavior   your.

- There are other options, but relatively important for the level of discussion is just the option of *ad Delivery* , which determine How will BE "Broadcast"   / "Service"   ads   dintr-

an ad group. There are 4 available options ranging from (1) click optimization (we serve ads that have received multiple clicks more often), (2) conversion optimization (we serve more often ads that have resulted in more conversions) , (3) equal rotation (minimum 90 days, we serve the ads roughly equal), (4) long-term rotation (we serve ads from start to finish).

In the next step of the settings, you'll already be able to write your first ad messages, and do not worry, you'll be able to get back to your campaign settings later, and while you're working on changes, you can pause your campaign if you like.

Ad Groups and Advertisements

By reading the Google Beginner's Guide in AdWords, you'll see how much you insist on organizing the account and campaigns within it. A campaign must have only one goal, and one ad group must be centered around a single product or landing page. Why? It's very simple. It's not just about being ordered and being able to view the performance data for each element in your account in a more organized manner. It's also about the fact that the keywords we select later are related to an ad group, not to individual ads. So if I have advertisements that refer to different products or sub-pages in the same ad group, some of them will not match as well with all of the keywords, or even may be completely irrelevant to some of them. To get a better understanding of what I mean, I'll give the next one   example.

Exercise:

In a Google AdWords campaign, we have an Ad Group 1 containing the following ad (s):

The list of keywords chosen is:

sales cds; cd linkin park; cd rock music; last album linkin park: classic music CDs; cd prodigy; pret album prodigy; pret album linkin park; price album chase & status

What is the fundamental misconception of this campaign? How do you solve it?

Answer:

Because the keyword set relates to their entire ad group, this leads to the possibility that if the user performs a search that triggers the keyword "CDs with rock music", it will display any of the 3 ads from the ad group. Thus, there is a good chance of displaying an advertisement that refers to classic music CDs (the middle one). Automatically, the ad is irrelevant to the search term and will either receive very few clicks or receive clicks that will be irrelevant and will not lead to sales. Thus, a separate ad group should be for each product that we want to promote. This is a telling example of how harmful the lack of organization and segmentation can be in a Google AdWords campaign.

How to write ads that attract attention (have a higher CTR)

Is increasing CTR an end in itself? Not. A better measure of success would be the conversion rate. I would probably prefer to receive fewer clicks if I had the guarantee that they would lead to a sale. But to this indicator, the clickthrough rate is also interest in us because it is an indicator of the relevance of your ad. Similar to what happens to organic searches, the number of clicks we receive relative to the total number of searches sends a message about how relevant we are to the search term. We'll explain later on how this happens. Until then, let's stick to the idea that it is important to attract attention and get clicks. How do we do it?

My students always like to say they are very creative, which is why they chose studies in communication, public relations and advertising. The reality is that they either misunderstand the concept of "creativity " or over-estimate and overestimate themselves from this point of view. I mention creativity because the Google AdWords system greatly limits creative possibilities. But you still need a lot of imagination and intelligence. How do you make your ad stand out when you only have 25 characters for the title and 2 lines of 35 characters to describe what the ad is offering? The first secret in Google AdWords is to be explicit, comprehensive and engaging in words   few.

The elements that make up a Google AdWords ad are the following:
-      Title /   of   characters
-      Description lines - 2 rows
     of   by   maximum 35
     times   characters
-      Display URL - Internet
     address   which   will be displayed
     with   claim

- Destination URL - the web address that the click takes, an address that is not visible in the ad text itself (in the example above, the destination URL is https://www.f [of](of) shiondays.ro/search/?q=PantofiSport&gclid=CI- 3mIaCpscCFSjJtAod18cFsQ)

Display URL does not have to be functional, but Destination URL does.

Display URL and Destination URL may be different but must have the same domain. I recently tried to make an ad to show in the URL of a publisher I'm working with for publishing a collective volume, but I wanted the click to lead to a landing page on the faculty site where I work, where I had lots of volume data. In this way, we could better control what happens after users click and can even measure conversions (how many will send a chapter proposal after they access the creative). On the website managed by the publisher, I did not have this control. On this occasion, I learned that what I wanted to do was impossible. Can have a URL as *fspac.ubblcuj.ro* and a URL destination like *fspac.ubblcuj.ro/comunicare/call-for- chapters*. In this example, the field is the same. But I can not have a display URL *igi-global.com* and a destination URL *fspac.ubblcuj.ro/comunicare/call-for- chapters*. It is considered an unfair practice, which has the potential to confuse users.

There are also some recommendations that we should take into account when writing the actual ad text:

1. Make a clear and concise promise. Sometimes, when we want to say about our product as much as possible, we might force and forget the very essence. An easy exercise I give to students is one in which I willfully avoid mentioning what they sell Company:

It's easy to see that the left-hand advertisement focuses on the company's name and on attracting customers by promising holiday deals and missing the essentials. Offers for what products? Perhaps not everyone has heard of Carpisa. In addition, searches for users who click on paid ads are typically "action oriented". This means that the mechanism of thinking is something like : "I want to buy a bag for ladies, I search the internet *women's bags* and click on the result that seems to me the most relevant. If a result appears even with the word title *bag* I find it relevant. And the description gives me some useful details. I will probably click here to help me in my purchase decision. "We can not afford to be vague or inaccurate when writing a Google AdWords ad.

2. Inclusion of a Call to Action. Inclusion of a call-to-action causes an increase in the clickthrough rate demonstrated by many researchers. Most trusted data come from Rutz and Trusov (2011), which scientifically demonstrates that a call to action increases the click rate by 32.79%. And other studies have done such tests, and the results are always in favor of a phrase that urges action. The psychological explanation of this behavior is not very clear. It is important to know that you can not use any syntax. Google will not approve your *click*

here / click here . But you can still use expressions range: *înregistrează- you* , *purchase now* , *buy online* and so on

Rutz, OJ, & Trusov, M. (2011). Zooming in on paid search ads - a consumer-level model calibrated on aggregated data. *Marketing Science* , *30* (5), 789-800.

3. Use of numbers (eventually prices) and symbols in the advertisement favors the increase of clicks. The explanation is simpler in this case. The figures and symbols are highlighted by the monotony of the lines of the paid advertising. But Google policies are tailored so that they can not abuse this factor. Thus, improper, repetitive, unnecessary or even playful use (Google manuals use the term "gimmicky ") will cause the ad not to be approved. There are also restrictions on the use of exclamation and interrogation signs. In the title they are totally forbidden, and only such a sign can appear in the description. But we still have many options for using the symbols. Some of them will increase credibility: ®, ™, ©. Others will save space in addition to attracting the attention: &, €, £,%, 3 * (eg to designate a 3-star hotel) and so on

> Probably also in this category should be mentioned that the use of capital letters where not applicable is forbidden. A full capitalized headline is not accepted and no alternative capitalization and normal characters are written in the same word (eg TRIcoUrI).

4. Use a generic display URL (you can even use the extra space that the Display URL field gives you to place one particular keyword at a time). For example, if we promote a shoe-selling company, you can use a http: // company name / shoes . You can do this even if this URL does not go anywhere. Additionally, the occurrence of the keyword in the URL increases relevance to the search for this phrase.

> On the other hand, it is important that the Destination URL will lead exactly to the landing page where the product or promise of the ad is located. There are still plenty of companies that put the Destination URL homepage on their website. This is at the disadvantage of a customer oriented towards action. He no longer wants to look for the desired product by himself, but to reach the target directly when he clicks.

5. A less known detail in building an ad is that there is a so-called DKI (Dynamic Keyword Insertion) that can help us deliver customized messages to users after their search.

Notice at the top left in the headline that it starts with the **{ keyword: Shoes }.** This little trick means that if we have among the key words (which we will discuss more in the next section) the following: *sports shoes* , *leather shoes* , *cheap shoes* , etc., the text between the braces will change every time

the user performs a search that matches these keywords. Specifically, if the user gives the search for the *sports shoe* query , the ad he sees will be shown in the figure below.

If another user searches instead, on Google *leather shoes* , the same ad will be displayed next to each other.

For other searches that do not match exactly between these keywords, you'll see the default next to it.

The advantage of this approach is that a consumer who receives a result consistent with what he is looking for is more likely to make a conversion (not just click, but even buy the product).

In theory, if the modified headline is longer than the 25-character limit imposed by Google, DKI will no longer work and the default will appear. However, this restriction may not always be applied. I say this because for simple searches on Google, we often found results (in the right ad area) that had 26, 27 or even 28 characters in the headline. Probably due to the use of DKI.

6. There is another way to bypass the headline character limit. If we finish the first line of description with a punctuation mark, the headline will be extended, adding the first line of description to it. This is true only if the creative is between the top 3 in the area above organic results. The rule is not valid for the results on the right of the screen. See below an illustration of this. The   line   description ends with " .",   and the   headline at the top ad gets expanded,   to   difference of side ad, which

     remains unchanged. This is useful in the idea that an expanded headline makes the ad more visible and more similar to the organic results below it.

Choosing keywords

Although this step may seem simple, we need to use a combination of experience, intuition and research in its realization. It may seem ridiculous to make the following statement, but the experience with the students convinced me that here is often a mistake when you are a beginner. *Keywords do not "combine " each other. Each one is a small, self-priming bomb exploding (that is, causing the ad to appear) when triggered by a search query entered by the user when looking for something on Google.* Many times when I give my students a test, I'm clear that they do not understand this simply. For example, I ask students to propose a list of 10 keywords to use in Google Adwords for a 5 star exclusive hotel in Cluj-Napoca. One   one of the worst responses to this simple exercise was " exclusive." In the context you know, as a promoter of this hotel, like "hotel ", "hotel Cluj", "spa and hotel Cluj", this key word makes sense when it is related to the others on the list. But in reality it must be effectively treated separately. What do you think he wants to find a user when he puts this phrase on Google? Obviously, he looks for clothes for a special occasion. He certainly does not care about your hotel ad. Likewise, a student gave the following list of keywords: *Luxury Hotel   ,   the latest   technology , perfect   services , quality , Romania , SPA , luxury vacation   , selective , conference room   , selected products .*

Again, together, maybe this set makes sense, but you actually show your ad every time someone searches for data about Romania or about internet technologies. Makes sense? Not really. Your list should be limited to: *Cluj Hotel, Luxury Cluj Hotel, 5 Star Cluj Hotel, Best Hotel in Cluj, Cluj Hotel, Cluj Accommodation, etc.*

Now that we have established this, experience and intuition can not be solved on these pages, but research is provided by certain tools, one of which is inside Google AdWords. This is a Keyword Planner that can do the following for us :

-   can suggest keywords based on some of the details we enter into the system (the product / service offered, the landing page where the product is located, the pre-defined product category)

-   can combine our proposed keywords so as to result in new strings of words,

key

-   can provide traffic volume data for our keywords (for example, the system can tell you that a certain phrase has been searched for X times in the last week in a given area). In addition, we can estimate the approximate prices bid for these keywords so that we can have a budget estimate a priori. See an example below, which shows which key word in a string we choose is the most searched, what is the fluctuation of searches on the proposed word group and how much it is bidding for it on average :

-   can also make a click and cost forecast for each keyword

We recommend using a wider (at least 10) word set at the time of choosing your keywords. Throughout the campaign, we can compare the performance of these keywords (how much they are looking for, how many clicks are made to each, what cost, where we're looking for, which ones are the ones that lead to conversions). The more choices we choose as keywords are more detailed (e.g. , "pizzeria delivery domiciliu Cluj"), the more they will benefit from a lower *search volume* , but are more likely to leads to more conversions. On the other hand, a low search volume may

leads to not displaying the ads for that keyword or displaying a cost per click high. On the other hand, choosing a more general phrase (eg "pizzeria ") will compete with many other competing websites, but the possibility of a higher volume of traffic is a great advantage. So, what are you gonna choose? Do a few people search for the terms associated with your ad, but those who make it buy your product, or search a lot of people for the terms associated with your ad, but only a few of them see the ad and buy the product? You can simultaneously test both variants. You do not have to choose from the beginning. Perhaps both variants will be cost-effective.

The choice of keywords must also take into account the so-called semantic modifiers (at least that's what I call them), which are nothing but punctuation marks attached to key words. Depending on these, the accuracy of the match between the keyword chosen by us and the search query that the user enters into any search on Google is set.

1. ***The*** first match type is the one without a modifier. It is called ***broad match*** or ***fit wider***   . Into the   this case, our ad will be displayed not only search exact word but also synonyms, variations / articulation of the word and even to other terms related to the word (*related searches*   ). Displaying *related searches* means that, for example, if in general searches by Google, those looking for the word "shoes " tend to look for the word "socks" in the same session, then my keyword "shoe" "To be displayed when someone searches for" socks ". On the one hand, a broad match will bring us more impressions. On the other hand, some of these impressions may be completely inappropriate with the search query. And when we say "completely   improper "means that the broad match can lead to the most strange and unpredictable impressions. When we promote the curriculum of the faculty where we work with the students, the first steps have been made without modifying key words. Not surprisingly, it was amazing when I report (**Reports** - **Dimensions** - **Search Term Report**) and it was noticeable that we had been shown and clicked on terms that did not seem to have much to do with us. We promote the Faculty of Political, Administrative and Communication Sciences, Cluj-Napoca, admission 2015, so the following searches seemed at least strange: *septimiu muresan cluj*   , *at the entrance to cluj is a repairer volvo aratami tot* (the only thing in common with our key words is in this case the word *cluj*), *admission to the galati faculty*

   2014   , *political news* (here in place of *political science*), *political*

   rights   , *communication skills for example examples,* etc. This is the risk when using **broad match**   .

2. **Broad match modifier** means adding the " +" sign to the key word. Thus, the ad will only be triggered by minor variations of the words in the syntax (no synonyms and related searches). The mark can also be used several times in a syntax, and the words will be taken in any order. Follow the table below:

Keywords	ions that will trigger the ad's display
+ shoe	, shoe, shoe, and so on.
+ shoes + import	import shoes, imported shoes, shoes imported, import shoes, and so on.

3. **Phrase match** is the **match** type that uses the <" > element at the beginning and end of a phrase. The result is a narrower match than the previous ones. The ad will only appear when

searching for the phrase or its light variations without changing the order of words. See the example below:

Keywords	ions that will trigger the ad's display
" Guard services "	urity and protection services, security services, guard services, etc.

4.   **Exact match** (exact match) uses elements " [" and "]" to get displayed only if the search phrase those without   Other   words in front or in back of it.

So, it's the narrowest type of match available. So only the search query *security service* will trigger the ad whose keyword is *[guard services]*   . Using exact match, or at least phrase match, is more useful in some industries than in others. Anabela Luca, from AdLemonade, a Google certified trainer, gave some examples she met in her vast experience: the tire industry and the computer components industry. In the case of tires, we must take into account the fact that models and sizes are very varied and that consumers' searches may be very specific. Even if semantically the differences will be small (and Google will recognize them as such), they are huge in relation to the product type. Assume for a moment that you are a tire dealer who has on stock (and of course the website) the size 190 55 R15, but not the size 190 50 R15. Into the broad match is a one-digit difference, which will be interpreted as minor, so your creative at a size will also be displayed for a different size. Moreover, your ad will probably get clicked, and the consumer will wait to find what he searched for (tire 190 50 R15) on your website that does not contain such a product. The situation is similar for computers, where a "i 60" is completely different from an "i70". Examples can continue.

5. **Negative keywords** are the last type of keyword usage and use the " -" sign before them.   Into the   In some cases, the promoter of a product / service / firm does not want to associate with certain words, so he'll have to make sure that the ad does not happen to happen after a search that contains that word. For example, many brands avoid associating with the keyword "cheap ", which they will pass to negative keywords. Or, in another example, if we are a shoe store, but we sell only to women, it might be a solution to move to the negative keywords "men ". Or if we sell sports shoes from several brands, but not from Nike and Puma, it may be an idea to pass these brands to negative keywords. Thus, we will not waste money on clicks of consumers searching for these types of products, and we can not afford them. Sometimes, correct identification of negative keywords can be as important as other keywords. WordStream (http://www.wordstream.com/negative-keywords) offers a free tool

(for 30 to use) it suggests a lot of   combinations that can be done with your key word, so you can check what's wrong and what to eliminate. It is not the only tool of its kind, but the good news is that it also works in Romanian. Here's what this tool proposes when introducing the phrase " sports shoes ". The words marked in blue are those that, if they do not match our offer, can be passed to negative keywords:

Now that we have an overview of all types of matching keywords and semantic correspondent modifiers, let's take a direct example from Google AdWords where we have a complete list of keywords of all kinds. We will play the role of a chemical cleaner in Cluj-Napoca. Below is a screenshot of the keyword insertion process. We were just excluding the word "cars "As we did for" carpets ". Below are some of the words you've just entered (chemical cleaner, chemical cleaner cluj), and on the right you see Google's automatic suggestions, which you can inspire for your keyword list. To the right of each keyword we also find the columns that will show us which ones are the best (clicks, impressions / impressions, CTR - number of clicks per impressions, average CPC - average cost per click, cost total, average position - position in all competitors ' paid ads).

Then, see how I can change the match type and after entering the key words in the system:

My complete keyword list will be the following. I'm not sure I made the best choices. Maybe it does not have much logic about how we combined the match types. But it is less important because the reports I will generate after the first clicks will give me the chance to see where to make changes on the go:
[clean clothes cluj]

+ cleanup cluj

+ clean-up + clothes
"cleaning clothes
prices"
+ clean up + chemical
cluj "cleaning prices"
"dry cleaning"
-The

-covoare

Invest in people!

Competitions for the first places in the space for paid advertisements

So far, we have set out how to build an ad group, how to write an ad within that ad group, and how to choose the right keywords for the entire group.

Our result is to be displayed when a consumer carries out a search query relevant to one of our key words. But for each key word there are probably more players on the market who have done the same thing that I have done so far. Maybe there are more than just available spots for first page ads. In principle, there are 3 positions somewhat privileged above organic results, respectively 7-8 positions on the right column and / or under organic results. Position counting is done as shown below:

So we have to ask ourselves the following questions:

- How does Google AdWords decide who is worth displaying and who does not, and in what order? displayed?
- To what extent does the brand / company count on which position the ad will be displayed? There are better positions and more bad?

The short answer to the first question is that the position in the paid results is given by two factors: the maximum CPC (ie the amount you are willing to pay for a click), the quality score (in short, the score for the relevance of the ad) . We will discuss in detail how the permanent auction behind this system works a little later.

The answer to the second question is less unequivocal. It is clear that advertising is more visible in the top three positions, but online marketing specialists say there is no rule

clearly linked to which is the most favorable position for online trade. Wordstream estimates the average CTRs that a company can offer for each position. The first position can take 6% or more of all the clicks on the page. Position 2 typically hovers at 4-5%, 3 - between 2% and 3%, 4 - between 1% and 2%. From position 5 down, a realistic target is maximum 1%, according to specialists from this firm. Of course, these are just estimates, and the display ranking is extremely fluid and depends on other factors. In addition, the CTR acts simultaneously as a cause and as a placement effect on a particular position. Concretely, if for a variety of reasons (e.g., ad text attractiveness) a creative receives a high CTR on position 5, that high CTR increases the score of the ad, which can move it instantly up the rankings. But let's not skip the steps. For now, let's keep in mind that there is a positive correlation between the position of the ad and the CTR. The higher you are, the higher your CTR and vice versa. Wordstream estimates are confirmed by real data, following the study of over 2 million clicks, by AccuraCast, which shows the following average data for each position: But are there also differences in conversions? Do we sell more from a higher position? Some companies make more conversions from position 1, others from

position 4, others from position 2. Several studies, includingHallam Internet in 2015, show that the conversion rate is significantly better for the first 3 positions (May picked second position), while from the 5th position downwards we are getting weaker. Below you see a graph in which you convert and from each position is reported to average convergence a of a commercials:

Position 2 has a conversion rate 20% better than average conversion in this case. The greatest loss of profitability occurs between positions 4 and 5. So if we take these results exclusively, we should try to show our ad as high as possible, but if possible not in the first position. The weaker conversion rate of the first position is odd, especially if we correlate with the much higher clickthrough rate (CTR) it receives, which may suggest a higher confidence of users in the first position results. Because a general explanation is hard

to offer, I am afraid that the above results are not just the fruit of chance. And this fear becomes more serious when looking at the data below provided by Wordstream .

$R^2 = 0.002$ clearly shows that there is no correlation between the average position on which the ad appears, on the one hand, and the conversion rate (CVR) of the ad . So the position affects very little or no conversion at all. These results totally contradict those at Hallam Internet. Unfortunately, none of the studies has a sufficiently detailed scientific methodology to gain full confidence. However, in absolute figures, the first positions remain more advantageous and if the conversion rate is equal, because they benefit from a higher volume of traffic. Thus, 5% of 700 clicks result in more conversions than 5% of 200 clicks, as it would be a mean difference between positions 1 and 4. On the other hand, leading positions cost more, so and the profit margin decreases. Again, we come to the conclusion that these calculations must be made by each company when launching a campaign. Ideally we would know the following variables from beginning:

- How much of my product's total cost can be invested in AdWords so I still have it a margin Hi of advantage? With other words, which It is the cost per acquisition on which allow me to pay it? Of course, this cost will be very different if they sell high added-value and high-value products or if they sell low-value items (eg clothing). Let's say, for example, that a pair of 100 lei pants allow me to pay a cost per purchase (CPA) of 10 lei, the remaining 90 lei representing other costs that I have to provide. So, in other words, I can pay 10 lei to Google for each pair I sell with it.

- What is the average conversion rate for this product category? If I have enough data from the past, I may be able to determine what average conversion rate I had so far on this type of product. Let's go on the idea that this rate is about. 5%. So, 5% of clicks (one click out of 20) end with an order for my pair of jeans. From here, I can determine the maximum I'm willing to pay for a click. It is 10 lei / 20 clicks, so 0.5 lei / click.
- What is the level at which the competition is bidding for key keywords associated with this type of product (pants)? If generally the first positions pay 2-3 lei per click, it is clear that there is no point in knocking on these positions. Even if I take more clicks and sell more, I will do it at a loss. So I will be happy with a lower position that will not bring me spectacular sales, but it will bring me a steady profit if the price for display will remain below 0.5 Euro / click.

In other situations, it may be worthwhile to fight for the first position because the variables discussed can get completely different values. But wanting to go out for the first or second position without a minimum profit beforehand, just out of pride and the desire to override your competition would be stupid.

Quality score

Even if Google AdWords does not work just like SEO (re-minding the parallel with sex paid VS investment in a long-term relationship), there is a small part where the two ways of online promotion resemble. Even if Google AdWords is " on the money," it also takes into account the relevancy criterion, as is the case with SEO. Depending on the relevance of the ad, she receives a quality score into the report with every key word from list established of marketer. This quality score is re-calculated each time someone searches on Google. The score is on a scale from 1 to 10. The exact algorithm used by Google to calculate the Quality Score is not known, but we know it depends on at least the following six factors:

1. **The relative CTR per keyword** . From this point of view, the system resembles the most with SEO. So if a creative receives a higher percentage of all clicks from a search, it looks more relevant and can increase its Quality Score. The same system works in reverse.Google naturally wants to increase its revenue. Given that it only receives money when clicked (usually the Cost per Click system), Google will not want to occupy its advertising space with poor-quality ads. So, an ad that has a small CTR will receive a small Quality Score that will take it to the bottom of the ranking or even out of it.

2. **CTR of all ads in your account** . CAREFUL! This is more important than it seems at first glance. If we make a play account, tests, and that account will contain some bad ads, that may affect us in the future. So keep the order in your account and treat all your campaigns and ads seriously. You may think that you can make another account at any time and it does not matter. Well, Google treats each newly opened account as if it were a company that first came into contact with them. The payable bank card is normally associated with a single account. I recently had an extremely

unpleasant experience with some of my students who feed the AdWords accounts from the same card to practice the use of this promotion system directly in the system. Lately, Google's security systems have improved so much that such behavior will almost certainly lead to the suspension of accounts based on a fraud alert. Rightly, Google can suspect that the bank card was stolen and used fraudulently. Or, you're making more new accounts to take unfair advantage of some promotional offers they have for new customers (200-pound vouchers). Once your account has been suspended, it's very

hard that suspension saddle May or high and saddle May recover the money from account. nay even e you may eventually compromise your relationship with Google AdWords and they will never want to do business with you anymore.

3. **The quality and relevancy of the landing page** , that **is** , the **landing page** when the user arrives on the website. If the search query given by the consumer is found on the landing page, it means that the landing page is relevant. For example, if a consumer is looking for bookkeeping services, it would be good to have a section, title or menu button on the landing page of our ad referring exactly to "accounting ." The more Google robots find more in page code references to syntax related to " accounting services ," the higher the Quality Score in relation to this keyword. Imagine if things did not stay that way, what would happen. We could advertise on accounting services, we could use this keyword in our predefined list just to take the user to a page that offers something else, for example, audit services.The relevance for the user would be zero, and this tactic would be bankrupt. Due to a low Quality Score, it is unlikely that such an advertisement will be on the first page of results, or even may not be displayed not at all.

4. **Relevance of the word to the ad group** . Is the keyword I chose, or a variation of it, even in my ad group text? If so, it is clear that relevance is increased. The same is the Quality Score for this keyword.

5. **The relevance of the keyword and the search to the search.** If we choose an exact match (exact match "["), obviously matching the search query and the keyword is 100%, or advertising nor would display. For the other situations, there are some differences, sometimes quite large, between the search query and the keyword. The higher the difference, the lower the Quality Score, calculated on the spot. Similarly, if the search query is not found in the actual ad text, the Quality Score may decrease.

6. **The performance of your ad account in the geographic area where you promote the ad** . Do   you   remember that then When I have made first settings for campaign, had saddle we   set area (country,   county,   city, etc.)? If we have previously made campaigns on the same area and they have gone well (high CTR), this may be a small advantage for us. If, on the contrary, we still fail, we signal the signal that we are not very trustworthy. So even such a detail can somehow affect the Quality Score, which ultimately is a score of relevance and trust in the advertiser.

Auction / bid and costs

If we talked about the Quality Score, we can go to the second part of the discussion about getting a good place in the impressions: money. The more you give a click on a particular keyword, the more likely you are to be shown above. I think this has already been understood. At each search given by a user, Google calculates the rank based on Quality Scores competitors, and based on the maximum CPC they have set, that is, how much they are willing to pay competitors at a click. How much money we pay for clicks on our ads depends largely on our competitors on this market, but also on Google. It depends on competition, because on a keyword that other companies have high CPCs, you will not be able to compete with a small offer. On the other hand, there are market segments where competition regulates a fairly average price low.

Costs can fluctuate a lot depending on how others bid, even in one day. For example, a competitor bidding aggressively can finish his daily budget in a few hours. Once it comes out of the scene, the prices may fall for the rest of the day. It's almost a stock market, and it's important to keep track of CPCs in your account to keep costs as high as possible control.

But it also depends on Google how much you spend. You might think that if you are the only competitor on a keyword, you could set a maximum CPC of $ 0.01 and benefit from the cheapest advertising in the world. Well, Google realizes how valuable the keyword can be to you (if you're naive, you'll even fill that field where you're asked to write how much money a conversion is for you). So you never pay, or almost never, a cost of $ 0.01, but you'll see below-key "Below first Page bid" keywords . In fact, each keyword gets a cost estimate for the first page. Experience has shown us that this estimate is overstated. We have often achieved position 1 in the auction with a maximum CPC of half the recommendation made by Google. That's in the category "it 's not bad who's asking, it's bad who gives it." But if you go too low with the offer you make even risk not to be shown at all. The maximum CPC can be set separately for each key word. The formula that determines your display rank is:

Max CPC x Quality Score = Final Score.

Ads with the highest final scores are displayed first.

IMPORTANT! Max CPC is not equal to the final value you'll pay on the click. The system only charges exactly as much as you need to beat the one with an immediate final score under you. Because of this, the level of the auction is regulated by the CPC imposed by the last ranked, rather than the top ranked.
The formula of your real cost is:

The final score of the competitor below you / your quality score + 0.01 lei. The last ranked person pays the maximum CPC and we need to start the calculation.

Here is an example of how competitors on the same keyword will sit in this way in the leaderboard and we can see how much they spend:

claim	Max CPC / Max bid	Quality Score	Score final (Ad rank)	Rank - position	Real CPC
Adidas	2 lei		18 (2x9)	1	17.5 / 9 lei = 1.94 lei + 0.01 lei = 1.95 lei
Nike	1.5 lei	8	12 (1.5x8)	3	10/8 lei = 1.25 lei + 0.01 lei = 1.26 lei
mountain lion	2.5 lei	7	17.5 (2.5x7)	2	12/7 lei = 1.71 lei + 0.01 lei = 1.72 lei
Asics	2 lei	5	10 (2x5)	4	2 lei

If you ask me who is the most winner in this game, I could give more answers. Maybe Puma, who pays less than he would afford, with a non-most relevant advertisement (Quality Score = 7 not remarkable), but gets a position 2 that I have already shown is sometimes considered even more cost-effective than the first position. Surely, with just 0.1 MDL in addition to the CPC, he would get position 1 for which he would pay dear (2.58 real CPC), and would increase considerably the volume of traffic. Asics, obviously, is the worst. He pays the most and stays on the last place because of a very poor Quality Score. If you could know beforehand how the others bid and what the Quality Score they have, they might choose to bid less and stay in the same position. This situation would also help Nike, who is the competitor immediately above, to pay less. But up to a limit on which Google considers the score to be too low and decreases the overall profitability of the entire auction. At that point, which varies depending on the situation, you will not see your ad until you increase your Quality Score and / or maximum CPC. Let's make an analogy with the poker game and say it's like a kind of minimum buy-in so you can take a seat at the table game.

Adjust bid - adjusted bid . If this auction-based system in AdWords seems complicated, be sure to make it even more complex. For each auction, you have the option to add a percentage adjustment based on a few click items that seem to bring you greater benefits. Thus, with the adjusted bid, I could bid more if: (1) the click comes from a mobile device; (2) the click comes from a specific geographic location (in other words, a click from Cluj may be more important than one in Zalău); (3) the click comes at a specific time of day (it's normal, for example, to adjust the minus click for periods when my store is closed). The decision to use or not or how to

use the service depends on each particular situation the company is the advertiser and the target is more important she.

Let's take the example of a museum that tries to attract as many visitors as possible. The maximum CPC for the phrase "Cluj museums" was chosen to be at the level of 1 leu. I could make a series of judgments (I do not say that I am necessarily ad literate, but only used as examples of reasoning) depending on which bid to adjust.

Rationale 1. Most foreign tourists visiting the city are from Germany. Also, German tourists spend the most money in the city. A click from Germany can be 20% more valuable. Set bid adjustment to 1 leu x (+ 20%). Thus, we will actually bid 1.2 leva for IP clicks from Germany.

Reason 2 . We know that foreign tourists are most interested in sightseeing in the city when they are already here, and the preferred way is to search for information on their smartphone. We could make an adjustment for clicks on mobile devices - 1 leu x (+ 10%).Simultaneously, we should make a location adjustment - 1 leu x (+ 10%) for a IP of Cluj-Napoca. If the two terms would be met simultaneous, I have payment

1.10 lei x (+ 10%) = 1.21 lei for a click on a mobile device in Cluj-Napoca.

Rationale 3. The museum is closed on Monday, but we do not want to stop advertising this day, because the information obtained today can be used for a visit in the coming days. However, because we know that much of this type of search is action-oriented, we'll adjust down the clicks on Monday. So, on Monday we will go to 1 leu x (-30%). That's 0.7 lei.

Let's resume mathematical hypothesis once again using two adjustments: Initial bid /

max. CPC: 1 leu

Bid adjusted for mobile device (+ 10%) = 1 leu + 10% = 1.10 lei

Bid adjusted for Monday (-30%) = 1.1 lei - 30% = 0.77 lei

0.77   RON will be our maximum CPC on a mobile device on the day months.

The adjusted bid is clicked on the campaign in question, then **Settings** , then you should see three buttons: **Locations** , **Ad Schedule** , **Devices.** For each of them, the first column will be "Bid adj.", Where you can increase or lower the bid percentage to the option you want.
conversions

The last, but not the last, chapter dedicated to introducing into the Google AdWords Search Network is the one dedicated to conversions. I have already mentioned this term several times over the previous sections. Why have we talked so much about conversions? Because I'm the most relevant indicator of the performance of my Google AdWords account. Beyond all, a customer will be interested in knowing how many sales he has brought the ads he has invested in. Is it the only indicator that counts? Certainly not. The benefits of advertising with AdWords can be evaluated differently, but far less accurately than we do when calculating conversions. Did we have a notoriety of advertisements? The investment is not visible now, but will it be seen in the future? Possible , but any businessman will want to see tangible results, and conversions are those tangible results.

What is actually a conversion? We define, in our marketing strategy, what a conversion is. Most often, a conversion = a sale. But we can set as a conversion any relevant consumer action on the page it comes to: completing a form, logging in, making an entry, accessing a specific section of the website, pressing a button, etc.

How does conversion work? In the **Tools-Conversions** menu **you** can define a new conversion. We'll have to name it (e.g., sell) and complete the following fields. We'll be able to choose whether we count all or just the only conversions. If we choose unique conversions, if one click leads to multiple purchases, there will be only one conversion. If we choose "all ", there will be so many conversions, how many purchases are made. In this second scenario, in theory, the conversion rate could be even more than 100%, since one click makes moreconversions.

Then you can set the click time to consider conversion. This is useful if we take into account that the purchase decision is often not immediate, so that a consumer can return to the website several times before converting. The system lets us set up a window of up to 90 days between click and purchase. Conversion will also be considered in the case of a very slow buyer's decision.

There is also the "value " variable , where we are asked to specify how much conversion is worth. I would recommend selecting "do not assign a value". Why should Google know what our business is worth for our business? It's as if in a negotiation you tell the one with whom you negotiate the maximum you are willing to go to. It does not seem rational.

These are the most relevant choices when setting the conversion. Once we have completed them, we will receive a code in the form of an HTML tag. This code must be copied to that page on our website, which means that the conversion was completed. To make it clearer, the code is copied inside the <body> tag of a page that is usually a "thank you page". You have probably noticed that when you make an online purchase after last click purchase confirmation window appears where you are told to process your order and thank you for your purchase. Well, that little window has in HTML code this script provided by AdWords. Every time that page is accessed, the code inside it sends a message to the AdWords account, and the conversion is recorded if the click has come from the ads in our account.

Copying this code is not complicated, but of course you need access to the back-end files of the website. If you have not seen up to now how a site's HTML code looks like, right click on any page and choose "Inspect item." You'll see what the code page looks like and you can identify the tag </ body>, before which the tracking code must be copied. There may be situations where you do not have access to the HTML file so you can copy the code. There are frequent situations where you manage your website with a Content Management System, such as Wordpress, and you have no more in-depth access to it. For this, there are plugins that let you add tags from Wordpress. Creative Clans Embed Script is a plugin that worked well for me in this regard. Copy the tracking code provided by AdWords into the box provided by this plug-in, your "thank you page" or equivalent, and campaign conversions will start tracking and you will be able to monitor them next to each keyword you have in your AdWords account.

Using Ad Preview

Now that everything is in place, we can let the campaign run. Many beginners have the tendency, after making all the settings, to check whether and how they display the advertisement after a search query. They open the search engine and start typing different search terms and search for where the ad was shown. Of course I do not click on my own ad because it would consume money from your account. However, if repeated several times, the operation can become harmful, even without a click. Can you see why?

It's enough to read the Quality Score part of this book to answer. For repeated searches that are not followed by clicking, our behavior can negatively affect your CTR. If the clickthrough rate takes it down, so does Google's perception of the relevance of the ad, and so we may reach a lower Quality Score. Additionally, all ad performance indicators can yield irrelevant results if they include our testing behavior. Even if our searches are lost due to the high volume of traffic and we can pretty much influence the overall scores on the indicators, it is still better to use a tool inside the Ad Words to view the ad. This tool is Ad Preview and Diagnosis. It allows you to open a window containing the Google search engine, but it will not record in any way the activity that you will have on this page. This is a specially created situation for tests and pre-visualizations and will have no impact on the performance indicators of the ads. The recommendation is that once you've completed your campaign and ad settings

you can check in the Preview Preview if everything is displayed as planned. If something is wrong, you can make the necessary changes to your account and try again.

1. **Google AdWords Display Network**

As explained in the previous chapter, the Display Network is fundamentally different from Search. The Display Network is based on displaying unsolicited advertisements on websites that allow Google to display them. And when I advertise, I refer to several forms, the most popular of which is the banner of advertising. The banners you see online on your favorite websites are probably mostly delivered through the AdWords Display system. You can check using the method we've also used on other occasions: right-click on a website banner, Check*item item,* and check if there is any reference to Google in the banner code section. You'll probably find something like this: <iframe src = " http://tpc.googlesyndication.com/safeframe/1-0-2/html/container.html" >. It means that the border allocated to the banner is filled with the Google AdWords Display.

So far, I have been rather pessimistic about this system: ads are unsolicited, potentially disturbing, there are many accidental clicks, the average click rate has fallen sharply for a long time, and Google says it is now somewhere at 0.5%, etc. . A 0.5% CTR means that the banner must be displayed 200 times before it gets clicked. It's not very encouraging, but keep in mind that we are only talking about average value and that some very popular websites can generate tens or hundreds of thousands of impressions a day, which can generate a substantial number of clicks. For example, libertatea.ro, one of the most popular websites in Romania (unfortunately) had over 12 million impressions in the last week. That means it can sometimes

reach 2 million impressions in a single day. And so, if we take the average (but I'm convinced that it can go much better than the average), a single ad space on the website takes about 10,000 clicks a day. I do not know exactly how much this free 10,000 clicks get, but I'm sure it's a lot. So, though, we are talking about important amounts that are spinning in the Display Network as well. I want to make a few points on the case of Romania. According to the study Genius AdMonitor , the last part of the   year 2014 in Romania CTR average network display was 0.4%. 87.25% of network impressions are given by banners (that's why they insist on them), the most popular ones being 300x250 and 728x90.

But above, we present the perspective of the advertiser. From the advertiser's perspective, it's worth using Display Advertising, especially when your product is new, maybe even innovative, so it would be harder to wait for search traffic. Additionally, this type of advertising offers many exciting options, such as remarketing, which allows you to create user groups that can be tracked while browsing the internet. We will explain later on how this is working.

When you start a Display campaign, you can choose a marketing goal, depending on which options you will be offered. If you do not choose a goal from the three offered, you will benefit from the second phase of all options. Basically, the three goals match the type of campaign and the type of toll you'll prefer: build awareness (it's the CPM payment method - cost per thousand, that is, you choose to be charged according to the number of impressions of the ad, regardless of the click or purchase consideration), influence consideration (here we will go on a CPC toll - each click), drive action (CPA - cost per action / conversion). Depending on what you propose, you can choose any option, but paying CPM seems to me risky and I would not choose this option even when all I have is a brand awareness campaign.I think awareness can also be a bonus when you make a CPC or CPA. In addition, in this case, the results are more palpable and the controllable costs. For example, if I choose to only pay for conversions, I set a maximum CPA to keep going on profit, and things are simple. I can not get out of the way. I know exactly what the cost of a sale is and I'm not paying for anything else. Just, unfortunately, this option will not always be available from the beginning in your account, but only after there is a conversion history. The situation is because, in fact, in the case of the CPA,I set a maximum CPA to go further on profit and things are simple. I can not get out of the way. I know exactly what the cost of a sale is and I'm not paying for anything else. Just, unfortunately, this option will not always be available from the beginning in your account, but only after there is a conversion history. The situation is because, in fact, in the case of the CPA,I set a maximum CPA to go further on profit and things are simple. I can not get out of the way. I know exactly what the cost of a sale is and I'm not paying for anything else. Just, unfortunately, this option will not always be available from the beginning in your account, but only after there is a conversion history. The situation is because, in fact, in the case of the CPA, you pay all per click, but according to an estimate that takes into account the number of clicks required for a conversion, a number that we can not know before the ad runs for a while. Concretely, if I choose CPA, I must have activated a Conversion Tracking tool beforehand. Let's say we choose a 10-pound CPA. My conversion rate is 5%, that

is, 100 clicks typically make 5 sales. So a conversion of 20 clicks. If I chose a $ 10 CPA, I will actually pay $ 0.5 / click ($ 10/20 clicks).

Otherwise, most of the campaign options are the same as Search. However, pay attention to the *frequency capping* option you have not seen before. Its purpose is not to abuse the internet users' patience by giving them an upbeat message. So here you can set a maximum number of impressions that will appear per day / week / month in the same user's browsing experience . You can choose which to be this maximum number of impressions. If you put a frequency capping 4 a day, any user will only see your banner up to 4 times, even if it enters multiple times on websites that your ad is normally distributed.

You also have multiple options on *Devices* , where you can choose, and I recommend that you do it, display the advertisement on multiple types of display (mobile, tablet, laptop), and even go to the choice of the operating system.

In the next phase, you will choose how you want to target your target audience. In Display, you can choose either a single targeting method or a multiple combination.

The first method somehow resembles what I did for the Search Network, because it also relies on keywords. Just now the option is called *display keywords* . Sometimes you'll hear about contextual targeting to describe this type of ad placement. The function you pass here, Google will find websites that accept advertising (we'll call them *publishers*) to be related to one or more of the keywords you have chosen. So, for example, if I have a business selling exotic spices, I'll probably choose keywords like *recipes* , *exotic recipes* , or even *spices* . Google will also automatically suggest other words in the same range and make a match with publishers that have relevant content for these keywords. But I would not rely 100% on what he thinks is coherent. Once you've started your campaign, check constantly which websites you're viewing and filter them, because some may have a very vague link with your domain. The system is getting better in this regard, but it's not perfect. Several years ago, I got a load of the a colleague related to promoting a number of of   a scientific journals about philosophy, religion, ideology. At that time, targeting worked so inaccurately based on our keywords and domains that we proposed that we found that there were a lot of publishers in the *gay dating site* on the initial list . Not until now have I figured out what could have been the link with what we chose as targeting, but you realize what a fuck would you do to advertise a scientific journal on religion on a gay dating site. Take care of this and keep an eye on the list of publishers where you're going to show. Just like Search, if you worry about being associated with inappropriate content, you can also go through negative keywords. In this regard, one of the Google exams gives the following problem:

> Q: *A Java coffee maker uses contextual targeting and adds the key word "Java " to the ad group . After two weeks, he monitors the results with a "Placement Performance Report" and notes that the ad appears on JavaScript programming websites. What should the advertiser do to stop appearing on these irrelevant websites?*
> A: *Add negative keywords like " -programming" or "-Javascript" .*

If the *Display keywords* actually target a group of publishers, and therefore indirectly the users of these websites, the second method is more directly targeting internet users. It's *Interests & remarketing* . There is no secret that Google keeps all the history of our search activity, and using the IP (the connection from which we usually access the internet), the system has a very clear idea of who we are, what we like, what habits we have, etc. To believe that there is privacy or privacy on the internet is a naïve one, especially after the revelations in recent years. Thanks to Edward Snowden, we now have an idea of how much our Internet activity is monitored. So if I usually go home on the internet, Google will start collecting data about me because of my home IP. True, if from the same IP more people come in, it's harder to create a coherent profile. But in the age in which we live, the trend is towards the autonomy of using Internet access. That is, a device = a user. No one shares their laptop with others, much less the smartphone. On this device we saved accounts and passwords (through cookies), that not to us

we always log on to the websites we use. So it has become a more personal matter than it would have been, say, 10 years ago when it was still full of internet cafes.

Coming back, Google collects this data about me. I'm not worried she'll ever blackmail me. Its purpose is not, and at the huge volume of data we talk about, there is no way it can be. His purpose is to know who I am and what I like to be able to sell to me those things I like, to show them, to bring them to the front and even to avoid exposing me to things that are unlikely to me plate. Of course, everything is super-automated. Please do not imagine that somewhere in Google there is a file with your name and that there are people who are looking back from time to time to see what you've been doing lately.

If I use the *Interest* targeting option , I get a group of users with certain preferences and I drag them regardless of the websites they are currently browsing. And here I have several options:

1.*Affinity audiences* - If I want a large target group based on users' long-term interests, I can choose this option. I can either choose from predefined categories of interest (*cooking enthusiasts* , *nightlife enthusiasts,* etc.) or I can even create a public with interests I described . Categories are predefined in May wider or narrower. Alongside you can see a targeting May range. It's about nightlife enthusiasts all over Romania. See how the system estimates there are between 1.5 and 2 million users in this category and, at the same time, can quite accurately predict how many of these are women / men, what age they have and what their parental status is. All of this data is based on IP traffic history.

2.   *In-market audiences* - this is about targeting those who not only have long-term interests but are actively looking for and comparing certain products and services. For example, you can choose those looking for baby products, or those looking for travel services, or you can choose

narrower categories for some products, such as watches and jewelry. For each of these groups, you can see the same socio-demographic details related to your geographical area, as in point 1.

3. *Remarketing lists* - This procedure seems to me very useful and extremely effective in some cases, but it only requires a little extra effort to implement and access the website administration. It's about copying in the code of your page a <tag> that your system offers. Instead, copy a <tag> to any part of the website that you consider relevant. I'll take another example at my fingertips. On the faculty page I am working on, there is a section dedicated to describing study programs. If I copy my remarketing tag there, Google will start collecting data and making a list with the IPs of those who visited the page. I can use this list for later targeting on the Display Network. So, I can think of a strategic variant in which, in the first part of the campaign, let's say September-December, when potential candidates are informed but do not make a decision yet on the faculty they want to join, to promote myself in the network search. From January onwards, I can use the IPs of those who entered the web to study programs to promote them by remarketing the admission schedule to college. So I appeal to a audience I know is already partially interested. No wonder that click and conversion rates are typically much higher for remarketing targeting .

4.*Customer email lists* - honestly, it was a surprise for me to find out that through Google can also do e-mail marketing campaigns. We have never used them before, but that does not mean they have to be neglected. Again, it's about your customers, who at some point you have given and Address their by e-mail at the of a interactions with you (it is obligatory to or gmail address), so your chances of converting have to be higher than sending messages to strangers.

5 -6. The following two options are on the same principle and I think they also offer advantages to be considered. It's *similar to a remarketing list* , *similar to a customer email list* . With their help, you can identify users who have not yet reached your website but who are similar to societal-demographic interests and / or features with those in your remarketing or email lists. Useful, right? I can suspect that if 100 mums of 27-34 years old entered my website and are part of my remarketing list, there might still be more people who have not yet heard of me, but it could be the same of interest.

Overall, Google Display offers some user targeting options that are good enough to use it with confidence, even if Facebook's ads can not come closer from this point of view, where the interests and socio-demographic characteristics of users are much easier to be obtained and used. As compared to Facebook ads, this system has to rely heavily on estimates and logical deductions. However, given the large number of false accounts on Facebook plus the amount of inaccurate or past incorrect data, you may in many situations prefer to use the Google AdWords Display Network.

But, besides targeting publishers with keywords, such as interest and remarketing users, there are a few options to place your ad on the Display Network and you might find them very useful.

- *Topics* - works just like *display keywords* , but somewhat narrower, considering that it will only send your ad to websites in a specific field

- *Placements* - here you have the opportunity to manually select the websites you want your ads to appear. You'll see here and which type of creative and size the publisher accepts, and an estimate of the number of impressions per week for your ad. For example, in the case of a very popular website, such as the *Gazette of Sports* , Google estimates the weekly display of 2500-3000 times. I think it could be even more if the budget allows it. It's a good targeting method if we think it's using an already created audience , for you present an offer that and it fits. For example, if I have an online sports betting site, I would certainly want to place the gsp.ro website or maybe livescore.com through placements. It's just that I'm not the only one to do this, which is why I can expect high placement costs due to competition.
- *Demographics* - I do not think it deserves any attention, given that for Romania there is a segmentation based only on age and gender, and in other countries only parental status (which is often unknown by Google) is added. If you like this kind of targeting, stay on Facebook ads. It's a much better version .

After this step, we can already think of the types of creatives we could create. We have already talked about the most common option: the banner, which can be static, but also animated (preferably in the form of a gif). The clear benefit to Search is that, in addition to classical text ads, we can use commercials that include images or even image galleries in banners. If you want, you can upload your own banners, but do not worry if you are not talented on graphics. Google provides you with a simple tool to create banners. You can even create so-called rich media banners, which interact with the user to a greater extent and generally have a 2-3 times higher CTR.

So you're creating your ad right out of the system. When you choose the type of creative you want (Image ad, Gallery, etc.) instead of "upload " you can select "create". Make sure Ad Blocker (if you use this) is disabled. There are many Google services and even some manuals that do not work when it's turned on. It's normal to be like that. You will be asked to enter the URL of your website and the application will scan its content to provide suggestions for presenting the banner on all available sizes. These suggestions are then easily customizable. tosome dimensions you can drop out altogether if you do not like how it looks or if the picture and the text do not fit that size. You will notice that all banners follow the same rules of structure: title - promise - company logo - call-to-action. Usually this is the order. See below which design variants I get for Altex, without making anything else than writing the title and promise text and scanning the website altex.ro:

Looks pretty good, is not it? And here's how the same creative adapts to different sizes: I'm sure you know a little Photoshop or InDesign and you'll make banners more spectacular. But sometimes you can hurry up and it's much easier to go on a simple, this kind of walk. It takes less than 2 minutes to prepare everything, after which your ads are ready to be placed all over the internet. In addition, a few people know that banners created by using their own Google system have an additional monitoring option that your own banners do not have. It's *mouse over*

rate , who can tell you if the users have lain for a few seconds with the cursor on your banner. It's very useful because you can find out if your ad was seen even if it does not click and does not interact with it.

Auction and payment in the Display Network

The auction system in the most common case where we pay CPC is similar to Search. And in the display, on the publisher's page, there are more favorable, more visible, or less favorable positions. In principle, Google has data about the average CTR of each ad space on the network. As with search, occupying these spaces is based on a ranking based on the maximum CPCs bid by competitors and the Quality Score of the ad (similar to the search option). Also, you will pay a hundred percent of your money unit more than you need to overcome the advertiser in your lower position. But only the clicks that you take in addition to the lower position are paid like that. The others are paid at the same level as your competitor. I know it looks complicated,so we have to take an example of calculation. Let's say we have 3 companies, A, B, and C, and they bid for 2 placements in placements on an publisher's page (but the ranking works the same for other types of targeting). To be simpler, we assume they have an equal Quality Score, so we do not weigh more results.

- Company A - CPC max 3 lei - gets 1st position, which brings an average of 3 clicks per day

- Company B - CPC max. 2 lei - get position 2, which brings an average of 2 clicks per day

- Company C - CPC max. 1 leu - will not be displayed at all, so there is a 0 -click position

How much do A and B pay for the two positions? We need, just like Search, to start the calculations with the company above the last ranked. So company B will pay with a subunit more than C, $ 1.01 for each click. Company A gets one more click due to the higher position (3 minus 2). That click will be paid at 2.01 lei and the other 2 at the same price as company B, 1.01 lei. So on 3 clicks, A will pay 2.01 lei + 2x1.01 lei = 4.03 lei. 4.03 lei / 3 = 1.34 lei CPC. So the game is a bit different from Search, but not very.

If you're as smart as you think you are, you'll wonder what happens if a company bidding for the same CPC competes with one bidding CPM (cost per thousand impressions). How do you compare apples to pears? Calculate the apple-pear exchange rate and bring it to a common denominator. Do you understand how to do it? Probably not. Let's take a clear example in which 2 competitors fight for a position with an average CTR of 0.5%:

- Company A - CPM max. 4 lei (4 lei for 1000 impressions)

- Company B - Max CPC 1 leu - we calculate how much B would pay if you use CPM, based on CTR. It's simple. If the ad would display 1000 times, the CTR of 0.5% would receive 5 clicks. These 5 clicks would cost 5 lei (maximum 5xCPC), so an estimated CPM for B is 5 lei, more than A, which gives 4 lei. Therefore, B will occupy the first position. And he will pay 1 leu per click if there are no other competitors. And A will occupy position 2, paying 4 lei per 1000 impressions.

When I get into such calculations, I'm afraid I will not lose some of my readers. In the end, perhaps it is not so important for beginners to know exactly how these rankings are calculated by auction. You will never have to calculate them effectively. The Google system will handle this. If you find it hard to follow, skip the calculation and just keep in mind the principle: to get a favorable position, I need to pay more than competition and / or create relevant ads relative to where I place them and my website, which I am referring to.

Chapter V - Google Analytics

Google Analytics is the most popular tool for monitoring traffic on a website. Without such a tool, we could not have data on the behavior of our users. Analytics answers questions like: how many users do I have on the website, where I come from, how do I get to the website, how long I stay here, what pages I visit while staying here, etc. From the data provided on these indicators we can draw conclusions about what works well on the website and what is attractive. We can make changes accordingly. Also with Analytics we see the activity of those who
I get to the website through some commercials. I would just go so far as to say that we can check whether Facebook Ads or Google AdWords does not over-charge us, checking whether the paid clicks have been recorded on the website. It is not the only tool that makes such monitoring. I, for example, often prefer to use its equivalent: Statcounter. It seems to me easier to use with regard to each visitor's route through the website. But Statcounter has limited options in the free version, so we'll focus on Google Analytics, a free service that's easy to install if you already have an account with other Google services (Gmail, AdWords, or even Youtube). The installation of the service involves the completion of some descriptive data about the website to be monitored,and then copying a script from Google to the site code. This script is copied immediately before the tag </ head> of the tracking page. So you need backend access again. Do not worry if your visit data will not register right away. Sometimes it takes a while for the system to deliver the first data. If you install today Analytics, you can wait until tomorrow to see the first datesyou can wait until tomorrow to see the first dates ofyou can wait until tomorrow to see the first dates of traffic.
The amount and variety of data you receive will be very high, so Google recommends that you determine from the beginning what you are looking for, depending on what kind of website you own and focus on one or more measurable objectives. I'm going to take a classification of measurable targets from Analytics Analytics course by 5 types of website:

- *Content publisher* . Blogs are the best example in this category, but also any other website that relies on providing content, whether text, image or video. The measurable objective for this category will be to get a large number of visits to the website. Large traffic can result in the sale of advertising space on the site at good prices .
- *Branding (website)* . Any website that matches a brand. Here your goal will be to loyalty to users, from engaging / interacting. You will also want to increase your awareness.

- *Website of online information and support* . Your goal will be for users to find the information they need in a short navigation time.

- *Lead generation (contacts)* . Their purpose is to obtain customer contact information so that they can be used for future sales.
- *E-commerce websites* . The goal is most clear in this case: selling as many products as possible .

Value assignment in Analytics

In either of the five situations listed above, we can set conversions to determine whether or not we have set our goals. You should know at this point that a conversion can be any action we consider relevant. I will not give you any examples, but I'll explain that we can differentiate between microconversions and macro-conversions in our work. Of course, macro-conversion is a much greater victory than micro-conversion. Let's say macro-conversion is the final sale, and micro-conversions are the small steps a user can take to reach it, for example, accessing the section of the website where the product is located, or commencing the order without completing it.

If you're calculated and do not want to throw the money out of the window, you'll try to assign a value to a conversion, which must be greater than what you invested to get it. And here is the discussion about value assignment. Your webpage, where the product is located, might be promoted through several paid ways: Search Network ads, Display ads, Ads on Facebook Ads. With Analytics, I'll need to see which of these channels brings me ROI (return on investment) by simply tracking the user's route through the website. If I find that some channels are less performing than others, I can eliminate them. But to think twice before. What is the merit for conversion? Is this a simple question? If the sale comes after the click on ad slot A in the Display Network,then it's the merit of the A, right? But if before, over a week, the user who made the conversion has also entered Advertising B on the website, studied the product, but deferred the purchase decision? And maybe in the meantime it also came from C on the Search network. Just do we need to assign value A to Ad? Depends. You decide, depending on your business and your product, who you want to assign value to. If we are talking about a product that is a relatively important decision, say a refrigerator, the decision is probably not going on, so it would be more important to we attribute value to all those who contributed indirectly to the conversion. In other situations, when the decision is simpler and spontaneous, perhaps only the last click is relevant to you. Or maybe in others, first contact with the product is considered the most important. It's your decision and there's a lot of reasoning behind it.

Depending on how you want to go, Analytics and AdWords allow you to calculate ROI based on the following models:
- last interaction / last click - assigns 100% of the value of the last channel from which the website was visited before conversion. It is appropriate if the decision-making process is short.

- the last "non- direct" click - the same as above, but only eliminates direct traffic (that is, the user's direct writing of the URL).
- the last AdWords click - we only value the AdWords ads and, more specifically, the ones that were last accessed. We use this option primarily to compare the effectiveness of ads between them.
- first interaction - 100% of the value attributed to the first channel with which it interacted. If you are a company or a less known product and you are aiming at increasing awareness, the first interaction may have the greatest value for you.
- the linear model - assigns an equal share of the value of each interaction channel to the conversion time. So in the earlier example, ads A, B, and C get an equal value (33.33%) of the conversion.
- time decay model - assignment is done by an exponential growth model in which the most recent channels through which it interacts receive the highest value. The exact formula is less relevant and, frankly, I think you will use such a model less often.
- the position based model is a hybrid variant in which you can divide by percentage, as you like, the merit between the first and the last interaction, leaving a few percent and for intermediate interactions .

So to understand, all of these award calculations are not required. You can not set anything for them. But they can be useful to keep track of your investments in all types of ads and the relative efficiency of each channel through which users arrive at you. If you have a math and very organized mind, you will want to use them.

Good. Let's suppose you have set all your goals and ways to measure whether or not you have reached them. Let's see what indicators can provide you with Google Analytics. We will focus on the most common measurements, but there will be times when we will also describe some more advanced options.

Your audience data

As a rule, the first data area you see when you open Analytics is Audiences. Generally, here's the part of the data you want to see most often.

It starts with a time progression graph that shows how the number of visits / visitors has evolved in the last month (the display period can be set manually and can show monthly, weekly, daily, but even hour to hour) . In this example, we have the data of a website that was either created at the end of September 2015, or started to be monitored with

Analytics at that time. You have about 8-9 days about him. Under the first graph, you see the indicators:
- sessions (878) - this meant that there were 878 visits during the reported period

- users (549) - the 878 visits come from 549 unique users in the reported period, so 549 IPs. Although not 100% correct, we will think of the 549 users as 549 people. So, some of them have entered the site several times during this time.
- Pageviews (1325) - this is the number of page loads on the website. A website usually has several pages to navigate between. *Pageviews* is the total number of uploads / views of all these pages by all users.

Let's say Stephen enters the internet today and visits my website at 9 o'clock, stays on the website for 2 minutes and views 7 pages of my website at this time. Still Stephen comes in at 17 o'clock, stays only 1.5 minutes and views 3 pages. At the end of the day, Analytics will show a user (Stephen), 2 sessions / visits (9am and 17pm) and 10 pageviews.

- Pages / session (1,51) - Number of pages accessed per session. 1,51 is a little bit. It means I can not keep users on my website. I do not encourage them to sail through it. But these data are worse or better only if you look at them according to your goals. If you're a publisher of content, it's really bad. But if you are an online information and support website, then it can be very good, because it's a sign that users are quickly finding the information.
- Avg. Session duration (average duration of one session) - 1:13. Today's users are increasingly anxious. It is even a sign of concern for some researchers in the medical area, because the way we started using technology affects our mental patterns. It makes us think faster, but we can not concentrate too much time on one thing. This may be harmful in the sense of dyslexia, ADD, but also of more serious problems, such as anxiety, and, some say, serious neurological diseases. I've scared you now, but my purpose was just not to wait for long   time   spent   on   the website, for that e very hard to you a website that you keep attention users a

  longer period. To do this, you must have high-quality content and a high-read audience. In addition, when calculating the average duration, a lot of 0-second visits count. There are visits that any website has, and they do not actually correspond to real people, but to robots (bots) who, for various reasons, send or receive information from you. For example, Google robots you've learned from the SEO chapter when indexing your website make a 0-second visit. But there are thousands of robots that have far less noble purposes, which I will tell you on another occasion. In any case, these 0-second visits greatly lower the average we see in our account.
- Bounce rate (76.08%) - abandon rate - represents the percentage of users who enter (from different channels) on your website, do not navigate at all (only stay on the landing page they landed) and then leave the website in one of four ways: shutting down the browser, pressing the "back" button, writing another address in the top bar, keeping idle for 30 minutes. The bounce rate is one of the factors that, combined with the duration of the visit, tell us what level of interest the website wakes up. For Google, a high bounce rate can mean that the website does not offer the promised information and, as a result, it can be downgraded to SERP. On the other hand, a high bounce rate can mean that the user quickly and efficiently

found exactly what they were looking for, directly on the landing page without navigating. Into the combined with other indicators, you will determine yourself whether the bounce rate sends you a positive or a negative message about your results. Lately web templates are very "long-lived ", with a lot of scrolls, with only top-down navigation. They have a very high bounce rate, almost every 100% , regardless of user experience .

- % new sessions - represents the percentage of visits that came from new users, based on the total number of visits. It can be read as an indicator of user fidelity. In the first part of a website's life, it's normal for the percentage of new sessions to be high because you are gradually discovered by new people. And my students, to the lab theme they were getting, to build and promote a website, initially gained similar traffic. Mainly, this traffic came from Facebook shares. But in the medium and long term, a

website needs to find a constant audience. You can not endlessly rely on just posting social media links to the same people. It may not have the effect you are looking for. It may even have the opposite effect and remove your potential customers if you become a "spammer ". And then you need to see, in the medium and long term, that you have a significant percentage of "returning visitors", which correspond to users who return and read information on the website for a longer period. Sure, it's good if you have new users at all times, but they are not the majority.

Further, it might be very useful to use the other data on this first demographic page if you want to better understand who is your audience.

So we go to *Languages* , which, unfortunately, is an option that will confuse you more than help you. I manage a website in Romanian which, according to this indicator, in the last month, the majority were the English-speaking visitors (more precisely English). Strange. What to look for so many Americans on the website? Should I also make an English version of the website for them? Of course not. Analytics takes data for this indicator from browser settings (Firefox, Chrome, or other) from which access was made. Most users leave this setting by default. I, for example, always use browsers in their English version. My visits across the web are recorded as coming from an English speaker.

Further on, I better understand if I check the country and the city where the clicks came from. Here I see almost 90% of visits from Romania, as was normal for a Romanian website, for the Romanian public. Clicks from other countries are, in part, from Romanian users who are temporarily out of the country. The other part is clicks coming from bots, so there are no real users and you should not take them into account in the traffic analyzes you will be doing. Everything I see as " (not set) "is likely to be boot access. And in this case, much of the US traffic is due to Google and Facebook robots, and much of the traffic in Russia is from various hackers and spammers who are also invalid / false visits. It's a little discriminatory for me to quickly put all Russians in the same category, but experience shows that this is the rule. And this time I can prove it. How do I do? Click the button for more details on the country-by-country traffic report

and see the details below that prove to be right: 49 visits from Russia, with average duration (see last column) 0:00. Yeah. It's typical for real users to stay 0 seconds on a website, right? Not. It's kind of a clear signal that there's bots. I insist on this, because it is important to always make the difference in your analysis between real and false traffic. Much of the "not set" visits are all fake visits, but some of them may have been real. I am also in the same opinion about US visits, but the other headlines seem to correspond to real traffic .

But my statistics can go even deeper into the city. And here, predictably, by far the most visits I receive from Cluj-Napoca, because there is my audience and my "business ". And the top 30 cities in the top of the visits are from Romania. With a notable exception. You guessed it: Moscow. But it's good to see for each city additional data and try to understand every segment of the target audience, because that may help me expand on new markets or set different approaches to approaching audiences from different locations.

Further on, I have system data: web browsers, operating systems and ISPs (Internet Service Provider). The first two help me because I will make sure my website is functional and look good on all the browsers and systems that will appear on my list. It often happens that an application, a code, an element that looks very good in Chrome, can not be seen in the same way in, for example, Internet Explorer. Incidentally, older versions of Internet Explorer (which, by the way, have recently been rebranded as Edge for Windows 10) often have problems reading correctly some languages. However, if Analytics tells you that 10% of your users are retrospectives using Internet Explorer 7, you will have to adapt and make sure that the website is properly viewed on Explorer 7. This is an exaggerated example;less than 0.1%(practically nobody) of global users use Explorer 7, and it almost does not work at all. But you understand the purpose of monitoring these data. As for the ISP, I do not think it helps you to know that over 30% of the visits on your website come from RCS & RDS customers, and 8.70% from Orange internet customers .

If you want to see data on mobile traffic, you also have a section on the bottom of the page dedicated to mobile, also in the Audience Overview, which is the first page that opens to your Analytics account. And here you can see data about the operating system (Android dominates my visit list) of the mobile, but also about the screen resolution. Again, this can help you adapt. It is important to remember that all of these data sectors can cross each other so that they can create a lot of sub-groups to submit to the analysis. For example, they can cross the city of origin of clicks with the operating system to find out where surfing on mobile systems is most popular. It's just an example. I can see which users are more on the website, which page is more popular for mobile users than those who come from a desktop, etc. From "secondary dimension "can cross these data to get the most valuable insights. As I write I think of different crosses and even get one that I find very interesting. For Cluj-Napoca I have 1,186 visits from Windows in the last month and only 268 on Android. For Bucharest I have 269 visits from Android and only 161 from Windows. Without digging too much, I found relevant data about my users : "It is more likely that users in Bucharest will access my website from my mobile site than those in Cluj." I will be able to use this information in the future.

I still have a lot of such public-related options (the **Audience** section), but the space and the level of discussion do not allow me to introduce them all. I will limit myself to those that I consider the most useful or most often used.

- **Audience-Demographics** and **Audience-Interests** sections ; sections that only work after you turn them on; provides socio-demographic (age and gender) estimates over users, and falls into interest categories based on their browsing data. Here's the same principle that Google uses for Google AdWords Display Network targeting estimates. In this section, there is a system that protects data privacy, so if a category you are investigating has too few cases (for example, you have 4 male users in the reporting period), then you will not be able to view your interest data. It is a normal practice, otherwise we could, by eliminating, draw conclusions about the preferences of a particular person
  - The **Audience-Mobile-Overview section** allows all kinds of data comparisons between 3 categories: desktop traffic, mobile traffic, and tablet traffic .
  - The **Audience-Users Flow section** seems to me more tortuous than its equivalent in other traffic monitoring applications. It can be traced from macro to micro level, t p rin website and the most common navigation patterns through it. So, as you can see in the diagram below, I can study, differentiated according to a certain variable that I can set from the beginning (in the example below I chose the channel through which the users came to the website), the where it usually starts browsing, which is the first interaction, the second interaction, what percentage of users is going out of the web between two phases and the percentage goes on and on. Everything in the form of a tree with many branches. This aggregation of data is useful because I can see relatively easily what are the points of interest on the website, but also those that lead to the drop-off. I can also see any "dead end, "pages of the website that do not encourage further navigation, do not have links to other sub-pages, etc.

Data about the source of the traffic

The most important button in the *Acquisition* section is probably **All Traffic-Channels** . It's a section where we can see distinct traffic data based on 4 possible sources:

- Direct - represents those users who directly wrote the URL in the browser, saved it as a bookmark, or used the browser's autocomplete feature
- Organic Search - is something you should be very interested in because it shows you how well your SEO has gone. So it's about how many visits came from organic searches on Google.
- Social - how many visits came from social media
- Referral - how many visits came from links from other websites

It's a good idea to investigate the last three sources of traffic in more detail and click on each one. Unfortunately, the details of Organic Search will receive an unsatisfactory answer. You probably want to see what search queries came to you on the website. I certainly would like to know what those words or phrases are for my business. Well, over 90% of these visits will come from keywords that are "not provided". It's frustrating and it's all because of the privacy policies

Google is implementing. Let's not associate a potentially compromising phrase with an IP and, as a result, with a real person. So, to

solve this problem, you still need a Google service. You also use it to index your sitemaps. It's Google Webmasters Tools: https: / /www.goo g le.com/webmasters/tools . Making an account is easy. You will register with the same Google address that you probably use for email, analytics, adwords, and other services. Then you will record in 2-3 steps the website you want to monitor. You will have to copy a tag into the backend of the website (alternatively, there are other methods to prove that you are the one who administers the website in question). You will then be able to study traffic data that you do not have in Analytics, such as the searches that resulted in your page being displayed in SERP, what position you ranked in those searches, and which you click missed. It's a fundamental tool to monitor your traffic, but it can not associate any other data about the IP on which the search was made for the same privacy reasons .

Let's get back to traffic sources from your initial list. We've found extra data about organic searches. Now I want to learn more about social media traffic. I click on Social and I'll see exactly which channels have contributed to my internet visibility: Facebook, Twitter, or others. I tell you from the start that the websites I monitor Facebook is king. Absolutely all the social clicks I come from. It is clear that it can not be just a story that has to do with my target audiences. It is still proof that, as you have many times said in this book, in 2015, in Romania, Facebook is the only network that counts in the vast majority of cases where you want to advertise in social media. The exceptions are only very specific niches .

2.62% of my traffic comes from referrals, links to other websites to me (called *referrals*). It's not much of the bigger total, but I'm still glad that the world remembers my business and makes a link to me. I'd like to see who I have to thank. I click and not a small one I am surprised to see that I have been mentioned by all sorts of websites I have not heard before and that do not seem to have anything to do with me: floating-share-buttons.com, get-free -social-traffic.com, darodar.com, etc. And many of them are just subdomains of the same domain: site4.free-floating-buttons.com, site8.free-floating-buttons.com, site9.free-floating-buttons.com etc. Wow! It seems like Free Floating Buttons really like my website! Get to click to I look a little on their website, see what context they talk about my business! I hope he does not talk to me! If I click, I've just been tricked by a thing called *spam referral* . I am sorry to disappoint you, but these websites do not give you a real link to you, but I use a ingenious method of promoting yourself. They launch in ether, to all possible web domains, an action that seems to be a visit to their recommendation, but it is actually a progamme that has no purpose other than to make the naive believe the recommendation is real. These naïves will click on their Analytics panel and create real website visits. Voila! Traffic on Free Floating Buttons increases and makes it look more relevant than it really is. I forgot to say something to you: You can recognize the spam referral after it produces 0:00 visits, just like the bots we discussed earlier. Among spam, of course, you will also find real links and recommendations to you if you are a website as relevant as possible .

You can not stop this type of Spam, but if you never click on the links, in time you will get less Spam. If referral spam is at

high odds, can overburden your overall traffic data, because it will feel your presence when calculating an average bounce rate, visit duration, etc. There is an option to filter out certain domains that produce spam from your account data . Unfortunately, this solution, in my case, sometimes works, sometimes fails. However, there are always new domains that are spamming and you probably will not be able to keep up with everything. If you still want to try to make sure that this data does not appear on your account, you can try the solution proposed by

analyticsedge.com, described side by side. Make sure that in the "filter pattern" section you pass those domains from which you receive spam.

Also at **All Traffic-Source / Medium** you can see a breakdown of traffic sources. If you link your AdWords account to Analytics, you have additional analysis areas where you can study the conversions and detailed behavior of users who have accessed the website through an ad.

You also have inline options in the Social section, where you can see statistics compared to users who arrived on the social networking site, or other users. You can see which were the most popular pages in social media, how much the users stayed on these pages and other details. At **Trackbacks,** you can even see who has made a link to you lately, even if those links did not lead to user visits. You have other options, but they are more advanced and involve cost-effective calculations and achievement of goals associated with your AdWords account.

Web site behavior (behavior)

Some of the most important data in this great section have already been discussed when we first discussed: pageviews, bounce rate, etc. But there are many more options here. This is the place where you can see the rankings of the most popular pages on the website and other data you already have from **Audience-Users Flow** , an option discussed earlier. You can see if searches have been searched in the internal search engine of the page and what has been searched for. Also interesting, it seems to me that you can see if your page has been translated online with Google Translate. You can find out if you can see **Content Drilldown** URLs /translate_c?depth=1&hl=en&rurl=translate.google.com&sl=auto&tl=en&u= http://fsp ac.ubbcluj.ro/comunicare/&usg=ALkJrhhCQDpOvOo92ayMizS8EsIfy6r6Ig .

I'm also interested in these little details because they tell me a little about what my website does not offer, but it should do it. If there are many searches on the website for similar words, it's possible that I should make a particular theme or section more visible on the website to meet the user's interest. If there are many URLs like the one above, consider creating a version in another language of the website. Do not let go of Google Translate.

In other chapters you have explained how important it is for users and for SEO to load pages quickly. In this section you also have a sub-section called **Site Speed** . You will see the average load time of each page and, consequently, you can see where the data is not satisfactory. You may have placed too large photos on some pages, or you may have done something that slows uploading. Think of variants to improve this detail. In fact, you do not

even have to think about it, because Analytics is so cool that **Speed Suggestions** makes
an in- **depth** analysis of problems and solutions for better speed. One last option that I find
very useful in Analytics is **Intelligence Events** . Here is a summary of the major changes in
the reporting period regarding various monitoring indicators. Specifically, for the website I am
now taking for example, I have 75 events in the last month. It was, indeed, a rather agitated
month. The top of the list is also the most important and it sounds like this:

1. The average duration of a session coming from the referral / referral channel, in September
   13-19, 2015, increased by 110%. *That's good news. People who come through a link find
   something of interest and stay longer than usual on the website .*

2. On Sept. 29, the number of sessions that left the website directly on the main
   page increased by more than 500% . *That's not good, but I know the cause. We have put
   a very interesting external link on the front page and many users have gone out of the
   website through that link. I had no choice at the time. Maybe I find another solution to
   include the information there on my own website.*

3. On September 29, 196% increased the number of sessions that had the main page landing
   page .

4. In the week 4-10 October my traffic dropped (number of sessions) by 96%. *It's a
   problem, but it's due to an overly high interest in the previous week .*

5. In September 20-26 we had a 101% increase in page views for users in Cluj County .

   And so on

An excellent diagnostic section for the functionality and navigability of your website, is not it?
The bottom line is that Google Analytics is an extremely complex system with lots of data
processing options. I'm sure I do not know all of them and probably most of us do not even need
to know them all. But it's important to look at the data and manage to figure out what they're
hiding, what they say about your users or customers. I have always thought that than applying
questionnaires, as many researchers do in all socio-human sciences and marketing, you better
look at such data (if you have them) to understand human behavior. They are factual, concrete,
first-hand data. You just need to know what to do with them and follow the next cycle: system
queries - answer data retrieval - data significance analysis - website improvements according to
what we found out.Then repeat the cycle and see what changes have made the improvements.
And so, many times, periodically. This way, you will always respond to your audience's claims.