

# Практические особенности контекстной рекламы в западном Интернете.

Google AdWords Campaign Summary - Microsoft Internet Explorer

Account: search-info@ectaco.ca | Help | Contact us | Sign out  
Customer ID: 528-762-9239

Campaign Management | Reports | Analytics | My Account

Campaign Summary | Tools | Conversion Tracking

**Update your login to a Google Account.**  
Please walk through the steps to change your email address and password. The process takes less than 5 minutes to complete and is required of all advertisers.  
[Update your AdWords login](#) | [Learn more](#)

**New! Free Google Analytics provides detailed insight into your marketing campaign results and your website's performance.**  
With over 80 reports, conversion data, and ROI information all available at your fingertips, you're ready to make more money on the web! To sign up, click the Analytics tab. [Learn more](#).

All Campaigns Nov 7, 2005 to Nov 13, 2005

+ Create a new campaign: [keyword-targeted](#) | [site-targeted](#) [?]

Pause	Resume	Delete	Edit Settings	Show all campaigns								
Campaign Name	Current Status	Current Budget [?]	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.			
Campaign #2	Active	\$50.00 / day	100	1,823	5.4%	\$0.18	\$17.80	0.00%	\$0.00			
Campaign #1	Active	\$70.00 / day	34	7,345	0.4%	\$0.24	\$8.06	0.00%	\$0.00			
CA	Active	\$5.00 / day	2	286	0.6%	\$0.17	\$0.34	0.00%	\$0.00			
	Paused	[\$10.00 / day]	0	0	-	-	\$0.00	0.00%	\$0.00			
	Paused	[\$20.00 / day]	0	0	-	-	\$0.00	0.00%	\$0.00			
	Active	\$10.00 / day	0	0	-	-	\$0.00	0.00%	\$0.00			

Yahoo! Search Marketing - Microsoft Internet Explorer

Account: UK PM Extaco, Inc. (1973165456)

Account Summary | Account Setup | Edit Profile | Change Password | Edit Account Name | Personalize Pages

Account Summary

Sponsored Search Summary

Date	Total Impressions	Total Clicks	Cost Per Click (€)	Total Cost (€)	Click Rate (%)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (€)
11/7/05	709	33	0.11	3.38	3.44	0	0.0	0.00

Content Match Summary

Date	Total Impressions	Total Clicks	Cost Per Click (€)	Total Cost (€)	Click Rate (%)	Total Conversions	Conversion Rate (%)	Cost Per Conversion (€)
11/7/05	16	0	0.00	0.00	0.00	0	0.0	0.00

Account Status (November 20, 2005 3:00:00 AM PST) Online: Online Listing: 11  
Offline Listing: 46  
Low Click Index™ Listing: N/A  
Search Paired Listing: 0  
Budget (€): N/A  
Account Balance (€): \$76.83  
Average Daily Click Change: 43.2%  
Estimated Account Expiration: 23 days

Account: ON  
Advanced Search Type: ON  
Content Match™: ON  
Key Track: OFF

MIVA - Microsoft Internet Explorer

Keyword Search

The keyword I am looking for:

Keyword List

\$ 0.15

Legend:  Data table  A/B test  Estimated  Average visibility  Poor visibility  Pending relevance review  Inactive keyword

If you use the mass bid update tool and your existing bids were locked at the sub-\$0.05 minimum bid, your keywords will be subjected to the \$0.05 minimum bid going forward.

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# Геотаргетинг в AdWords

The screenshot shows the Google AdWords interface in Microsoft Internet Explorer. The browser's address bar displays the URL: <https://adwords.google.com/select/TargetRegions?wizardKey=bc8a5ed0d43904e>. The page title is "New Campaign Set-up".

The navigation path is: **Target customers** > Create ad > Choose keywords > Set pricing > Review and save.

### Target customers by regions / cities

Available for the following countries:

Highlight the cities and regions on the left where you'd like your ad to appear, then click 'Add.' Select as many regions as you like. You may also type city names directly into the box below.

Available areas	Selected areas
<ul style="list-style-type: none"><li>---Monterey-Salinas CA</li><li>---Palm Springs CA</li><li>---Sacramento-Stockton-Modesto CA</li><li>---San Diego CA</li><li>---San Francisco-Oakland-San Jose CA</li><li>---Santa Barbara-Santa Maria-San Luis Obispo CA</li><li>---Yuma AZ-El Centro CA</li><li>Colorado CO</li></ul>	<div style="border: 1px solid gray; width: 100%; height: 100%;"></div>

Buttons: Add » | « Remove

Type city names (one per line) in the box below.

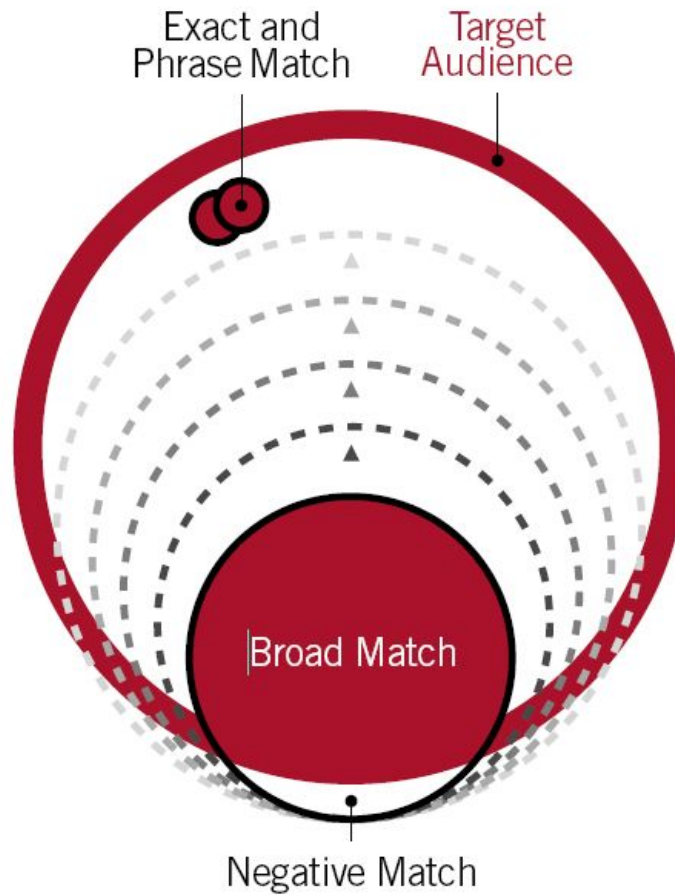
« Back | Continue »

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Taskbar: Готово | Интернет | Пуск | cigarettes - Outloo... | Google AdWords... | Total Commander ... | Microsoft PowerPol... | 15:27

# Синтаксис запросов в AdWords

- Broad match
- “Phrase match”
- [Exact match]
- -Negative match



# Keywords Suggestion Tools

Google AdWords: Keyword Tool - Microsoft Internet Explorer

Address: <https://adwords.google.com/select/KeywordTool>

campaign performance. We also reserve the right to disapprove any new keywords you add. Keep in mind that you alone are responsible for the keywords you select and for making sure that your use of the keywords does not violate any applicable laws, including any applicable trademark laws. For more details, please review our [Terms and Conditions](#).

Results are tailored to **English, United States** [Edit](#)

**Keyword Variations** | **Site-Related Keywords**

Enter one keyword or phrase per line:  
  Use synonyms in refinements  
 Show columns: [Keywords only] [?]

**More specific keywords - sorted by relevance [?]** [Add all 143 >](#)

**Keywords**

- [notebook memory](#) [Add >](#)
- [notebook](#) [Add >](#)
- [notebook computer](#) [Add >](#)
- [notebook cases](#) [Add >](#)
- [notebook repair](#) [Add >](#)
- [notebook security](#) [Add >](#)
- [notebook case](#) [Add >](#)
- [notebook accessories](#) [Add >](#)
- [custom notebook](#) [Add >](#)
- [notebook harddrive](#) [Add >](#)
- [toshiba satellite notebook](#) [Add >](#)
- [notebook cooler](#) [Add >](#)

**Selected Keywords:**  
 No keywords added yet  
[+ Add your own keywords](#)

Keyword Suggestions For: notebook - Microsoft Internet Explorer

Address: <http://www.digitalpoint.com/tools/suggestion/keywords/notebook&country=us>

Phrase:   
 Market: [United States] Only applies to Overture data

**How many times is this phrase searched for?**

Wordtracker	Overture
Check out what else Wordtracker can do for you.	<a href="#">notebook computer</a> 29,899.0/day
<a href="#">the notebook</a> 2,407.0/day	<a href="#">notebook</a> 7,493.5/day
<a href="#">notebook</a> 1,140.0/day	<a href="#">the notebook</a> 1,991.6/day
<a href="#">notebook computers</a> 1,113.0/day	<a href="#">notebook battery</a> 1,729.1/day
<a href="#">notebooks</a> 1,054.0/day	<a href="#">laptop notebook</a> 550.9/day
<a href="#">notebook computer</a> 597.0/day	<a href="#">the notebook movie</a> 548.4/day
<a href="#">notebook batteries</a> 438.0/day	<a href="#">dell notebook</a> 487.3/day
<a href="#">notebook battery</a> 400.0/day	<a href="#">toshiba notebook</a> 443.7/day
<a href="#">the notebook movie</a> 347.0/day	<a href="#">cheap notebook computer</a> 336.1/day
<a href="#">notebook cases</a> 319.0/day	<a href="#">hp notebook</a> 316.5/day
<a href="#">notebook bags</a> 274.0/day	<a href="#">compaq notebook</a> 316.0/day
<a href="#">refurbished notebooks</a> 254.0/day	<a href="#">the notebook quote</a> 283.6/day
<a href="#">notebook reviews</a> 244.0/day	<a href="#">notebook accessory</a> 268.1/day
<a href="#">cheap notebooks</a> 241.0/day	<a href="#">sony notebook</a> 240.2/day
<a href="#">dell notebooks</a> 210.0/day	<a href="#">notebook review</a> 217.9/day
<a href="#">toshiba notebooks</a> 208.0/day	<a href="#">the notebook site myspace.com</a> 203.5/day
	<a href="#">acer notebook</a> 200.2/day
	<a href="#">notebook cases</a> 181.4/day
	<a href="#">cheap notebook</a> 177.7/day
	<a href="#">apple notebook</a> 150.0/day
	<a href="#">quote from the notebook</a> 149.5/day
	<a href="#">refurbished notebook</a> 140.9/day
	<a href="#">best notebook computer</a> 139.5/day
	<a href="#">notebook memory</a> 138.2/day

<https://adwords.google.com/select/KeywordTool>

<http://www.digitalpoint.com/tools/suggestion>

# Подбор ключевых фраз

- Анализ лог-файлов
  - Анализ тематических форумов
  - Анализ конкурентов
  - Оффлайновые источники
  - Тестирование фраз на практике
  - Используйте негативные слова
  - Опечатки  
(<http://www.seochat.com/seo-tools/keyword-typo-generator/>)
  - Сленг, латиница, транслит (для русских фраз)
  - Бренды, номенклатура товаров
- 
- *«Самые общие» - камера, компьютер, автомобиль, плеер*
  - *«Общие» - dvd плеер, цифровой фотоаппарат*
  - *«Конкретные» - ноутбук Acer Aspire 1714, dvd XORO*

# Составление объявления

- AdWords

{Keyword: Default Phrase}  
Строка описания  
Строка описания  
[www.site.com](http://www.site.com)

Несколько  
объявлений под одну  
группу фраз

- Читательное описание
- Утверждение выгоды для пользователя
- Отличие от остальных
- Дополнительная информация

## Эффективные посылы:

- Бесплатная доставка (с указанием региона)
- Конкретные скидки (% off, \$ saving)
- Большой выбор, гарантии
- Конкретные цены
- «Второй бесплатно»
- Незапрещенные правилами превосходные степени (great, huge, excellent, wonderful, easy etc.

## Объявления для Интернет магазина

- *«Самые общие» - камера, компьютер, автомобиль, плеер*  
*Побуждающее на клик:*  
*«Большой выбор фотокамер»,*  
*«Сравнение моделей, все цены»*
- *«Общие» - dvd плеер, цифровой фотоаппарат*  
*Дать характеристику конкретной группы товаров:*  
*«Пылесосы Thomas – профессионалы уборки»,*  
*«DVD плееры XORO – сделано в Германии».*
- *«Конкретные» - ноутбук Acer Aspire 1714, dvd XORO*  
*Преимущества магазина:*  
*«Бесплатная доставка по России»,*  
*«Все способы оплаты»*

## Входные страницы

- На странице написано то же, что и в объявлении.
- Краткость и четкость написанного на странице, легкость загрузки страницы.
- Для конкретных транзакционных запросов – страница описания товара + четкое указание, как его купить.
- Для остальных – правило трех кликов.
- Рассмотрите возможность создания новых персонализированных входных страниц.





# Скликивание

## Скликиватели:

- Партнеры PPC,
- Недобросовестные конкуренты.

## Параметры для анализа:

- Частота появления одинаковых или похожих IP адресов,
- Клики из «третьих» стран,
- Скачки CTR,
- Резкое уменьшение конвертации,
- Визит только входной страницы с PPC

## Инструменты:

- [www.whosclickingwho.com](http://www.whosclickingwho.com)
- [www.keywordmax.com/click\\_auditor.html](http://www.keywordmax.com/click_auditor.html)
- [www.clickfacts.com](http://www.clickfacts.com)

### Sites Management

#### Fraud Statistics for Your Site

Network	Total Paid Clicks	Total Fraudulent Clicks	Fraud	See more...
google.com	4900	490	10%	<a href="#">Daily Breakdown</a> <a href="#">Geographic Breakdown</a>

#### How does this information help me get refunds for fraudulent clicks?

Because you are a subscriber to the free version of ClickFacts we only provide cumulative statistics. To get the complete report for your clicks, you need to become a paying member.

### Sites Management

#### Geographic Statistics for ectaco

Country	Paid Clicks
United States	4221
Japan	2111
Turkey	211
India	201
Canada	11
Norway	1
Sweden	1
Germany	1
Bulgaria	1
Latvia	1

Numbers above are for the last 30 days.

### Sites Management

#### Fraud Statistics for Your Site on google.com

Date	Paid Clicks	Fraudulent Clicks	% Fraud
Nov 15, 2005	138	2	1.44%
Nov 16, 2005	200	20	10.00%
Nov 17, 2005	190	11	5.78%
Nov 18, 2005	270	67	24.80%