

Increasing The Engagement Of Audience In Seo Of An Actual Web Page Using Google Ads

Violeta Gligorovski¹

Gjorgji Mancheski²

Marjan Angeleski³

¹Faculty of Economics –Prilep, Marksova133,Prilep,Macedonia, (violeta.gligorovski@gmail.com)

²Faculty of Economics –Prilep, Marksova133,Prilep,Macedonia,(gmanceski@gmail.com)

³Faculty of Economics –Prilep, Marksova133,Prilep,Macedonia, (angeleskimarjan@gmail.com)

Abstract: The aim of this paper is to show how to increase the engagement of audience by using the Google analytics as an instrument to have an over roll view of an audience for a sample web page > www.vegansproducts.com, or to increase the traffic for the mentioned web page. Google analytics will help us create an audience that will increase the engagement in SEO by using Google ads. Analyses shown in this paper were made for a 4-month period of time. Using Google ads will help us explain the financial power of the “Pixel” and how to have a financial benefit from it. Managing the virtual (on line business) needs a different concept and approach. So, here we are introducing the new management concept. Make and sell, as an old concept was replaced with a sense and respond concept. In this case we need a new concept when it comes to business on the net.

Key words: engagement, SEO, Google ads, audience, targeting, traffic

1. Introduction

The new economic model, which emerges as a direct implication of the use of computer-generated space, is the driving force and power of changes that occur in business processes. It is a completely new way of perception and reorganization of the overall way of functioning of businesses and the creation of a new business environment in the 21st century. Everyone enjoys thinking about the future and the kinds of technology that will evolve. Let's fast-forward a few years: see what opportunities technology will open up for marketers:

- How about ads that are targeted not to a demographic or psychographic group, but to you specifically-ads that know what you need and what you want?
- How about a house of smart appliances with Internet connections-refrigerators that tell you when you're running out of milk and dryers that know to call the repairman when they break?
- How about a cell phone that knows where you are and can direct you to a great new Korean restaurant, or a Palm held device that delivers streaming video right to your hand?
- How about a TV that airs a pia« ad you can order from at the click of a button, with total integration between a channel and its Web site? (John Burnett, 2009)

Virtuality in the operations of companies arises as a consequence of the use of knowledge, the development of information and communication technology, and the implementation of achievements in that sphere, which, in turn, transform the structure of business processes. Virtualization of modern companies allows increasing the capacity, as companies are present on the global market 7/24, and thus increases efficiency and profitability. The main goal of virtual companies is to replace the physical (material) with the virtual, in order to overcome the geographical boundaries and to relativize the time. Acceptance of these principles in the work of companies refers to the reconfiguration of the overall values in the realization of their strategic goals. These companies are creating the virtual team. What is virtual team? As a minimal consensus, virtual teams consist of (a) two or more persons who (b) collaborate interactively to achieve common goals, while (c) at least one of the team members works at a different location, organization, or at a different time so that (d) communication and coordination is predominantly based on electronic communication media (email, fax, phone, video conference, etc.). It is important to note that the latter two aspects in this definition are considered as dimensions rather than as dichotomized criteria that distinguish virtual teams from conventional face-to-face teams. (Guido Hertela, T, Susanne Geisterb, Udo Konradtb, 2005) Virtual teams exist when it comes to managing on line business, but

not necessary. But usually the managing business on the net requires knowledge and capacity that one or couple of persons can't have.

With the implementation of virtual performance in the economic real space, in fact, a radical turn in business processes is made, and this is best seen through the use of the three basic dimensions: space, time, and structure. The space, in a virtual sense, has a relative dimension and no geographical limitation. The boundaries between countries are overcome in such a way that business activities are dispersed wherever there are conditions for it (a typical example of this is the outsourcing of activities). Time, in this context, also gets a completely new dimension, so its basic characteristic in virtuality is the flexibility in its use in operation. Specifically, virtuality provides an opportunity to overcome time zones. The structure is some kind of sublimation of the previous two dimensions, and it relates to the complete reorganization of the company in order to achieve a complete flexible non-hierarchical arrangement of operations, with the sole purpose of creating conditions for maximizing the use of intellectual capital within and outside the company. Virtual development teams operate in dynamic technological, intellectual, and/or competitive environments characterized by uncertainty as regards market and customer needs, technical feasibility, and resource availability (Deborah L. Soule¹ Lynda M. Applegate, 2009) Adaptation to emerging situations becomes a necessary need, meaning a significant segment in the strategic approach of every company that aims to be globally competitive. Managing the business in on-line based company is so much different in the approach from the physical based company. The marketing philosophy started to dominate business orientation during the 1950s, and continues until the twenty first century. This concept assumes that the starting point for any marketing process is the customer needs and wants, and no longer the aggressive selling. The key assumption underlying the marketing philosophy is that "a market should make what it can sell, instead of trying to sell what it has made" So, Make and Sell concept was replaced with a new framework Sense and Respond and that concept is working as we are dealing with actual physical based business. "The sense and respond model provides a means for meeting the challenges discontinuity. A sense and respond organization does not attempt to predict future demand for its offerings. Instead identifies

changing customer needs and new business challenges as they happen, responds to them quickly and appropriately before these new opportunities disappear or metamorphose into something else. (Stephan H Haeckel, 1999) But when the business is on the net, we just can't rely on that concept. I would say when it comes to a business on line we are dealing with new challenges, so sense - target-sell is a concept that we have to adopt and reconsider. So when we want something to sell, and when I say sell doesn't have to be always a material product, it can be at first an idea or campaign etc. "The development of a new concept may not necessarily mean abolition of old concepts. New concepts may build on old ones to make a business more successful in serving the interests of its stakeholders. Again, some old concepts may work well for some businesses and industries today, better than even new concepts, depending on market conditions as well as product and customer types. (! Solomon A. Keelson, 2012) So, first we are targeting the specific audience, advertising the product and then we are selling. We are speaking to target the audience that they are looking for that specific product or we can call micro targeting. This concept would be more reconsidered in another paper, but it was mentioned here as a new way of managing with the virtual, computer based entities.

2. Pixel as a financial construction of the virtual economy

The pixel in the digital world denotes one point in the image that is displayed on the screen, or it is the smallest unit that can be represented. According to the English word pixel, it represents a picture element, and in raster graphics it is the smallest part of the image. Each pixel has its own address corresponding to its coordinates, which actually form a square or rectangle whose surface is divided into subpixels. Each pixel costs three points in red, green, and blue, so changing their intensity changes the image on the screen.

The pixel in the virtual world has enormous economic power, especially when it comes to its financial value in the sphere of advertising (advertising activities). How much the pixel value can reach, or how much you can earn from it, depends mainly on the strategy used or simply on the idea of how to achieve it. The financial construction of the pixel can best be done through on-line advertising, virtual promotions, etc., that is, through the space that a particular company

purchases and has a certain financial value. The forms of advertising (ads) can be various, as follows: textual, audio-visual, multimedia, etc.

Basic models used on line advertising, i.e. realization of promotional activities are:

-CPM (Cost per Mille) Mille - a thousand impressions), which means that those who advertise or present on a particular web page in any form, are paid as much as their banner, for example, is visible through their website;)." In the early days of this technology, online advertisers and publishers had simply used a CPM (cost per thousand impressions) model, standard to traditional media advertising, and advertisers paid according to the number of times their advertisement got delivered to consumers.(Hu, Shin, Tang, 2013)

-CPV (Cost per visitor), for this model, the payment depends on how many times the ad is displayed to a particular visitor, as a separate segment;

-CPV (Cost per View), meanwhile, means that the ad has been viewed by a targeted audience, usually through pop-ups, pop under, and so on;

-CPC (Cost per Click), implies payment for each visit on the website that advertises a web site other; The first performance-based pricing model to appear used a cost per click (CPC) approach, in which advertisers pay only when viewers click on the advertisement, as invented by Overture (now part of Yahoo!). By 2002, the CPC model had been adopted by both Google and Yahoo! and became the most widely used pricing model in paid search advertising (The Economist 2006).

- CPA(cost per action)- The interaction of a user with an ad publisher like Yahoo! or Google starts with the user requesting a page from the publisher that contains ads. This results in an ad impression for the ads displayed on the page. The user might then click on an ad, resulting in a click-through. Beyond this point, the user leaves the domain of the publisher and enters the advertiser's web site.

In their interaction with this web site, the user might perform certain actions that are valuable to the advertiser, such as filling out a form, signing up at the web site, calling a phone number listed on the web site, or purchasing merchandise. (Mahdian, Tomak,)

- An outcome-based pricing model begins by specifying precisely the advertiser's goal for the target communication. Examples of typical outcomes include influencing attitudes, motivating the consumer to provide personal information, or leading the consumer to purchase. Whatever the marketing objective, the web provides a vehicle for integrated marketing campaigns, which allows the marketer to track and to measure the effectiveness of the ad.(Kumar, 2016)

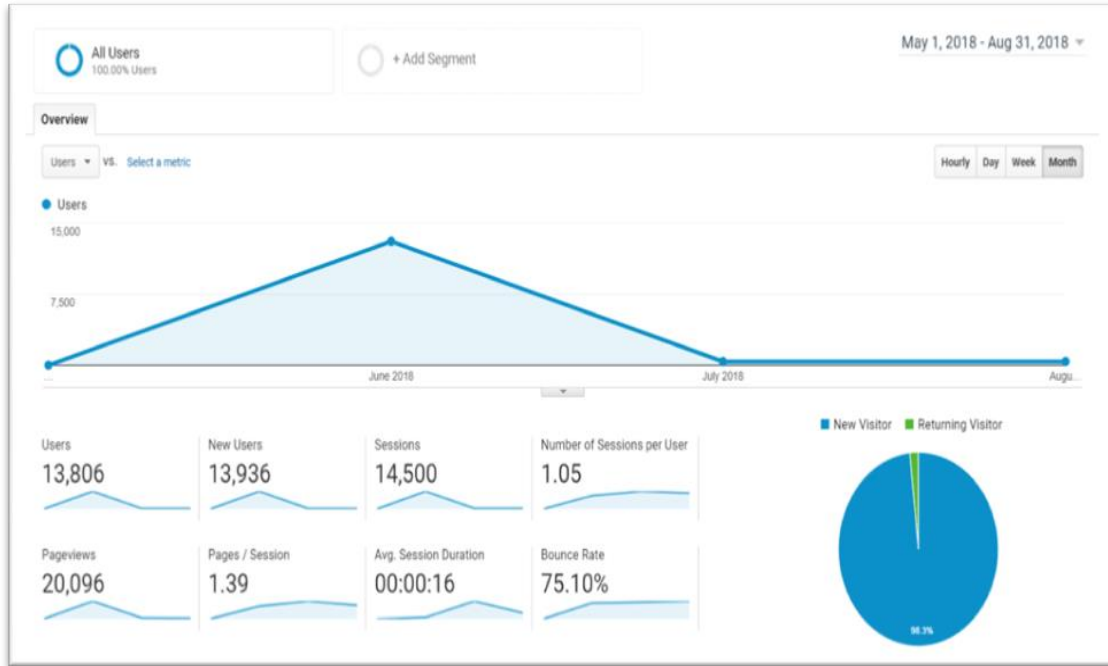
Email Marketing is, in fact, advertising through the use of e-mail addresses of physical and legal entities, which is still known as spam. The growth and development of social networks, the emergence of video advertising, and mobile advertising are the main reasons for increasing the interest of online advertising companies, not only in Europe, but throughout the world in general.

3. Analyses

Web page that we are analyzing is the www.vegansproducts.com. It is a page that promotes veganism as idea and lifestyle. (The intention is not important for this purpose) As we can see from the Figure 1, there are 13.806 users on this page and 13.986 new users. The main difference between users and new users is that the Google analytics does not count the returning users, so new users are some that return to the page.

There are total 14.500 sessions, which means that there are group of interactions that take place in your application within a given time frame. A single session can contain multiple screen or page views, social interactions, and events.

Figure 1.



In Google Analytics, a **page view** is a single viewing of a Web page. This means that any time the page is loaded by the user's browser, the number of page views is incremented. If a user visits the same page multiple times within a single session, each viewing of the page will add to its page view count. Also, if the user refreshes the page in their browser, this counts as a new page view. For this reason, page views are sometimes seen as being of limited significance. For example, if the same user views the same page five times as part of a single session, this is different from five users viewing that page independently. As we can see there are 1.39 Pages per session which means **Pages per Session**: the average number of pages viewed during a session on your website. More pages per session means that users are more engaged and exploring more of your site. **Average Session Duration**: the average length of visitors' sessions. Again, longer sessions indicate that users are more engaged. For this page is 00.0016 sec. And the **Bounce rate** is 75.10 % which is not good because **Bounce Rate**: the percent of visits that are single-page only (i.e. people who visit one page and leave). Usually, a high bounce rate is a sign that people are leaving your site (or a certain page) because they aren't finding what they are looking for.

Figure 2.

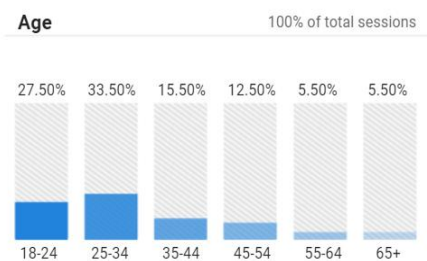
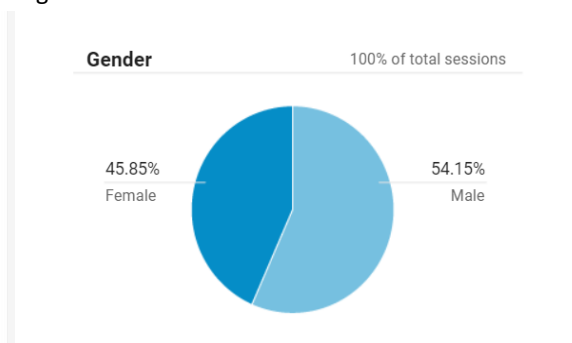


Figure 3.



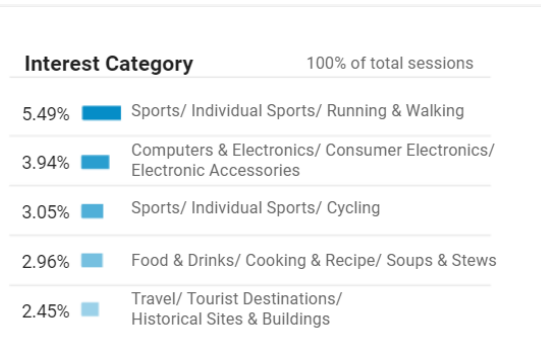
As we can see on this Figure2 the people that are using this site are 33.50% between 25-34 years, 27.50 % are between 18- 24. We can conclude that the mainstream of veganism is between people that are 18 -44 years. So, when we want to target public for some ad on the google or increase more

engagement by posting the article , we know the exact age that we have for audience. Figure 3 show us that there is no significant difference between the male and female users when it comes to interested in veganism .And from Figure 4 we can have some information about interests of users of

the page >such as sports, computers, food, travel etc. This is very important information because we can make some profiles of users of our pages. Making profiles of a certain users or creating

audience is very important because when using the ad you can use a certain audience (which you have created before) that have interest in sports for example.

Figure 4.



Using Google ads to increase the traffic for a page is expensive advertising model, when we are comparing with ads on Facebook, so that why is so important to target the audience that will read

your web page, buy products, watch the videos and so on. Engaging the audience is the most important thing for business on the net.

Figure 5.

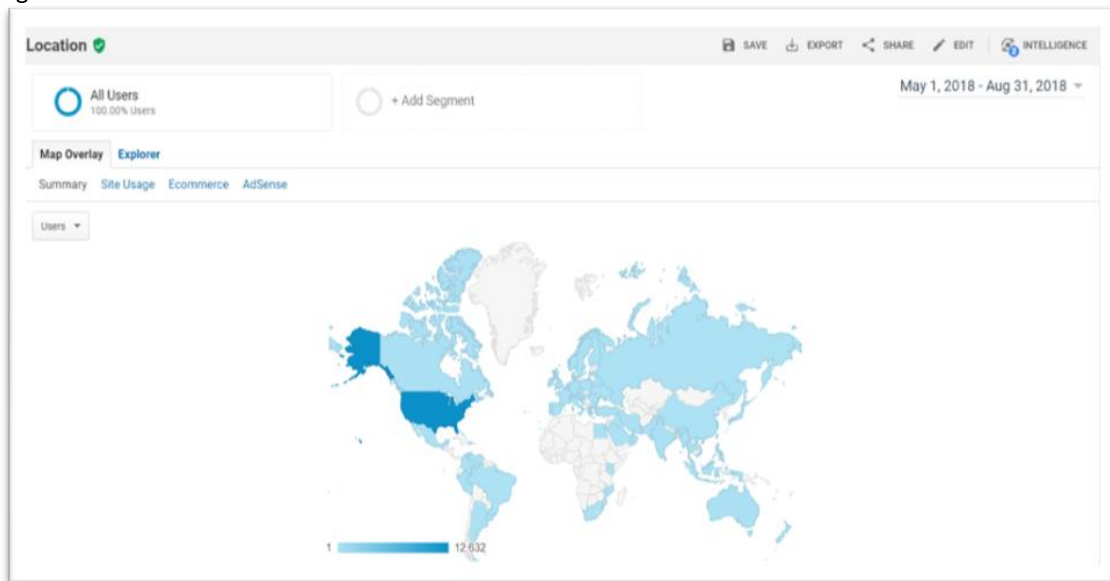


Figure 5 (There are users from more than hundred countries, but I select just top 20) shows us where the audience come from. As we can see the **total users** are 13.806. 12,639 are from United States, 306 are from United Kingdom, 86 are from Canada, 86 are from Vietnam, 45 are from Macedonia and so on. As we can see in the detailed analyses, we have audience all over the world. What is interesting is the fact that for example if we have business that wants to sell products only in Germany, we choose audience in Germany, in the

specific city that we want to target, we can even target a specific region of the city. The idea is that the product we are selling to be seen by the customer that wants to buy the product. So, targeting audience is very important part of every online business, because if you do not target the audience nobody will see your web page or the product you want to sell. And nobody wants that. That is the way the managing concept for business on the net that I mentioned is changing.

Figure 6.

Country ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	13,806 % of Total: 100.00% (13,806)	13,937 % of Total: 100.01% (13,936)	14,500 % of Total: 100.00% (14,500)	75.10% Avg for View: 75.10% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:16 Avg for View: 00:00:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	12,632 (91.59%)	12,779 (91.69%)	12,985 (89.55%)	74.82%	1.35	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	306 (2.22%)	306 (2.20%)	347 (2.39%)	85.59%	1.25	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	86 (0.62%)	86 (0.62%)	96 (0.66%)	87.50%	1.23	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Vietnam	86 (0.62%)	86 (0.62%)	86 (0.59%)	83.72%	1.19	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. India	81 (0.59%)	81 (0.58%)	85 (0.59%)	84.71%	1.79	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Peru	60 (0.44%)	60 (0.43%)	60 (0.41%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Philippines	53 (0.38%)	53 (0.38%)	53 (0.37%)	90.57%	1.09	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Australia	52 (0.38%)	52 (0.37%)	58 (0.40%)	91.38%	1.22	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Macedonia (FYROM)	45 (0.33%)	46 (0.33%)	309 (2.13%)	44.34%	3.42	00:05:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Ireland	34 (0.25%)	34 (0.24%)	41 (0.28%)	95.12%	1.07	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
Country ?	Acquisition			Behavior			Conversions		
	13,806 % of Total: 100.00% (13,806)	13,937 % of Total: 100.01% (13,936)	14,500 % of Total: 100.00% (14,500)	75.10% Avg for View: 75.10% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:16 Avg for View: 00:00:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
11. Japan	32 (0.23%)	32 (0.23%)	33 (0.23%)	87.88%	1.15	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Brazil	29 (0.21%)	29 (0.21%)	31 (0.21%)	74.19%	1.26	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Germany	24 (0.17%)	24 (0.17%)	26 (0.18%)	69.23%	1.42	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. Ukraine	22 (0.16%)	22 (0.16%)	22 (0.15%)	68.18%	1.59	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Sweden	19 (0.14%)	19 (0.14%)	26 (0.18%)	96.15%	1.04	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. France	18 (0.13%)	17 (0.12%)	18 (0.12%)	88.89%	1.11	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Netherlands	17 (0.12%)	17 (0.12%)	19 (0.13%)	94.74%	1.16	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Indonesia	14 (0.10%)	14 (0.10%)	14 (0.10%)	42.86%	2.29	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. (not set)	14 (0.10%)	14 (0.10%)	14 (0.10%)	85.71%	1.14	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. Spain	13 (0.09%)	12 (0.09%)	13 (0.09%)	76.92%	1.46	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

The other important thing when we are targeting the audience is that we have to adjust the language that we use in our web page. We can't sell products on the web site that is in English language for the Spanish market. for example. Maybe some of the population speak English, but not necessarily. So this is always a rule, if you want to sell something

the audience must understand your language. From the previous images we can see that for this page most of the users are from an English speaking territory, so maybe if the page has German or Spanish option for a language, then it would have more engagement than now

Figure 7.

Primary Dimension: Language										
Language	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	13,806 % of Total: 100.00% (13,806)	13,937 % of Total: 100.01% (13,936)	14,500 % of Total: 100.00% (14,500)	75.10% Avg for View: 75.10% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:16 Avg for View: 00:00:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
1. en-us	13,130 (95.49%)	13,317 (95.55%)	13,575 (93.62%)	75.13%	1.35	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. en-gb	321 (2.33%)	322 (2.31%)	601 (4.14%)	68.72%	2.23	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. en-ca	56 (0.41%)	56 (0.40%)	61 (0.42%)	86.89%	1.28	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. en-au	37 (0.27%)	37 (0.27%)	39 (0.27%)	89.74%	1.23	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. en-ie	23 (0.17%)	22 (0.16%)	27 (0.19%)	92.59%	1.11	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. sv-se	16 (0.12%)	16 (0.11%)	20 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. id	13 (0.09%)	13 (0.09%)	13 (0.09%)	46.15%	2.23	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. nl-nl	11 (0.08%)	11 (0.08%)	12 (0.08%)	91.67%	1.25	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. es-es	10 (0.07%)	10 (0.07%)	10 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. fr-ca	8 (0.06%)	8 (0.06%)	8 (0.06%)	87.50%	1.12	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)	
	13,806 % of Total: 100.00% (13,806)	13,937 % of Total: 100.01% (13,936)	14,500 % of Total: 100.00% (14,500)	75.10% Avg for View: 75.10% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:16 Avg for View: 00:00:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	
11. mk-mk	8 (0.06%)	8 (0.06%)	8 (0.06%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
12. de-de	7 (0.05%)	7 (0.05%)	9 (0.06%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
13. en-nz	7 (0.05%)	7 (0.05%)	7 (0.05%)	85.71%	1.29	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	
14. fr-fr	7 (0.05%)	7 (0.05%)	7 (0.05%)	85.71%	1.14	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
15. it-it	6 (0.04%)	6 (0.04%)	7 (0.05%)	42.86%	3.57	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)	
16. ja-jp	6 (0.04%)	6 (0.04%)	7 (0.05%)	85.71%	1.14	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
17. es-419	5 (0.04%)	5 (0.04%)	5 (0.03%)	80.00%	1.20	00:03:35	0.00%	0 (0.00%)	\$0.00 (0.00%)	
18. nb-no	5 (0.04%)	5 (0.04%)	5 (0.03%)	60.00%	1.60	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)	
19. pt-br	5 (0.04%)	5 (0.04%)	5 (0.03%)	80.00%	1.20	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)	
20. en	4 (0.03%)	4 (0.03%)	5 (0.03%)	60.00%	6.00	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Google analytics show us one more important thing. The analyses between new visitors and the returning visitors. We know: the difference between new and returning visitors seems pretty self-explanatory, and for the most part, it is! But Google does differentiate between the two a little differently than you and I might.

New Visitors are those navigating to your site for the first time on a specific device. If you visit our

website from your desktop computer at work, and then visit our website again from your iPhone, Google Analytics would record you as 2 new users. (Google is getting smarter about this—if you're logged onto your Google Chrome browser and repeat the actions above, you would be recorded as a New Visitor on your desktop, and a Returning Visitor on your iPhone.)

Figure 8.

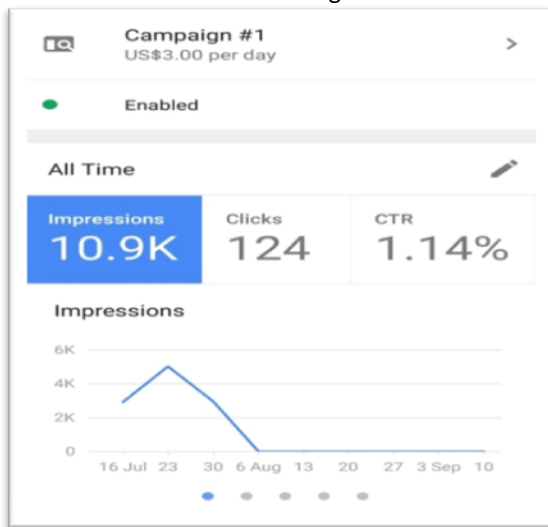
User Type	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	13,806 % of Total: 100.00% (13,806)	13,937 % of Total: 100.01% (13,936)	14,500 % of Total: 100.00% (14,500)	75.10% Avg for View: 75.10% (0.00%)	1.39 Avg for View: 1.39 (0.00%)	00:00:16 Avg for View: 00:00:16 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	13,806 (98.28%)	13,937 (100.00%)	13,937 (96.12%)	75.63%	1.34	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	242 (1.72%)	0 (0.00%)	563 (3.88%)	61.99%	2.40	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)

Returning Visitors have visited your site before and are back for more! Google sets a 2-year expiration date on New Visitors. If someone has visited our website within the past two years and returns from the same device, they are marked as a Returning Visitor in our Google Analytics. If it has been more than two years since someone has visited our site, the next time they return they will be counted as a New Visitor again. As we can see here we have a 242 returning visitors. Return visits are the main engine for nurturing session length, but which type of traffic source nurtures these return visits? In order to answer this question, an important distinction must be made between “total return visits” and “marginal return visits”.

Site entries stay longer to the extent their “marginal return effectiveness” is higher. (Beatriz Plaza, 2009)

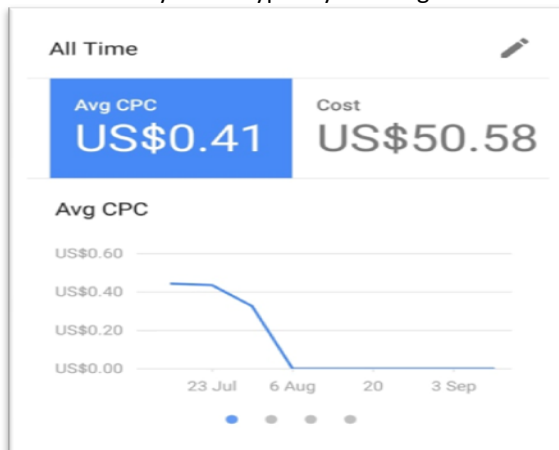
Google Ad with targeted audience

The images below show us the impact of paid Google ad (This Google ad was in form Landing page about book) of a targeted audience, and the purpose was to engage more audience to view this page. The campaign was from 16 July until 6 of August. Data show that 50.58 US \$ was spent for this campaign.



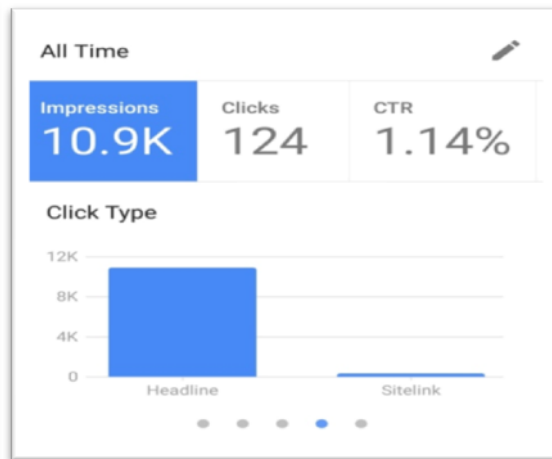
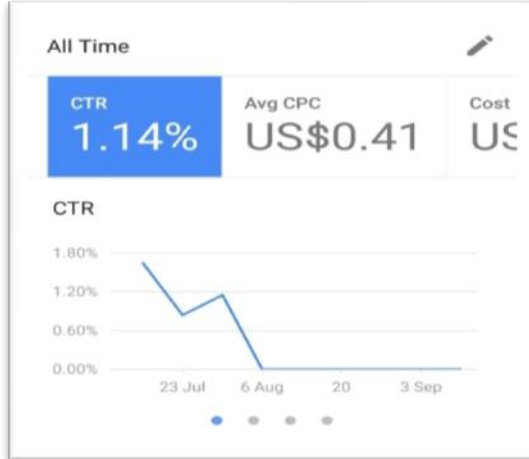
The page on the SEO get the 10.9 K impressions and 124 clicks. Cost per click is 0.41 US \$, so we can conclude that this is very expensive ad and the audience that we target is not responding as we wish. Average position for this Google Ad is 3.3, so we can say that we have good avr.position. Because average position is “A statistic that describes how your ad typically ranks against other

ads. This rank determines in which order ads appear on the page.” An average of position of 1-4 are on the first page. It’s pretty rare that you find yourself in position 1.0 all of the time. We tend to see something like 1.2 or 2.3 average positions, which means that you are “typically” landing between ad position 1 & 2.



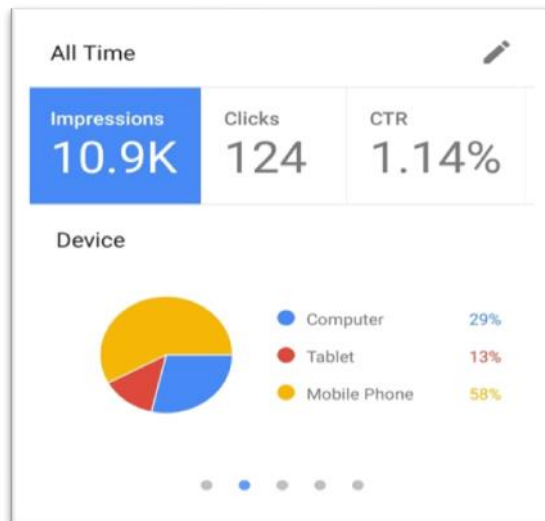
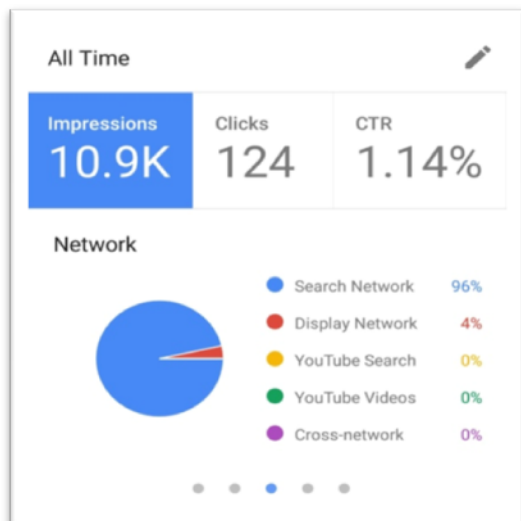
CTR is a 1.14% which means that we have good Click thru rate, because the average **click-through rate** on AdWords paid search ads is about 2%. Accordingly, anything over 2% can be considered an above average **CTR**. This means that Average CTR (or average click-through rate) is the ratio of

ad clicks to impressions in your AdWords campaigns. While basic CTR measures the rate of clicks on each ad, average CTR calculates the amount of clicks vs. impressions across your campaign, or for each individual keyword.



Next, we can see that from all 10.9 k impressions the all 124 clicks are to landing page and not to the other links on your web site. From Search Network we have a 96% and from Display network 4%. Google AdWords is split into two networks, the Search Network and the Display Network. When advertising on the Search Network, businesses place text ads in the search engine

results. On the Display Network, businesses instead place display ads on a huge network of sites across the internet. And from the last data we can see that most of the approach to the web site was from mobile phones 58%, computer 29%, and tablet 13%. So, this information will help us when we put an ad to a web site, we must optimize for a mobile phone.



4. Conclusion

When it comes to a business on line it is a completely new way of perception and reorganization of the overall way of functioning of businesses and the creation of a new business environment, where the other rules are implied. The pixel in the virtual world has enormous

economic power, especially when it comes to its financial value in the sphere of advertising (advertising activities). How much the pixel value can reach, or how much you can earn from it, depends mainly on the strategy used or simply on the idea of how to achieve it. The financial construction of the pixel can best be done through on-line advertising, virtual promotions, etc., that is through the space that a particular company

purchases and has a certain financial value. Managing the business on the net requires ICT knowledge, management skills and basic knowledge of the social marketing. So, we would say when it comes to a business on line we are dealing with new challenges, so sense - target-sell is a concept that we have to adopt and reconsider. So when we want something to sell, and when I say sell doesn't have to be always a material product, it can be at first an idea or campaign etc.

Google Analytics is an instrument to collect a data that will help us increase the traffic to a current page, or to increase the engagement of the audience. As an instrument in this paper we have shown some of the data of an actual web page that was analyzed and how using targeted audience can have a financial benefit from that. So, first we are targeting the specific audience, advertising the product, and then we are selling. We are speaking to target the audience that they are looking for that specific product or we can call micro targeting. Google Ads can have so much financial value for a current web page if it is managed in the right way.

Reference

1. Beatriz Plaza, Monitoring web traffic source effectiveness with Google Analytics: An experiment with time series, Emerald Group Publishing Limited 2009
2. Managing virtual teams: A review of current empirical research Guido Hertela,T, Susanne Geisterb , Udo Konradtb a Department of Psychology, Work, Industrial & Organizational Psychology, University of Wuerzburg, Roentgenring 10, 97 070 Wuerzburg, Germany b University of Kiel, Germany, 1053-4822/\$ - see front matter D 2005 Elsevier Inc, p 3
3. Virtual Team Learning: Reflecting and Acting, Alone or With Others Deborah L. Soule1 Lynda M. Applegate Harvard Business School, Harvard business school, 2009 p3
4. Core Concepts of Marketing John Burnett Copyright © 2008 by John Burnett, 124
5. Volume 1, Issue 2, pp. 35-41; April 2012 Online Journal of Social Sciences Research ©2012 Online Research Journals Review Paper Available Online at <http://www.onlineresearchjournals.org/JSS> The Evolution of the Marketing Concepts: Theoretically Different Roads Leading to Practically Same Destination! Solomon A. Keelson, p40, 2012
6. Stephan H Haeckel, Adaptive enterprise: Creating and leading Sense and Respond Organization, Harvard Business School, 1999, p4
7. Performance-based Pricing Models in Online Advertising: Cost per Click versus Cost per Action Yu (Jerrey) Hu, Jiwoong Shin, and Zhulei Tang* October 2013 p3
8. S. Kumar, Optimization Issues in Web and Mobile Advertising, Springer Briefs in Operations Management, DOI 10.1007/978-3-319-18645-0 2, p 12, 2016
9. <https://www.optimizesmart.com/understanding-users-in-google-analytics/#a3>
10. <https://support.visiolink.com/hc/en-us/articles/208114449-Users-and-Sessions-in-Google-Analytics>
11. <https://yourbusiness.azcentral.com/google-analytics-views-vs-unique-views-3472.html>
12. <https://www.jimdo.com/blog/google-analytics-basic-metrics-and-reports/>
13. <https://www.dbswebsite.com/blog/2016/10/04/google-analytics-made-easy-new-visitors-vs-returning-visitors/>
14. <https://www.ppchero.com/demystifying-average-position-in-adwords/>
15. <https://www.wordstream.com/average-ctr>
16. <https://www.verticalrail.com/kb/search-network-with-display-select-campaigns-google-adwords/>
17. <https://www.mainstreetroi.com/google-adwords-search-vs-display-networks/>