

Digital Marketing

How Google Search Works?

The screenshot shows a Google search for "bmw i3". The search bar contains "bmw i3" and the search button is visible. Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "Shopping", "More", "Settings", and "Tools". The search results are displayed below, with a green box highlighting the sponsored ads and a brown box highlighting the organic search results.

Google

bmw i3

All Images News Videos Shopping More Settings Tools

About 52,200,000 results (0.74 seconds)

Used BMW i3's For Sale | Priced From \$17,700 | 24 i3's Available
www.carvana.com/BMW/i3
★★★★★ Rating for carvana.com: 4.7 - 1,126 reviews
Browse BMW i3 Inventory Now. 7-Day, Risk-Free Returns. Get Pre-Qualified To See Your Real...
SUVs under \$20,000 · Apply For Financing · Find a Car · Sell Us Your Car · Help Me Search

2019 BMW i3 Electric | View Our Inventory | BMWofSudbury.com
www.bmwofsudbury.com/
Premium BMW i3 Options Available. Get the Herb Chambers Advantage! No One Sells More
BMW Than Herb Chambers! Pet Friendly. Price Match Guarantee. College Grad Program. 110%
Value For Your Trade. Read Our Great Reviews. 2018 Center of Excellence.
128 Boston Post Road Rte. 20, Sudbury, MA

BMW i3 All Electric Sedan - BMW North America - BMW USA
<https://www.bmwusa.com/vehicles/bmw/i3/sedan/overview>
In the BMW i3 family, everything is intentional from the wheels on up. These compact electric
vehicles are built to deliver new dimensions of performance, ...
BMW i3 Sedan - All Electric · Pricing & Features · Build your own · BMW i3s Sedan

People also ask

Is BMW i3 fully electric?

Is BMW i3 a hybrid?

What is the range extender on BMW i3?

How much does a BMW i3 cost?

Feedback

2019 BMW i3 - Car and Driver
<https://www.caranddriver.com/bmw/i3>
★★★★★ Rating: 3.5 - Review by Drew Dorian
Few things this side of a supercar draw as many eyes in traffic as the BMW i3. Its cheeky,
futuristic styling rides upon a high-tech platform that is equal parts ...
2018 BMW i3 and i3s · Features and Specs | Car and ... · 2014 BMW i3 Driven

BMW i3 - Wikipedia
https://en.wikipedia.org/wiki/BMW_i3
The BMW i3 is a B-class, 3 Series, high-roof hatchback manufactured and marketed by BMW
with an electric powertrain using rear wheel drive via a ...
Electric motor: 125 kW (168 bhp) 137 kW (184 ... Production: 2013–present

Sponsored Links (Ads)
Note: Sudbury is a town close to Boston, where this query was sent.

Organic or Natural Search Results

Understanding Search

□ Organic or natural search

- Search engine results returned and ranked according to relevance

□ PageRank

- Algorithm to rank Web sites
- Web pages that have more pages *linking to them* are ranked higher
- In addition to in-bound links, Google's organic search results also consider some two hundred other signals
- Web pages that meet Google's criteria for being "mobile friendly" will be ranked higher than those that don't have an option for mobile devices

□ Search engine optimization (SEO)

- Process of improving a page's organic search results

□ Link fraud

- Creating a series of bogus Web sites, all linking back to the pages one is trying to promote
- Called spamdexing or link farming
- Example: JCPenney (retailer) case
 - fraud uncovered in this case underscores the critical importance of vetting and regularly auditing the performance of partners throughout a firm's supply chain

Google's Search Advertising

- ❑ **Search engine marketing (SEM):** The practice of running and optimizing search engine ad campaigns
- ❑ Over two-thirds of Google's revenues come from ads served on its own sites, and the vast majority of this revenue comes from search engine ads
- ❑ **Keyword advertising:** Advertisements that are targeted based on a user's query
 - Advertisers bid on the keywords and phrases that they'd like to use to trigger the display of their ad
 - Linking advertising to purchasing intent makes Google's ads highly valuable
 - *Example:* want to sell hotel stays in Jaipur? Link your ads to the search term "Jaipur Vacation."

Google's Search Advertising

- ❑ **Pay-per-click (PPC):** Advertisers do not pay unless someone clicks on their ad
- ❑ **Cost-per-click (CPC):** Maximum amount of money an advertiser is willing to pay for each click on their ad
- ❑ PPC is sometimes used interchangeably with the CPC
- ❑ Advertisers specify what they're willing to pay each time an ad is clicked and how much their overall ad budget is,
 - they can control additional parameters, such as the timing and duration of an ad campaign
- ❑ If no one clicks on an ad, Google doesn't make money

Google's Search Advertising

- First Price Auction
- Second Price Auction

Case

Cost per click (CPC)	$\text{Cost of clicks} / \text{Number of clicks}$	Compare costs differences among publishers
Click-through rate (CTR)	$\text{Number of clicks} / \text{Impressions}$	Determine the efficiency of sponsored link at generating clicks from delivered impressions and measure effectiveness of search-side ad copy
Transaction conversion rate (TCR)	$\text{Number of sales} / \text{Number of clicks}$	Gauge the efficiency of generating sales from delivered clicks and measure effectiveness of website-side copy and design
Net revenue	$\text{Revenue} - \text{Cost}$	Compute the overall publisher contribution to a campaign
Return on ad dollars spent (ROA)	$\text{Net revenue} / \text{Cost}$	Compare the efficiency of generating net revenue (revenue less click charges) among publishers and campaigns
Average revenue per booking	$\text{Revenue} / \text{Number of bookings}$	Measure differences in revenue capture (booking = passenger in the case of Air France) and potentially identify different segments captured
Booking probability (take rate)	$\text{CTR} \times \text{TCR}$	Gauge the probability of delivering a sale from delivered clicks