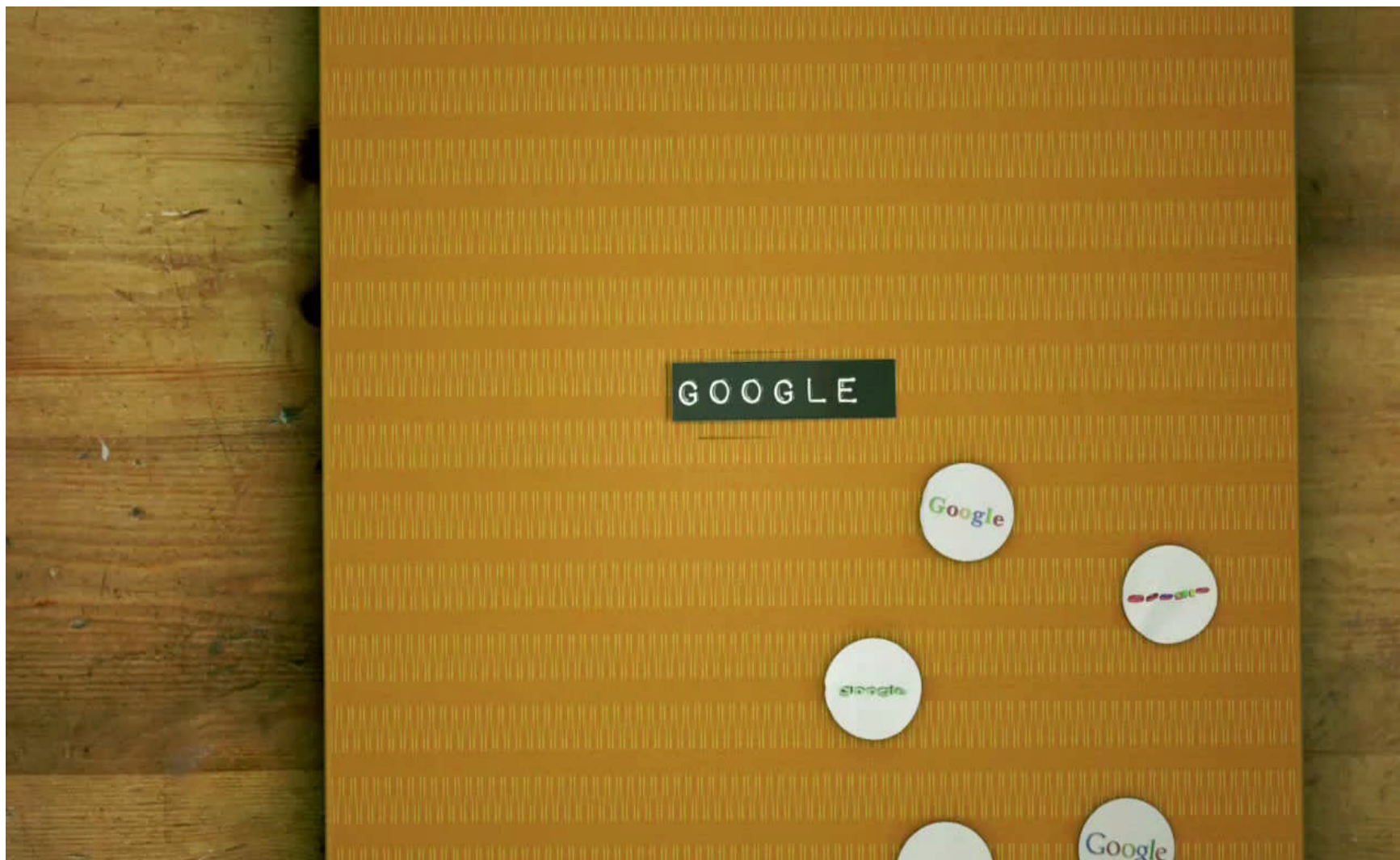




Growing Business Online

Cera Ward
Google Ireland



Search



Text ads shown on Google above or to the right of search results



GDN Text



Text ads served on the Google Display Network (GDN), which consists of millions of websites that allow ads on their site

[ING Direct Savings](#)
3% AER (2.96% gross p.a) Easy Access. No penalties. Terms apply
INGDirect.co.uk/Savings

GDN Display



Display ads served on the GDN

Isn't it time you stopped paying your bank a salary?

ING DIRECT
save your money™

YouTube



Video or **display** ads on YouTube



Mobile



Text ads on Google mobile search results. **Text** and **display** ads served on the GDN



Consumer behaviour

Google



30%

of Irish internet users
are over the age of 45

1 in every 4

minutes spent online is
on social media

19.5 hours

Irish spend per week online

2.3m

Irish online



A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a dark jacket. In the background, the interior of a car is visible, including a steering wheel and a dashboard. A semi-transparent grey box with a red border is overlaid on the left side of the image, containing the number '150' in large red font, followed by 'a day' in smaller black font. Below this, the text 'Average number of times smartphone users LOOK AT THEIR PHONES' is written in black.

150

a day

Average number of times smartphone users
LOOK AT THEIR PHONES



Smartphone ACTIVITIES

SEARCH

73%

SOCIAL NETWORKING

66%

GAMING

62%

WATCH VIDEO

46%

READ NEWS/MAGAZINES

35%

USE COUPONS

18%



€4bn

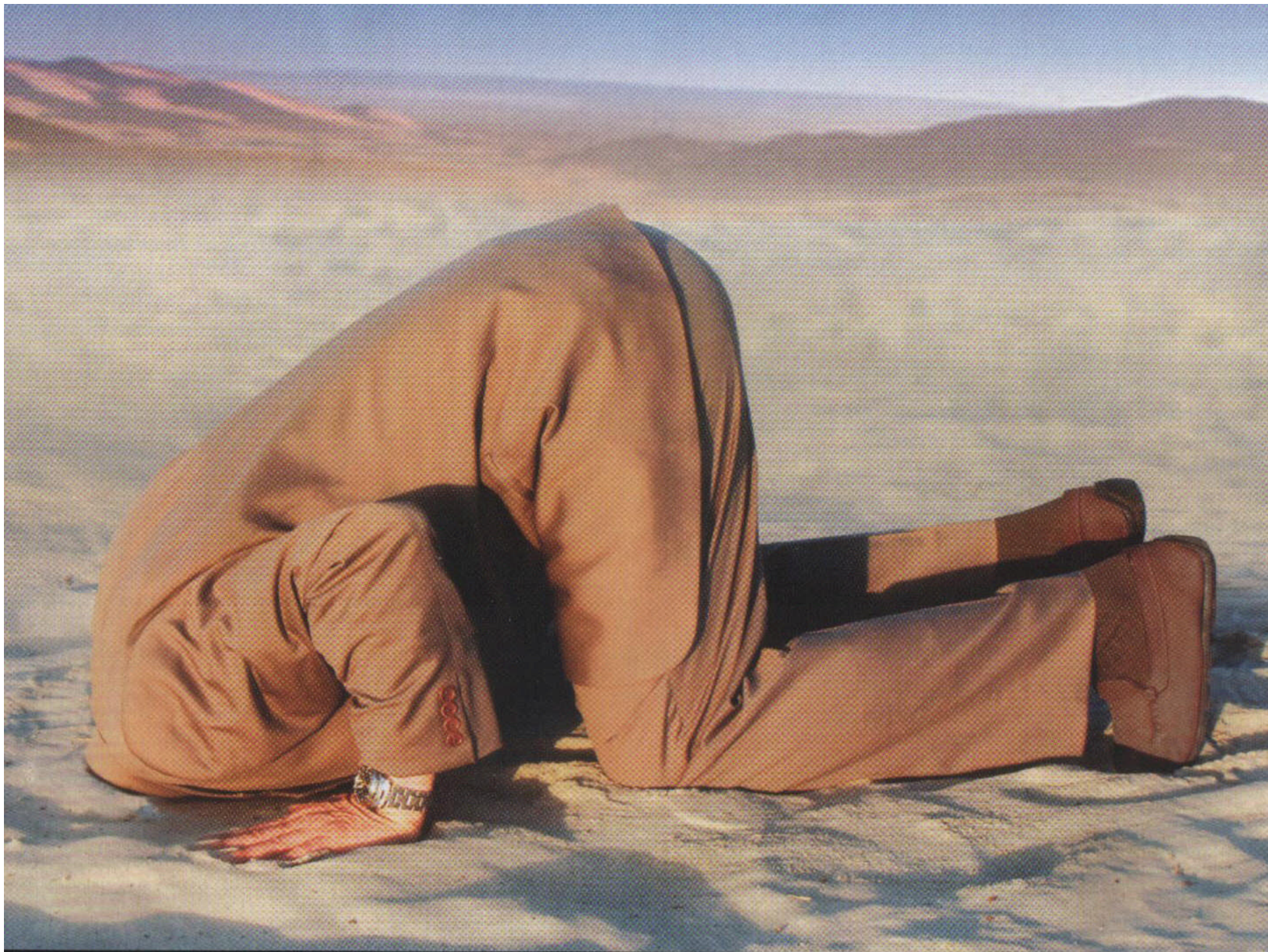
approx amount Irish
consumers are expected to
spend online in 2012

This is expected to grow to

€21bn

in 2017





What will influence future consumer behaviour?



Consumer trends in Ireland

Google

Google Confidential and Proprietary



74%

of Irish cite consumers research
companies & brands online
frequently



Irish searches increased **15%** year-on-year
(July, 2012)

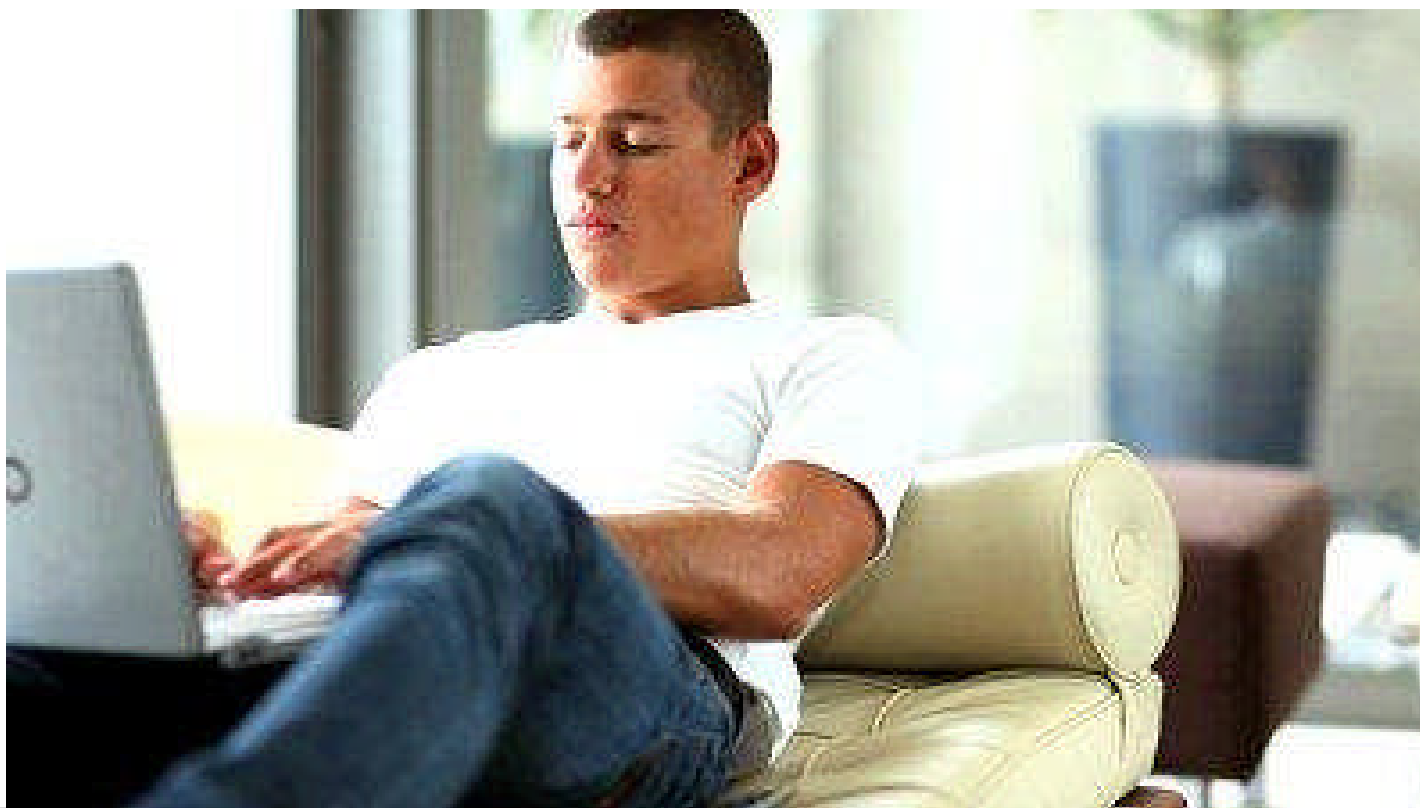
Irish mobile search
queries have grown

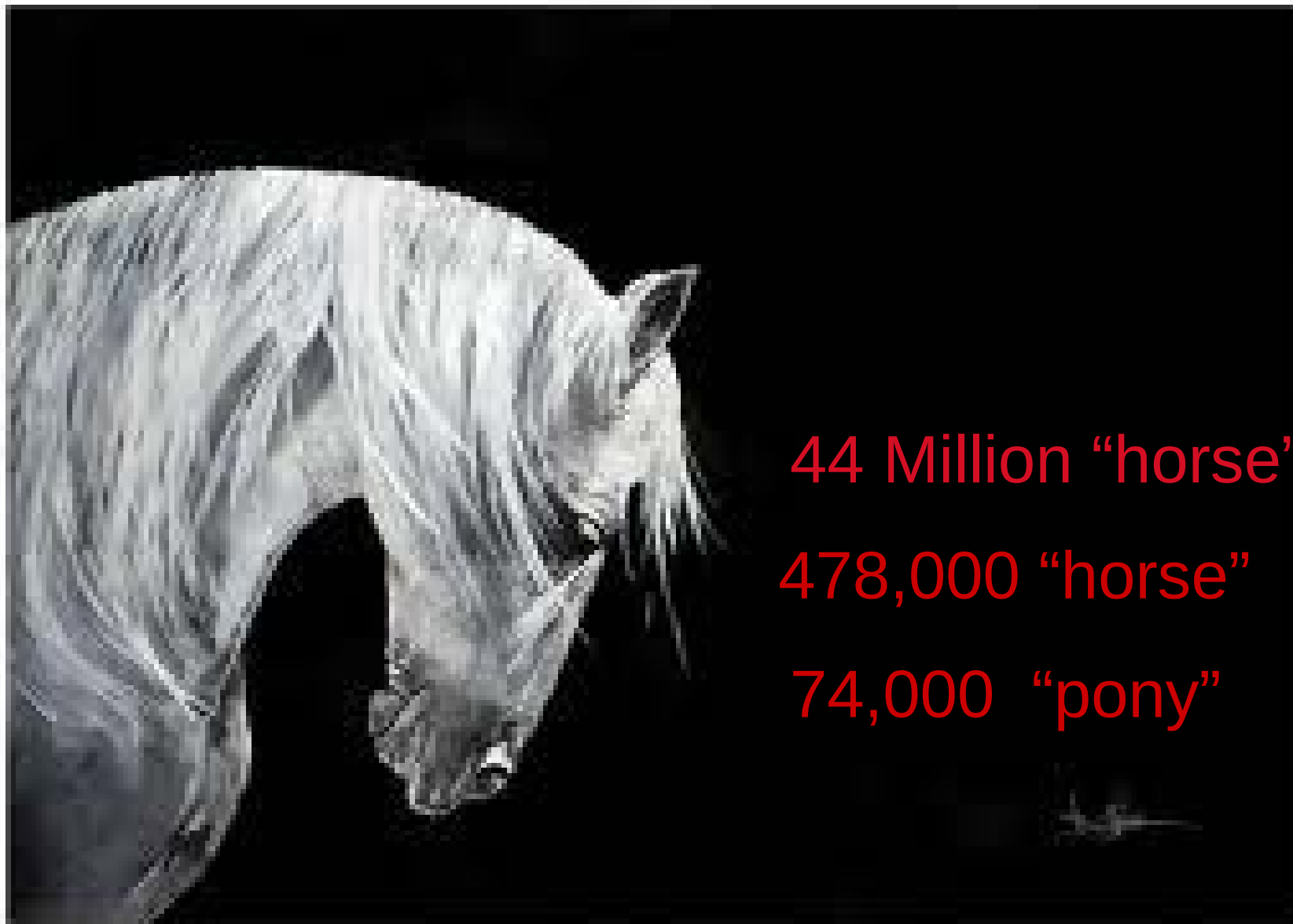
140%

in the past 18 months



The average internet user spends 95% of their time online is spent consuming content (social media, news, email etc.)







40,000 “racehorses”

8,000 “riding schools”



22,000 “Horses for sale”
6,000 “Stallions for sale”
2,000 “how to buy a horse”



75% of Irish online use YouTube



27% visit YouTube daily

Source: (TNS Infratest, 2011 & eMarketer 2011)
* % of Irish online population

Google Confidential and Proprietary

**Make the web work for
you**

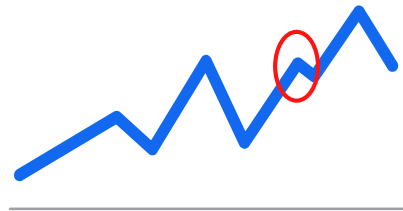
Google

Google Confidential and Proprietary

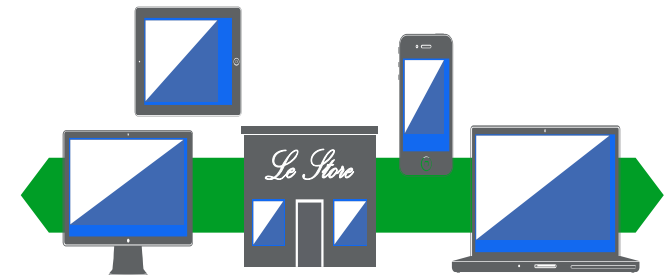
Make the web work for you



Win moments
that matter



Make better
decisions

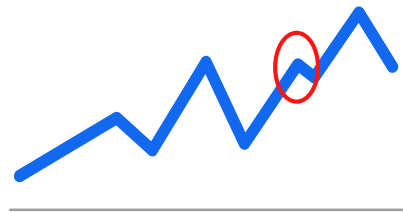


Go bigger,
faster

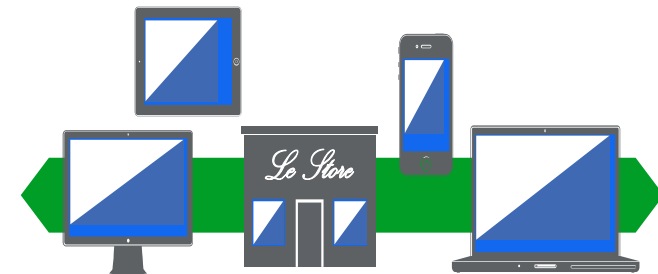
Make the web work for you



Win moments
that matter



Make better
decisions



Go bigger,
faster



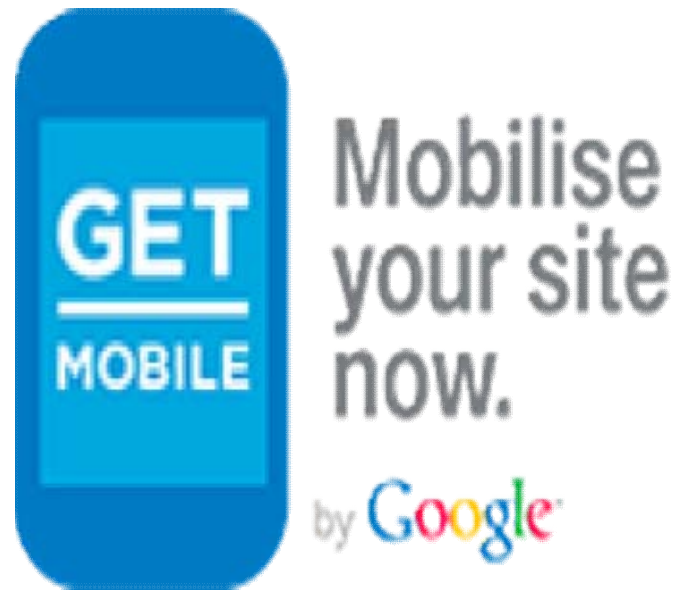
GET YOUR BUSINESS ONLINE. IT'S FREE & EASY.

IN ASSOCIATION WITH



Get your business online. It's free & easy...





GetMobile is a Google-led initiative dedicated to helping businesses “Get Mobile” by providing them with the tools and resources they need to make their websites more mobile friendly.

www.howtogetmo.com



Your Website Should Excite & Delight

[Google Analytics In Real Life - Online Checkout - YouTube](#)

What is Search?

Search is a database of Intentions

Be Present on Google Search

The screenshot shows a Google search interface with the query "irish horses for sale". The top navigation bar includes links for Search, Images, Mail, Drive, Calendar, Sites, Groups, Contacts, and More. The search bar contains the text "irish horses for sale" and a blue search button. The user's email address, "ceraward@google.co", is visible in the top right corner.

Below the search bar, the "Web" tab is selected, and the search results are displayed. The results show "About 9,950,000 results (0.25 seconds)".

The first result is an advertisement titled "Horses For Sale - Horses looking for a new home - ispca.ie". The URL is www.ispca.ie/horses. The description says "Make a difference. Adopt a horse today!". Below the description are four links: "Adopt an Animal", "Volunteer", "Donate", and "Report Animal Cruelty".

The second result is titled "DSPCA Animal Shelter - Animals looking for a good home". The URL is www.dspca.ie/. The description says "Help us and adopt a rescued animal!". Below the description are four links: "Vet Hospital", "Dog Training", "Donate today", and "Found Pets".

The third result is titled "Horses For Sale in Ireland - DoneDeal.ie". The URL is www.donedeal.ie/find/horses/for-sale/Ireland/. The description says "Find Horses today on DoneDeal.ie. Buy or sell privately, no middle man means a better deal for you. HorsesFor Sale in Ireland."

The fourth result is titled "AllHorse.ie | Horse Sales | Forums | Horses for Sale in Ireland | Buy ...". The URL is www.allhorse.ie/. The description says "Horses for sale in Ireland. Buy and sell Irish horses and horse equipment. Horse Sales, Online, Horse Classifieds Ireland, Northern Ireland. Horse Videos ...". Below the description are four links: "Horses for Sale", "Horse Ads", "My Ads", and "Create an account".

The fifth result is titled "Horseabout.com: Horses for sale in Ireland". The URL is www.horseabout.com/. The description says "HORSEABOUT.com - Ireland's premier equine marketing site, based in Northern Ireland. BUY and SELL all things horsey! Horses for sale in Ireland and ...".

Google Adwords – Pay Per Click Model



I Am... ▾ Ad Types ▾ Resources ▾

New Advertiser

Get started Compare solutions Boost sales Measure & Optimize

Step-by-step starter guide to get your business online

Simply follow these 7 steps to get started with your online advertising with AdWords.

During the process, you will need to provide a valid email address and billing information.

Get started with AdWords

Step 1: Create a login

Step 2: Target a geographic region

Step 3: Set your daily budget

Step 4: Control how much you spend per click on your ad

Step 5: Create ad(s)

Step 6: Select keywords

Step 7: Enter billing information

Done! Now your ad should be running

Step 1: Create a login

To create your AdWords account, you just need to provide a valid email address and create your password.

You can then sign in to your AdWords account any time to change your settings or see how your ads are performing.

E-Mail:

Password:

Step-by-step instructions

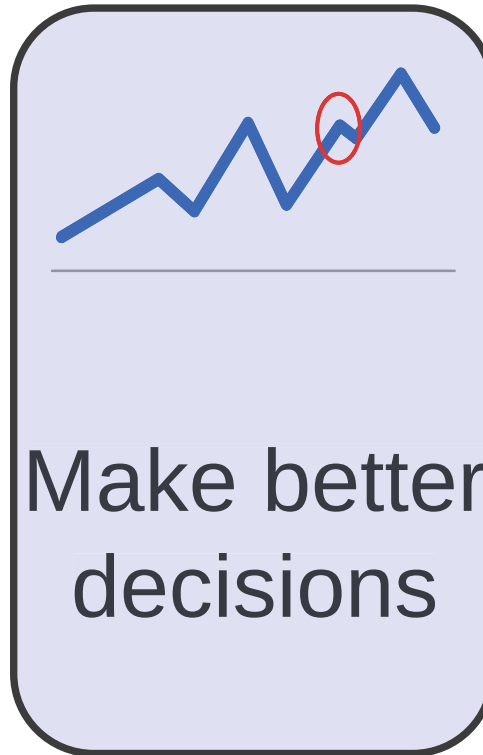
- Click on [Start now](#).
- Follow the instructions to enter your email address and choose a password.
- If you're creating a new Google Account, you'll be asked to verify your email address. You'll receive an email from our system with a link to confirm your address. Just click on that link and you'll be ready to go!
- Sign in to your AdWords account at adwords.google.com.

This step takes:
1-2 min

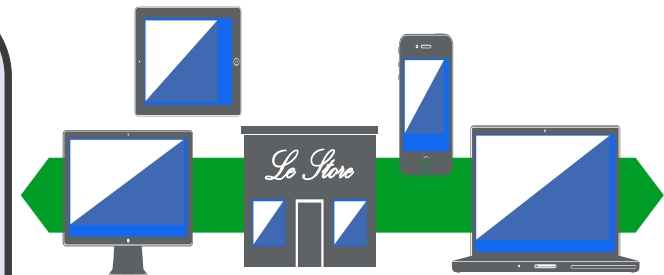
Make the web work for you



Win moments
that matter



Make better
decisions



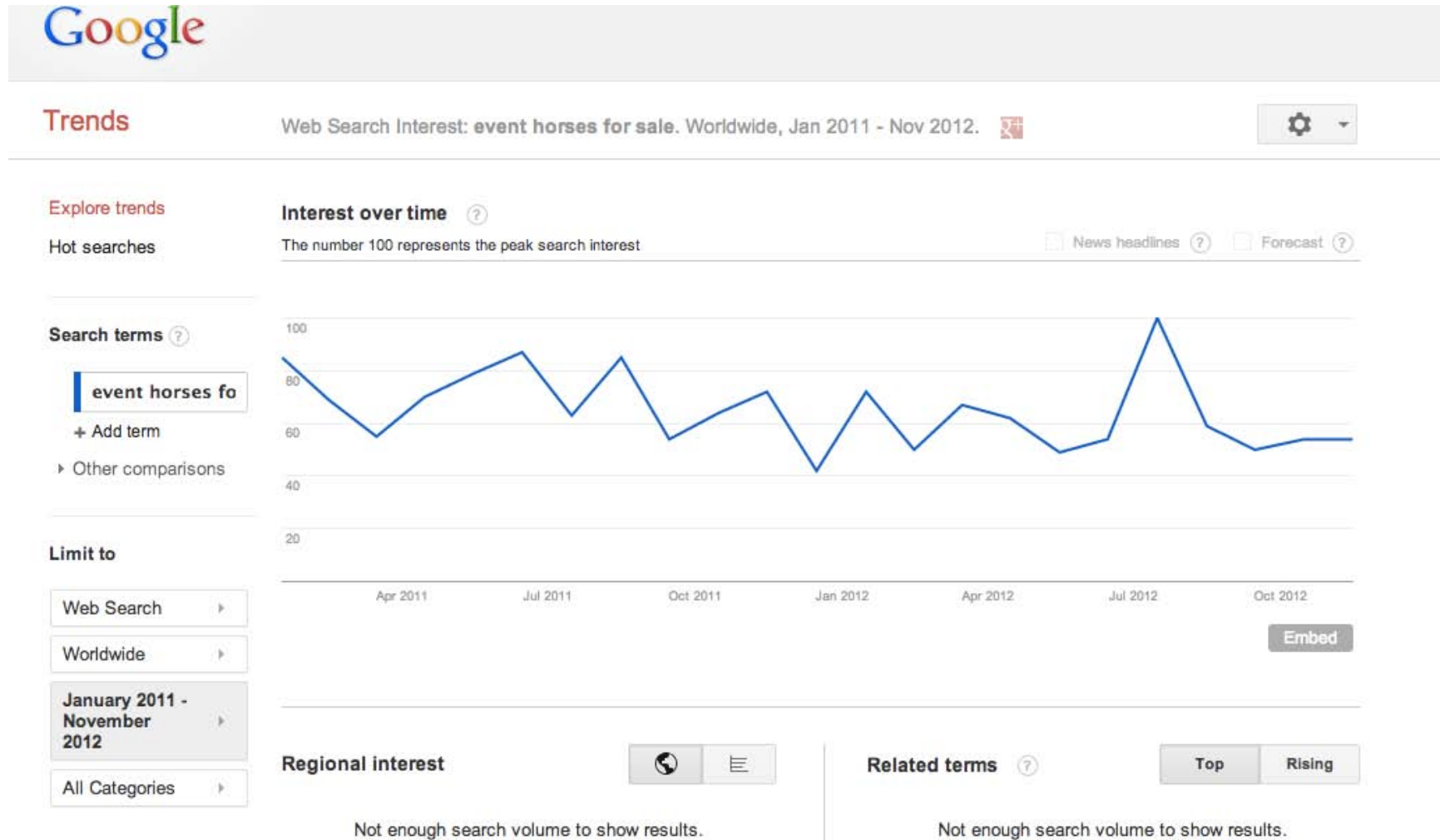
Go bigger,
faster

Google keyword tool

✓ Save all Search terms (1)		1 - 1 of 1	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
ponies ▾	Low	5,000,000	2,240,000

✓ Save all Keyword ideas (56)		1 - 50 of 56	
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
pony ▾	Low	13,600,000	4,090,000
ponys ▾	Low	673,000	40,500
pony video ▾	Low	110,000	22,200
miniature pony ▾	Medium	49,500	22,200
pony horse ▾	Medium	1,000,000	450,000
pony baseball ▾	Low	33,100	33,100
pony pictures ▾	Low	49,500	27,100
pony shop ▾	Low	49,500	12,100
my pony club ▾	Low	3,600	880
pony club ▾	Low	301,000	33,100
ponygames ▾	Low	5,400	720
pony tack ▾	High	8,100	5,400
pony baseball rules ▾	Low	1,000	1,000
pony clothing ▾	High	12,100	4,400
pony carts ▾	High	14,800	6,600
miniature pony tack ▾	High	260	140
horse and pony ▾	Medium	1,000,000	450,000
pony harness ▾	High	9,900	5,400
pony stuff ▾	Medium	1,900	1,000
mini pony tack ▾	High	260	140

Google Trends



“50% of advertising spend works, We just don't know which 50%”

Sir Martin Sorrell, Founder, WPP

Google Analytics - Improve your site & increase marketing ROI

Google Analytics provides powerful tracking for anyone with a web presence, large or small.

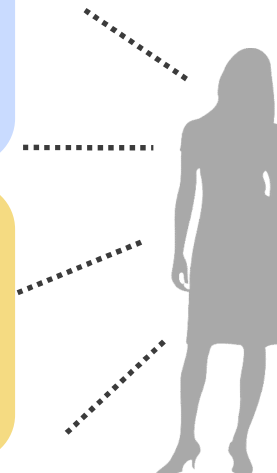
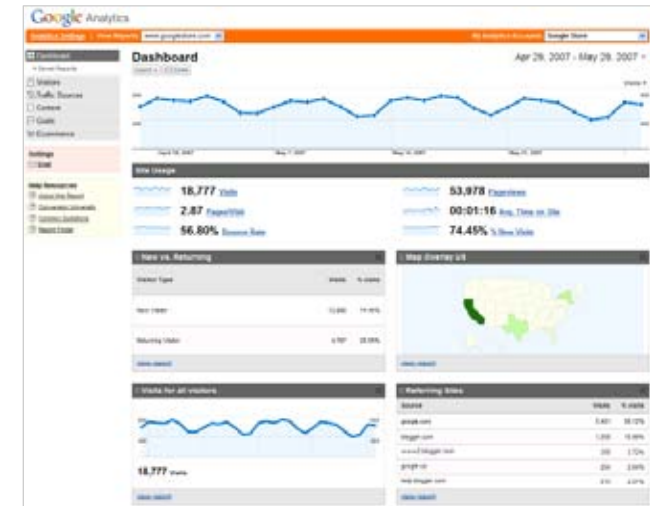
It's one of the most powerful web analytics solutions on the market - and it's free for anyone to use.

Executives can learn:

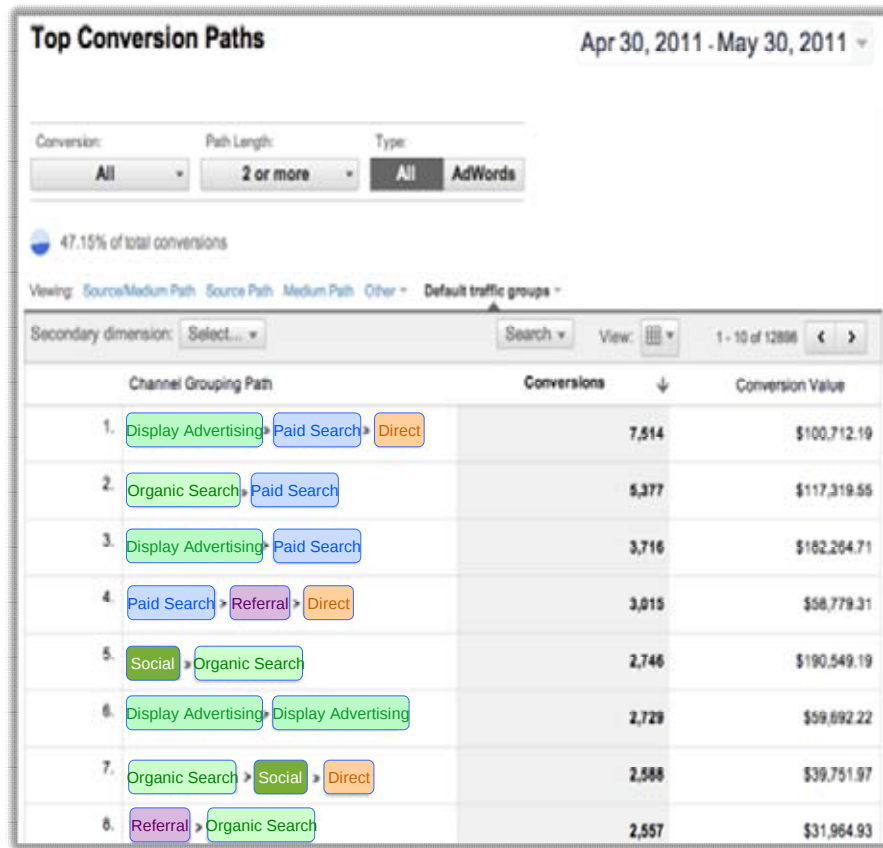
- Which marketing initiatives are most effective
- Accurate website traffic patterns/trends
- Which customer and customer segments are most valuable

Marketing Professionals can learn:

- Where visitors come from and what do they do on the site
- How can the website convert more visitors into customers
- Which keywords resonate with prospects and lead to conversions
- Which online ad or creative is the most effective



Use data to see CUSTOMER JOURNEYS

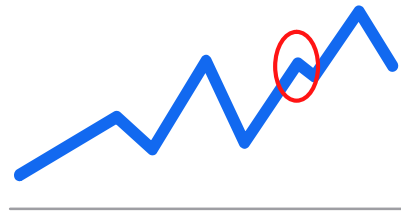


Online conversion paths are visible within Google Analytics. Tools exist to help visualise this data In order to help you better understand where your conversions are coming from.

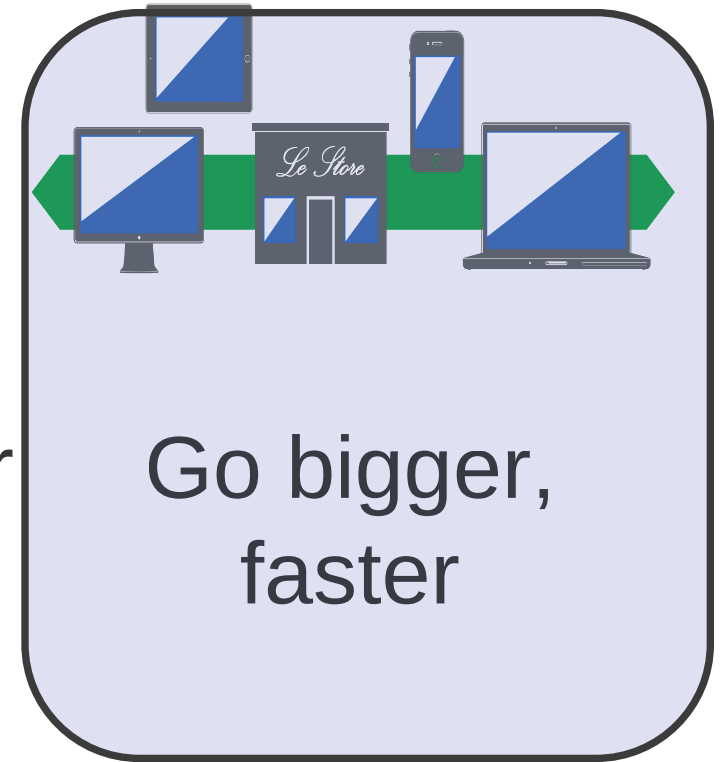
Make the web work for you



Win moments
that matter



Make better
decisions



Go bigger,
faster



SUCCESS

SMB's using web growing 4-8x faster

Businesses online exporting double

Global Market Finder

Global Market Finder is a tool, that provides data on volume of search on keywords in global markets

- Automatically Translate Keywords
- Shows geographic distribution, see where customers are searching for your product
- Estimate Costs to export via adwords - provides guide cost per click (cpc) bids, allow you forecast marketing budgets

Google Global Market Finder

English

Your business	Search terms	Filter
Select your location: United States	Keyword(s):	G20
Select your language: English	Enter one keyword per line ?	Learn more about global markets

Type the characters you see in the picture below.



Letters are not case-sensitive

[Find your global AdWords opportunity.](#)

With Google Global Market Finder, you can find opportunities to reach over 1.9 billion customers around the world.



Go global now

Automatically translate keywords into your customers' language.



Geographic distribution

See where customers are searching for your product, from Albania to Zimbabwe or anywhere in between.



Estimate cost

Make the most out of your ad budget by comparing cost estimates across languages and locations

[Learn more about AdWords for Global Advertisers »](#)

Takeaways

- Digital is disruptive
- Allow your business to be found
- Win the Moments that Matter
 - Search is a database of intentions - Adwords
 - Mobile – howtogetmobile.com
- Make data driven decisions
 - Google Trends
 - Google Analytics
 - Keyword Tool
- Go bigger faster - Export & Maximise the Web
 - Adwords
 - Global Market Finder

- [Google Chrome: Julie Deane - YouTube](#)