



Welcome

Google Certified Trainer

**Digital
Academy**
certification + training

Powered by Google Certified Trainers

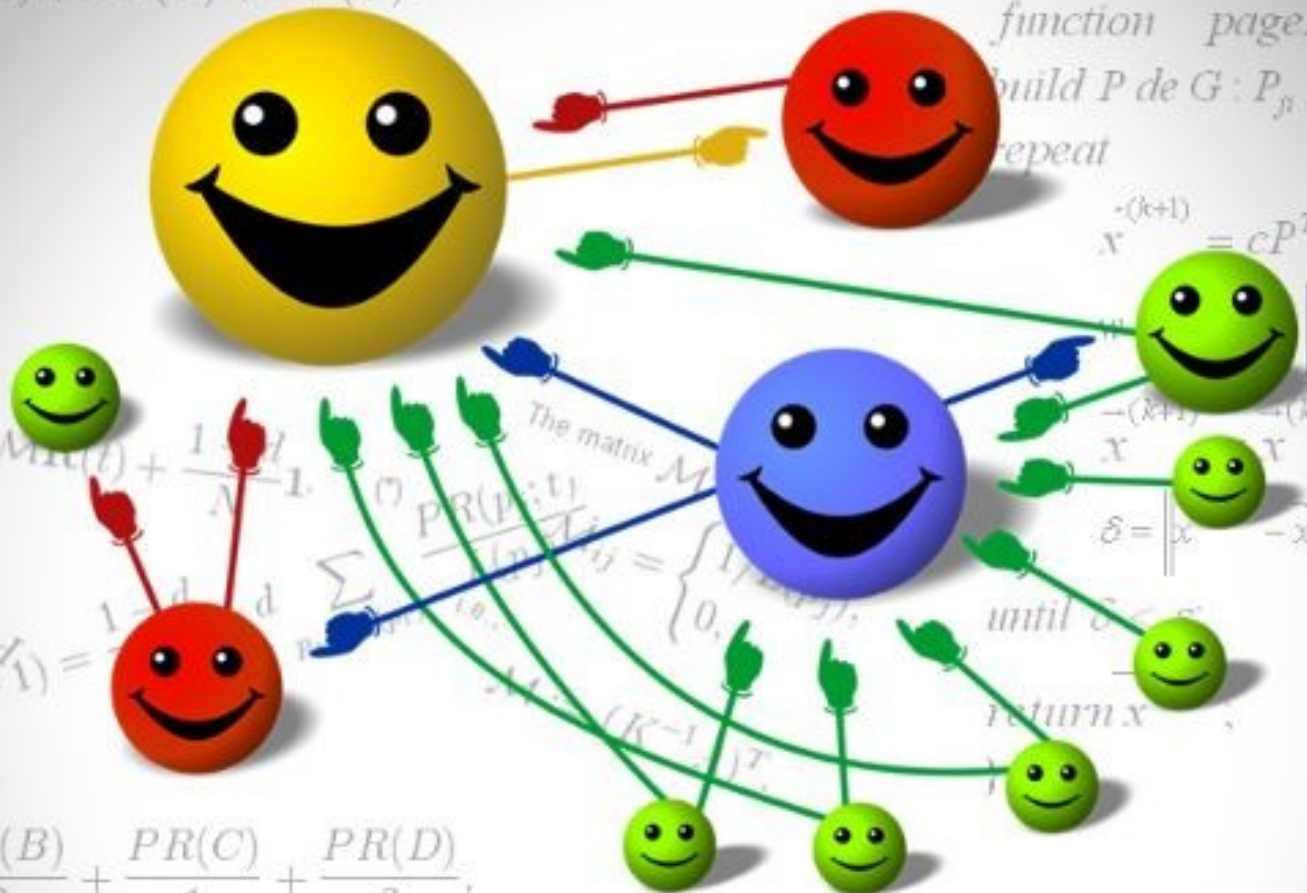


info@digitalacademy.it | #DAcademy

#GooglePartners

$$PR(A) = PR(B) + PR(C) + PR(D).$$

function pageRank $(G, x^{(0)})$
 build P de $G : P_{ij} = 1/\text{deg}(j)$;
 repeat



$$x^{(k+1)} = cP^T x^{(k)};$$

$$\|x^{(k+1)}\|_1;$$

$$x^{(k+1)} = x^{(k)} + \alpha W^k;$$

$$\mathcal{E} = \|x^{(k)} - x^{(k+1)}\|_1;$$

$$R(t+1) = dMx(t) + \frac{1-d}{N} \mathbf{1}$$

$$\frac{N}{t} = (0 \dots d) R(t)$$

$$PR(p_i; t+1) = \frac{1-d}{N} + d \sum_{p_j \rightarrow p_i} \frac{PR(p_j; t)}{L(p_j)}$$

The matrix M

$$M_{ij} = \begin{cases} 1/\text{deg}(j) & \text{if } j \rightarrow i \\ 0 & \text{otherwise} \end{cases}$$

until ϵ
 return x

$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}$$

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)}$$



$$PR(A) = \frac{1-d}{N} + d \left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right)$$

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}$$

What is Google?

Why AdWords?



R

REACH

- 24x7x365 Delivery
- Google Network reaches >80% of the world



R

RELEVANCE

- Targeting User Intent
- Further Target by Language, Geo, Device, etc

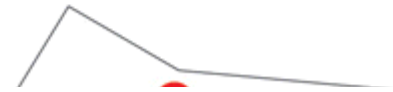
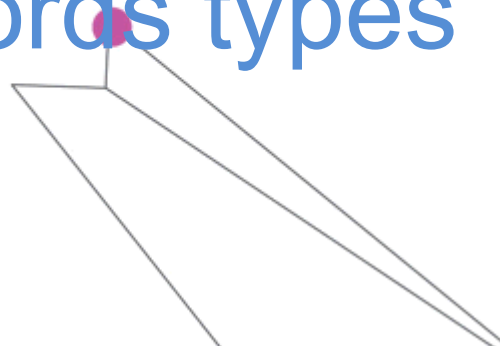


R

ROI

- Extremely Measurable
- ...in Near Real Time

AdWords types



Search Ads »

Reach people who are looking for you



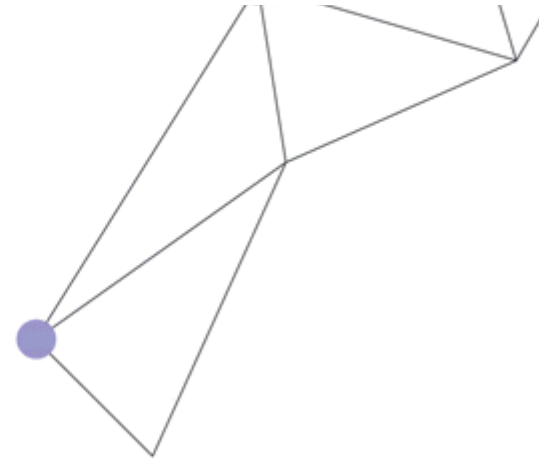
Display Ads »

Reach customers across the web



Video & YouTube Ads »

Tell your video story



Search advertisements (ads)



Computer



Tablet



Mobile phone



[Search Ads »](#)

Reach people who are looking for you



[Display Ads »](#)

Reach customers across the web



[Video & YouTube Ads »](#)

Tell your video story



[TV Ads »](#)

Advertise on the networks you love to watch



[Mobile Ads »](#)

Connect with your customers on the go



Web

Images

More ▾

Search tools

About 3,560,000 results (0.32 seconds)

SEM

SEO

AdWords

Search Ads

Google keliones

Poilsinės **Kelionės** Pigiau - baltictours.lt

Ad www.baltictours.lt/Poilsines (8-5) 266 1616

Specialūs pasiūlymai užsakant internetu. Mažiausių kainų **kelionės**
Mėnesio pasiūlymai - Egzotinės kelionės - Užsakyk Internetu Pigiau - Viešbučiai

Pigios **Kelionės** - toptravel.lt

Ad www.toptravel.lt/Pigios+Kelionės

Paskutinės Minutės **Kelionės** Nuo 700 Lt. Portugalija, Kipras ir kt.
Savaitgalio Kelionė 348Lt - Turkija Nuo 917 Lt - Slidinėjimas Nuo 957 Lt

Geriausi kelionių - pasiūlymai - sofatravel.lt

Ad www.sofatravel.lt/keliones

Poilsio, pažintinės ir kitos **kelionės** geromis kainomis!

www.novaturas.lt/ Translate this page

Didžiausias kelionių organizatorius Baltijos šalyse. Žinios apie įmonę, rengiamas **keliones**, paskutinės minutės pasiūlymus. Diskusijų apie populiariausias ...

Paskutinės minutės kelionės - Poilsinės - Autobusu - Turkija

[Makalius.lt](http://www.makalius.lt/): **Kelionės**, pigios **kelionės**, paskutinė minutė

www.makalius.lt/ Translate this page

Pigios **kelionės** lėktuvu, pigios savaitgalio **kelionės**, geriausi paskutinės minutės pasiūlymai, skrydžiai į egzotines šalis, patarimai keliaujantiems savarankiškai.

Bilietai čia. - Pigių skrydžių kelionės - Kelionės - Kelionių idėjos

Ads ⓘ

Kelionės Nuo 648 Lt

www.kelioniuakademija.lt/keliones

Įsigyk Vasaros Sezono **Kelionę** Iki
Gruodžio 31 d. Net Iki 50% Pigiau.

Novaturo vasaros kelionės

www.novaturas.lt/pirk_internetu

Nuolaidos net iki 50 %
Mažiausios kainos garantija!

Įdomiausios keliones

www.bigtravel.lt/

Pažintinės, poilsinės **kelionės**
lėktuvu, autobusu. Egzotika.

Keliauk su Idėja

www.keliauksuideja.lt/

Poilsinės Pažintinės Kruizai ir kit
Visos kelionių idėjos

ZIP Travel

www.ziptravel.lt/povestuvines

Čia Tavo **kelionės** pradžia..
Povestuvinės kelionės

[See your ad here »](#)

Google Display Ad network



Text Ads on websites



Image Ads on websites



Video Ads on websites



Ads on Mobile Websites



[Search Ads »](#)
Reach people who are looking for you



[Display Ads »](#)
Reach customers across the web



[Video & YouTube Ads »](#)
Tell your video story



[TV Ads »](#)
Advertise on the networks you love to watch



[Mobile Ads »](#)
Connect with your customers on the go

Google Display network – textual ads



Text ads – are the same as in search network

nokyti ?
 torius Ernestas pavogė 105\$
 us prisidengiant mano skype.

dzodzo
 staktas
 Agro



ERP Jūsų verslui

SkytexCrm.lt

Programa web pagrindu. Skirta pardavimų valdymui.

is ar problemoms, rašykite el. paštu info@uzdarbis.lt

si mano slapukus • Pažymėti forumą kaip perskaitytą

Ads by Google

Ist Ihr Computer langsam?

Beschleunigen Sie Ihren PC jetzt!
 Testsieger als gratis Download
TuneUp.de/Download

Paskolos Internetu 1850Lt

Pirma Paskola Nemokamai! Kreditas Per Keletą Minučių.
www.SMScredit.lt

DRAWIN Vertriebs-GmbH

WACKER Silicone für Formenbau Elastosil, Cenusil, Häreter, Grund.
www.drawin.com

Finansų naujienos

Verslo, ekonominės ir finansų rinkų naujienos iš viso pasaulio
www.traders.lt

256MB dedicated gra processor in the syste

HD Audio Driver

- This driver package

NVIDIA SLI Technol

- Added or updated th
 Far Cry 3 - updated SI
 Call of Duty: Black Op

Changes and Fixed

The following sections subset of the total nun

Windows Vista/Win

- [Assassin's Creed 3]
 - [GeForce 500/600 se working". [1175853]
 - [GeForce GTX 570/5 of the game, when the
 - [GeForce GTX 650 T Global Illumination ani
 - [GeForce GTX 680][f
 - [Quad SLI][Surrounc
 - [SLI][Far Cry 3]: EX

Windows 8

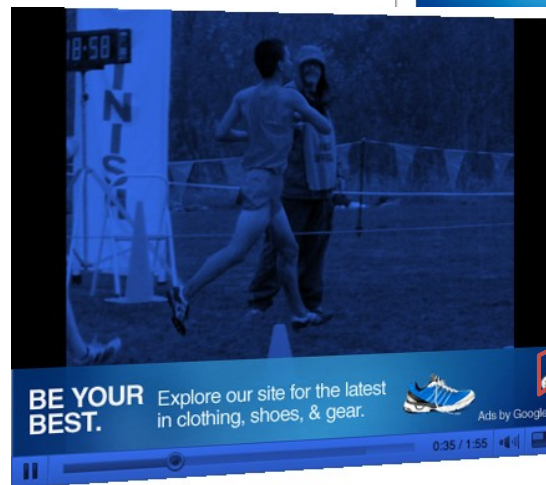
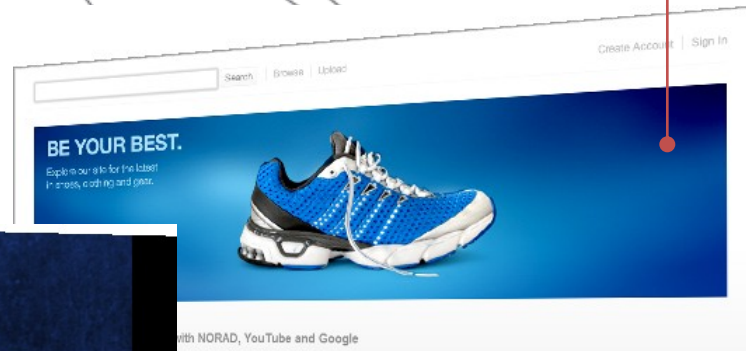
- [SLI][Far Cry 3]: EX

It is highly recommen

Do not forget to check

Google Display network: visual banners

Leaderboard Image Ad
720 x 90



InVideo Overlay banners Youtube
480 x 70

Banners in webpages
Pvz.: 300 x 250

Visual banners

Visual ads - banners

miestai.net
Miestai ir architektūra | žiniaraštis

FREE SHIPPING
MAXIMIZE THE POTENTIAL OF YOUR YOUR
Superior Mini PC!
Order Now
DX
www.DX.com

Miestai ir architektūra Objektive Naujienos Publikacijos Archyvas Projektų rodyklė Forumas

PAIEŠKA

MIESTŲ NUOTRAUKŲ KONKURSAUS
"Venecija"
2008 Rugpjūtis / Aug 1z

Žagarė senose nuotraukose ir atvirukuose
2012-12-15 | laimutis
Miestą iki I-ojo pasaulinio karo sudarė Senoji ir Naujoji Žagarė. XVII a. pirmoje pusėje Senoji...

Kalėdos vokiškai
2012-12-11 | Vaidas

Akcentas
2012-12-11 | Audrius

www.patiekalu-receptai.lt - patiekalai, maisto patiekalų receptai su nuotraukomis. Patiekalų ingredientai, sudėtinės dalys, aprašymai. Naujausi patiekalų receptai.

MEGA
PREKYBOS IR LAISVALAIKIO CENTRAS

Čia gildosi kalėdiniai stebuklai
70 000 Lt
kalėdinio MEGOS žaidimo prizinis fondas!

RECEPTAI SU NUOTRAUKOMIS PATIEKALŲ INGREDIENTAI MAISTO RUOŠIMO PATARIMAI SKAITINIAI HOROSKOPAI

Google™ Tinkintos paieškos ieškoti recepto

Baklažanų salotos su Mocarela ir pistacijomis
Grižti atgal

iPhone Controlled R/C Helicopter
FREE SHIPPING
SHOP NOW >

KREDITAI INTERNETU IR SMS'U
Greitas kreditas .lt
BE UŽSTATO!

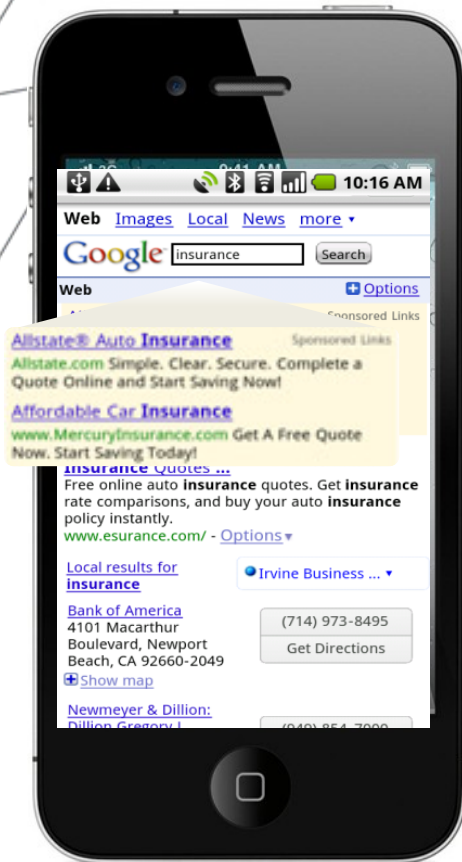
Atsitiktiniai receptai su nuotraukomis
Salotos su putpelių kiaušiniams
Daržovių ir kivi salotos su putpelių kiaušiniams.
Receptas su nuotrauka.

Konservavimas, marinavimas, rauginimas

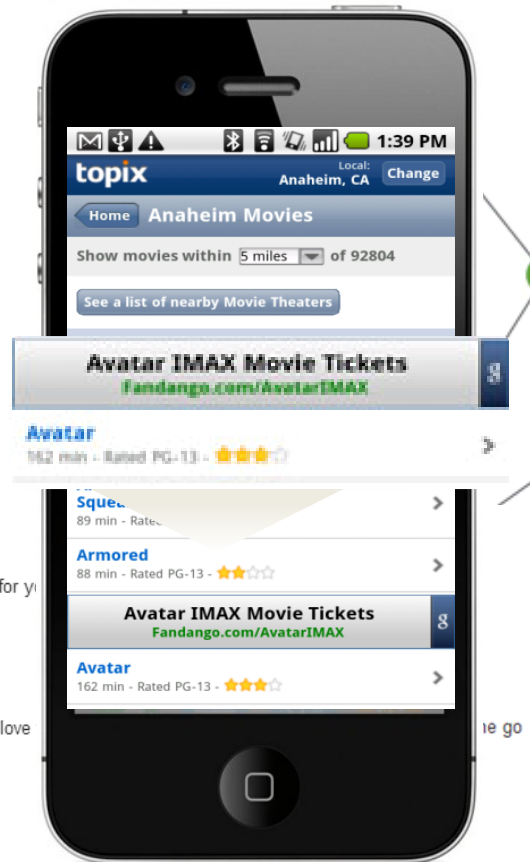
- > Daržovių konservavimas
- > Kompotai
- > Uogienės
- Karšti patiekalai**
- > Avienos patiekalai
- > Jautienos patiekalai
- > Kiaulienos patiekalai
- > Paukštienos patiekalai
- > Triušienos patiekalai
- > Veršienos patiekalai
- > Žuvies patiekalai
- > Bulvių patiekalai
- > Daržovių patiekalai
- > Kruopų patiekalai

Mobile banners

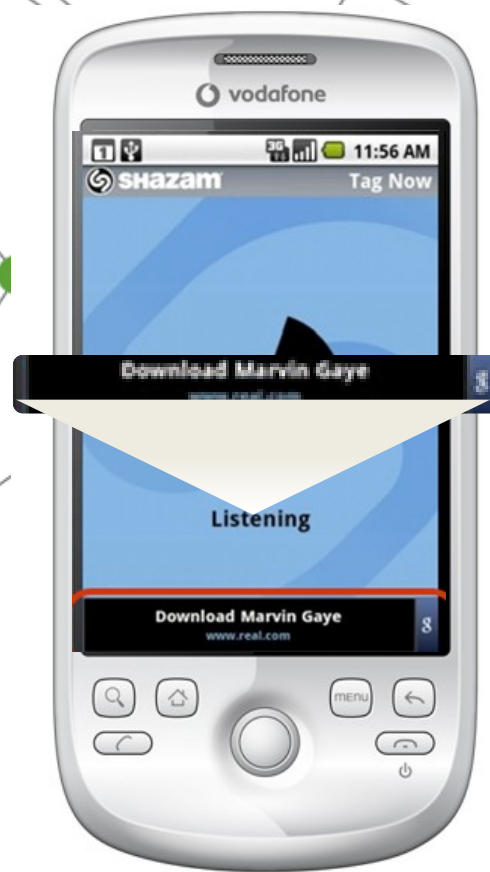
1 Search



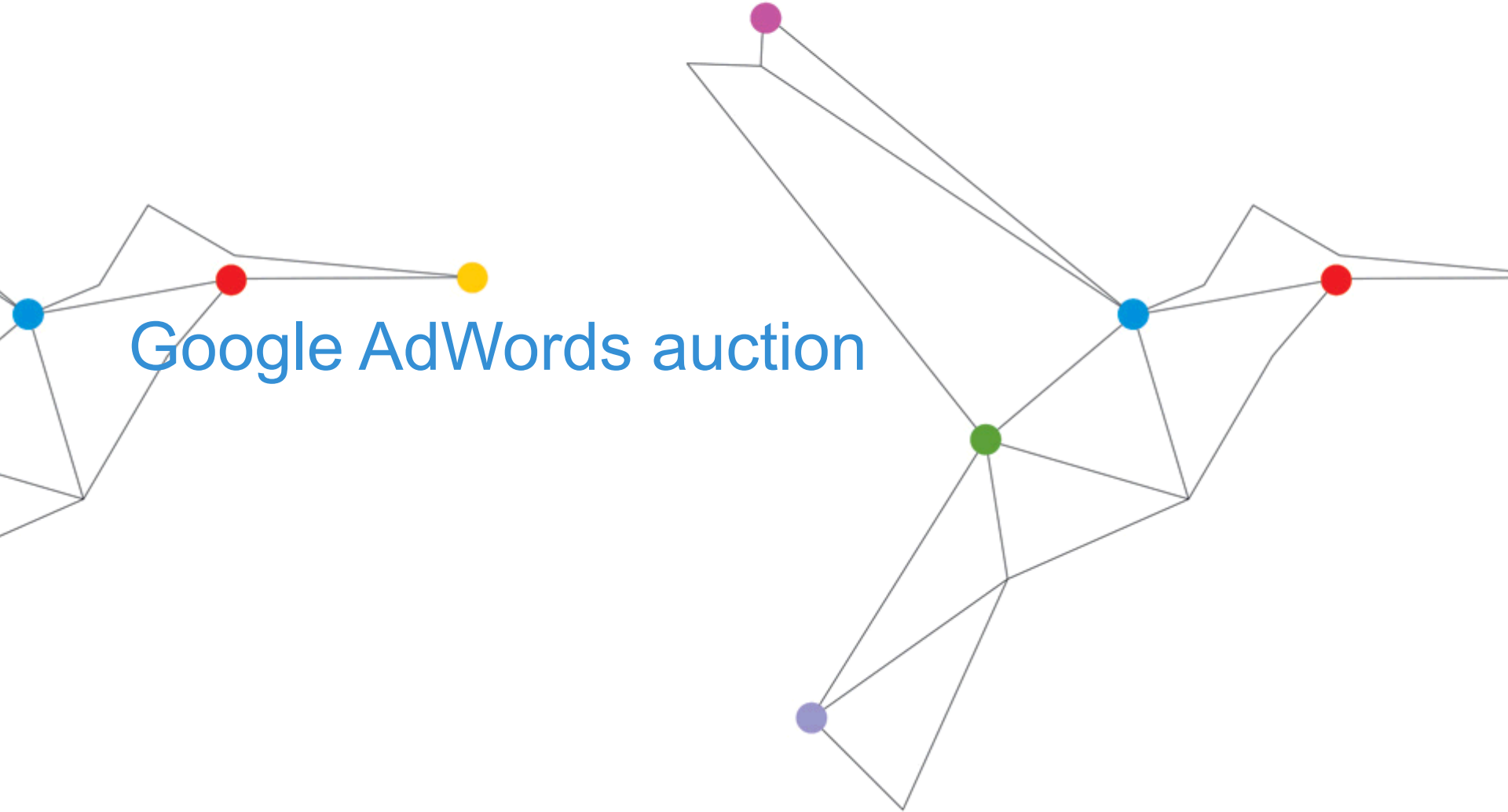
2 Visual display ads

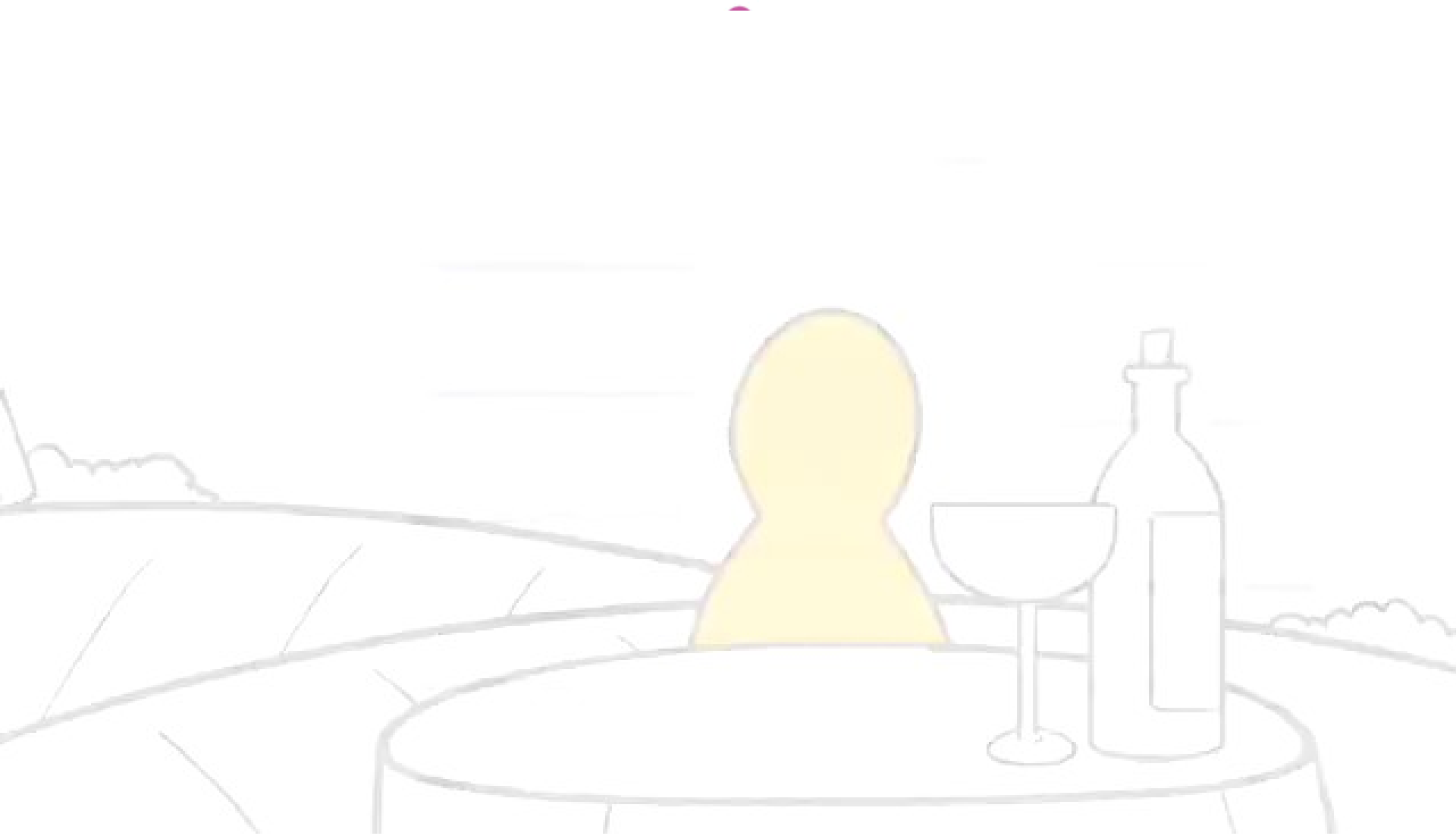


3 Mobile applications



Google AdWords auction





Quality score for advertising

Quality Score- compound measure

CTR – click trough rate

Relevance

Landing page



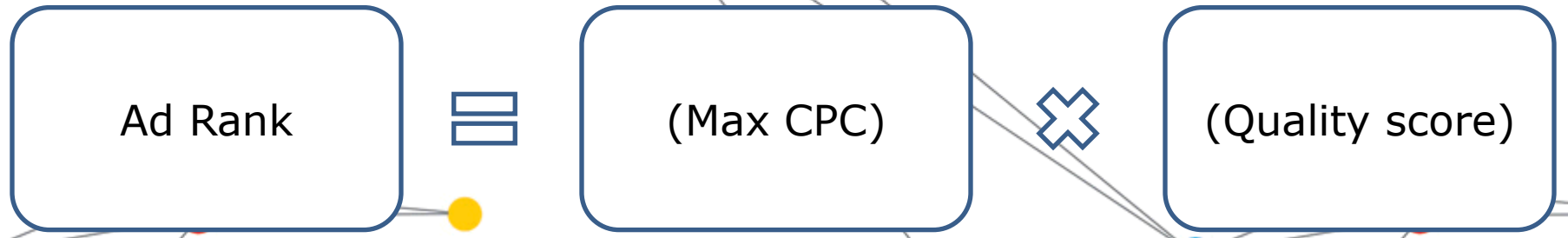
+



=

QUALITY SCORE

Rating of our ad



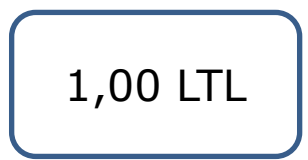
Ad rank

Max CPC

Quality score



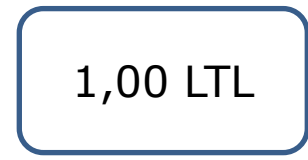
=



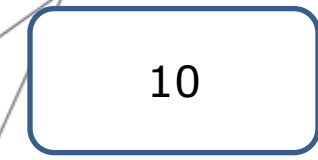
×



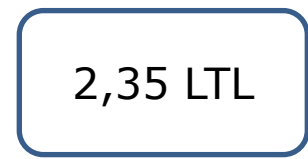
=



×



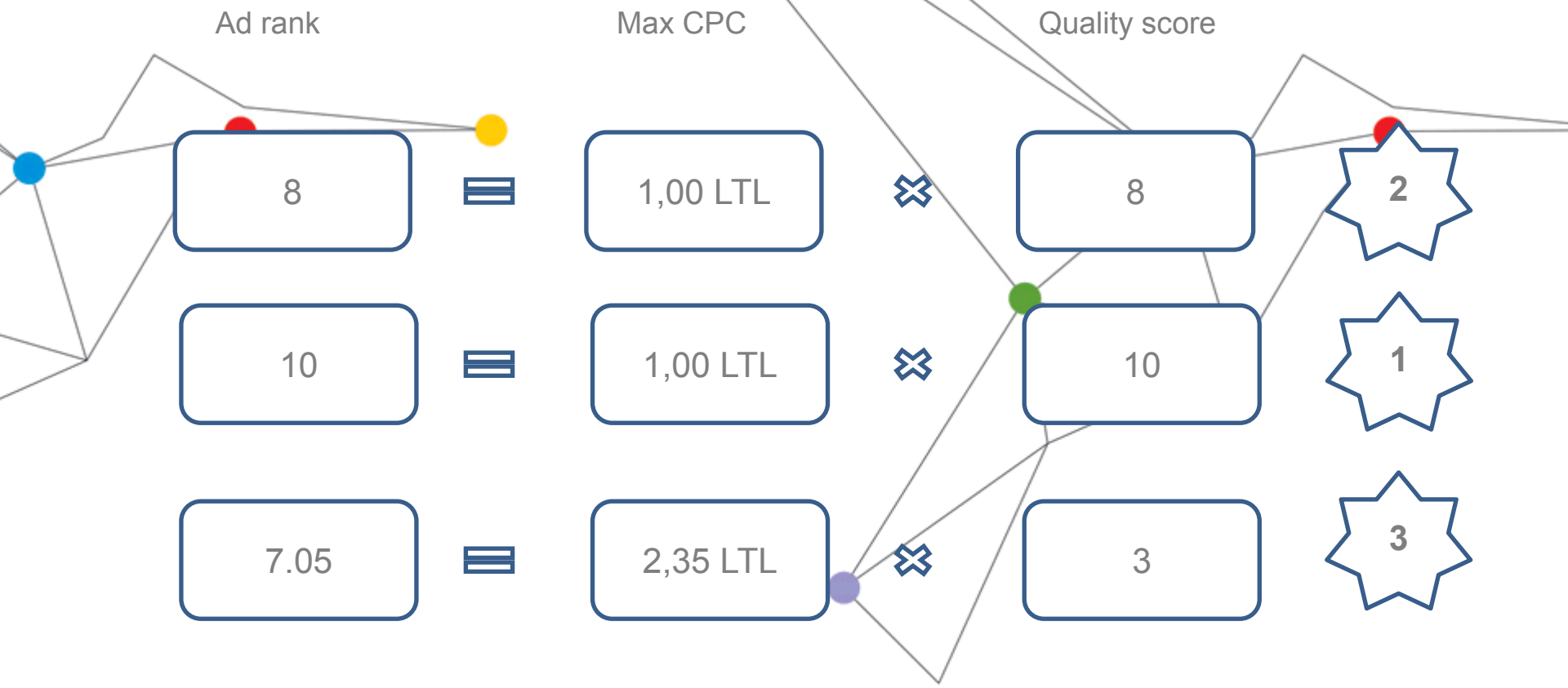
=



×

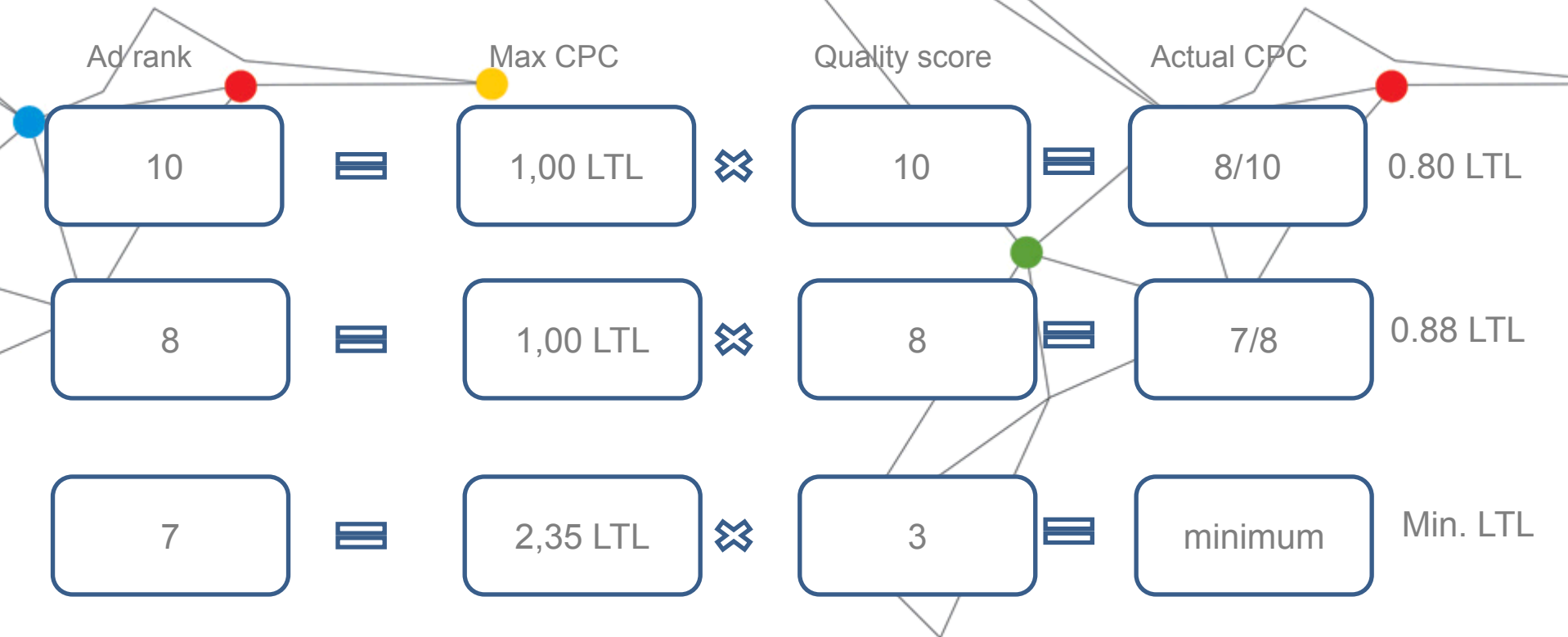


Rating of our ad



Improvement of campaign

Actual CPC – what we pay



The last position get payment of minimal value for showing in search results– yet Google does not disclose its amount. The smaller the quality score is, the higher payment charge you get (it is measured by such called „estimated first page bid“).

Making new account in adwords.google.com

Google AdWords

Already a Google AdWords customer? [Sign in](#)

Overview Benefits How it works Costs Testimonials Get started

Get your ad on Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

[Start now](#)

Free phone support: 1-855-607-0435 *

A screenshot of a Google search interface. The search bar contains the text "coffee shop in new york". Below the search bar, there are tabs for "Web", "Images", "Videos", "Shopping", and "News", with "Web" selected. The search results show two advertisements. The first ad is for "Freshly Brewed Coffee" with a yellow "Ad" label and the URL "cafe.example-business.com". The second ad is for "Start your morning with Only Fresh Coffee" with the URL "www.onlyfreshcoffee.com/".

Registration



Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

email@example.com

Country

Lithuania

Time zone

(GMT+02:00) Vilnius

Time zone is used for account reporting and billing.

Currency

Save and continue

Great job!

You're just one step away from your new AdWords account.

Check your email.

We've sent a confirmation email to mokymai1@intentagency.lt. Click the link to confirm your email address.

Create a new Google Account

Name

rom

nar

Your current email address

mokymai1@intentagency.lt

Create a password

.....

Confirm your password

.....

Birthday

Month

Day

Year

Mobile phone

+370

Prove you're not a robot

Skip this verification (phone verification may be required)



Type the text:

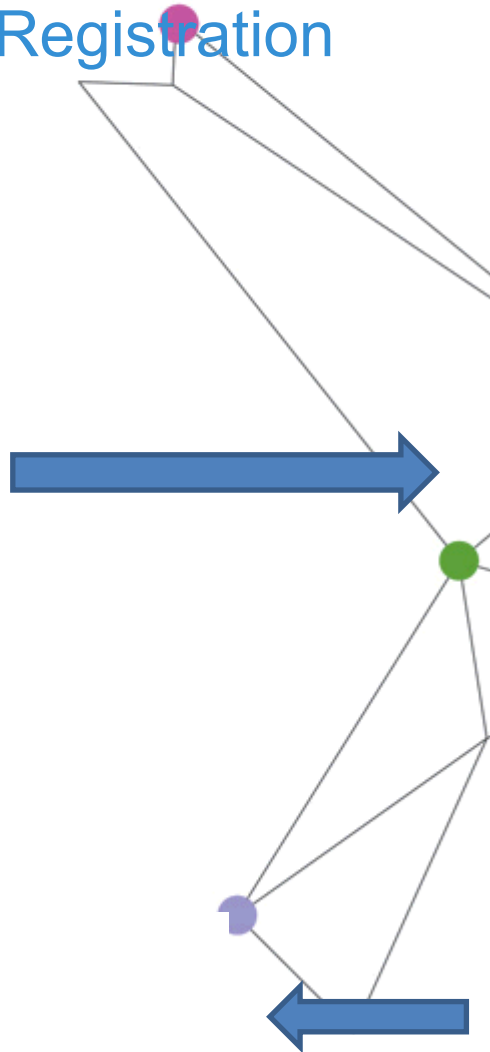
1700

Location

Lithuania (Lietuva)

I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

Next step



Mew account

Google AdWords Home Campaigns Opportunities Tools Manager ID: 106-116-3983 povelauskas@gmail.com

Welcome to AdWords!

Create your first campaign

Getting started

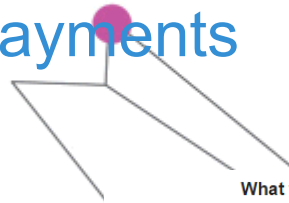
1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

More resources

- For free campaign setup s
- Want to learn all the basic
- Want to find an AdWords | our [Partner Search](#) to find

Billing summary
Billing preferences
Account settings
Send feedback
Help
[Worldwide phone support](#)
Search Help Centre

Payments



Tax information

Tax status [?](#)

Business

This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.

VAT ID

Name and address [?](#)

Primary contact [?](#)

How you pay [?](#)

 Automatic payments (recommended)
 Manual payments

What you pay with [?](#)

Credit or debit card

VISA MasterCard AMEX
 / [?](#)

Credit or debit card address is same as above

Billing communication language [?](#)

Terms and conditions

Carefully read the following terms and conditions and click the checkbox below to agree.

[\(Printable version\)](#)

Google Ireland Limited Advertising Programme Terms

These Google Ireland Limited Advertising Programme Terms (“**Terms**”) are entered into by Google Ireland Limited (registered number: 368047) with its registered office located at Gordon House, Barrow Street, Dublin 4, Ireland (“**Google**”) and the entity executing these Terms or that accepts these Terms electronically (“**Customer**”). These Terms govern Customer’s participation in

Yes, I agree to the above terms and conditions.

[Complete sign up](#)

Structure of AdWords account

„ADWORDS“ account

Email and password

Payment settings

CAMPAIGN

Daily budget

Application for place and language

CAMPAIGN

Daily budget

Application for place and language

AD GROUP

Keywords

Ads

AD GROUP

Keywords

Ads

AD GROUP

Keywords

Ads

AD GROUP

Keywords

Ads

AD GROUP

Keywords

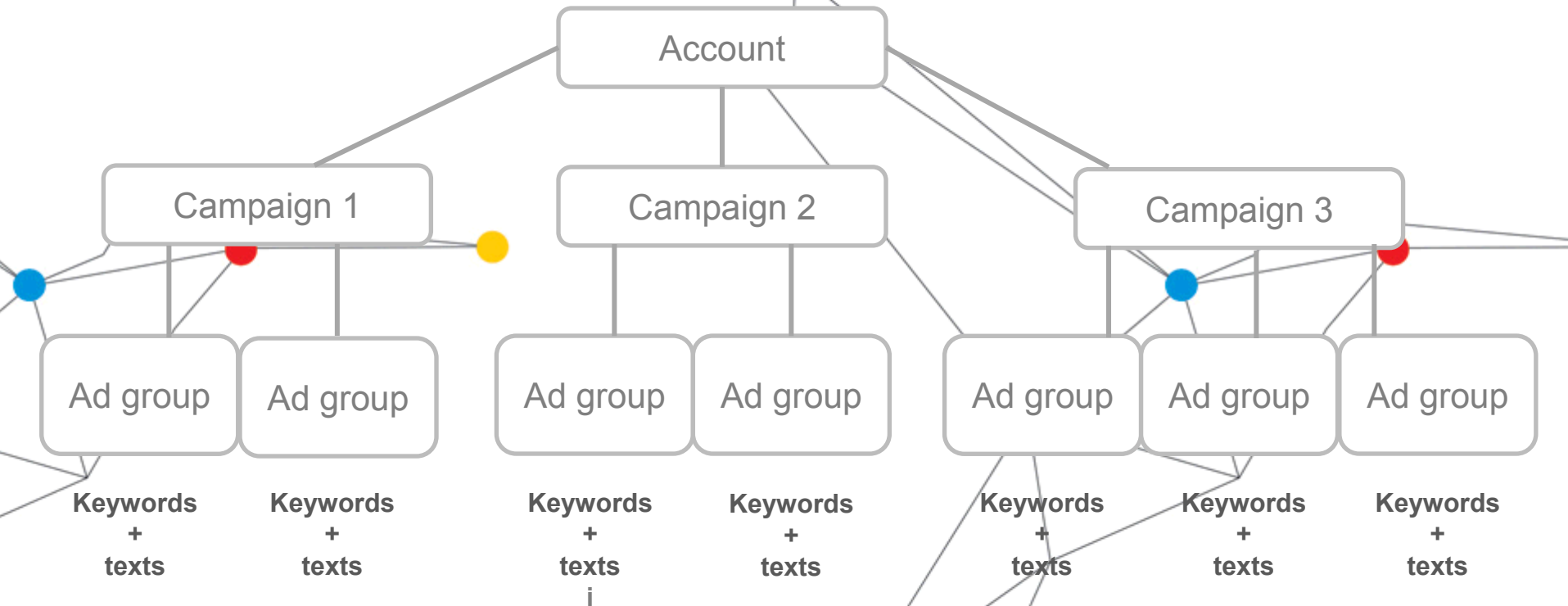
Ads

AD GROUP

Keywords

Ads

Structure of AdWords account

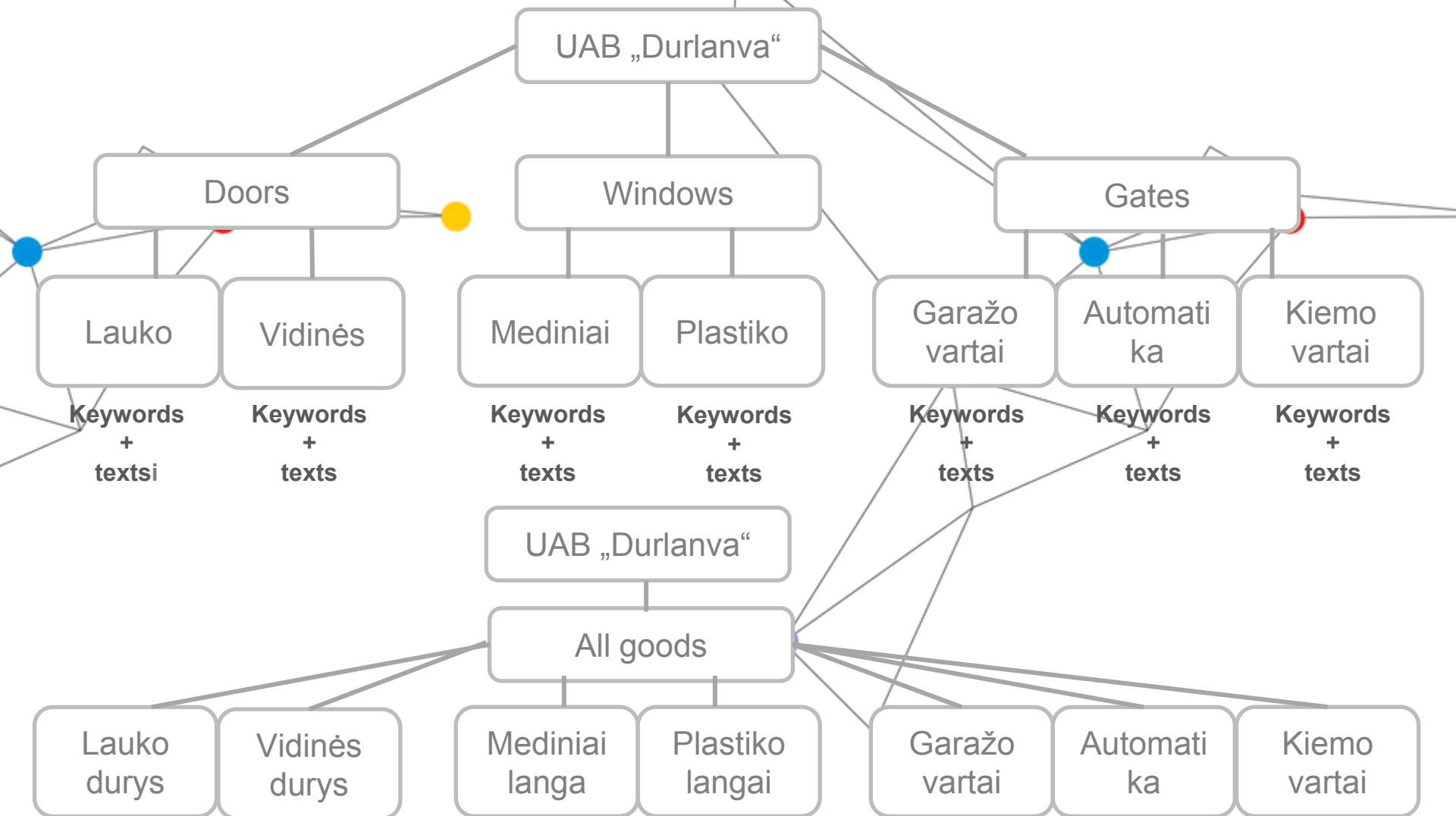


Kampanijos – atskiras kampanijas verta kurti tada, kai norime reklamuotis keliose šalyse, kai planuojame reklamuotis paieškoje ir vaizdiniame reklamos tinkle, kai turime skirtingas veiklos rūšis, kai norime skirtingoms veikloms priskirti skirtingus biudžetus;

Skelbimų grupės – jas kuriame taip, kad kiekvienoje jų galima būtų sugrupuoti panašius raktažodžius. Galima kurti atskiras grupes skirtingiems produktų ar paslaugų rūšims, skirtingas grupes bendrinėms ir tikslinėms frazėms ir t.t.

Pastaba – vienas iš paprastų ir veiksmingų būdų sukurti reklaminės kampanijos struktūrą – remtis reklamuojamo tinklapio struktūra.

Examples of account structure



Navigation inside account

The screenshot displays the Google AdWords account interface. At the top, there is a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. The 'Campaigns' tab is selected. To the right of the navigation bar, the customer ID '962-084-6751' and email 'mokymai@digitalacademy.lt' are shown, along with a settings gear and a notification bell.

On the left side, there is a search bar and a sidebar menu with the following sections:

- All online campaigns** (with a search icon and a double arrow icon):
 - DSA test 1
 - Remarketingas
 - Testine kampanija
- Shared library**
- Bulk operations**
- Reports and uploads**
- Labels**

The main content area is titled 'All online campaigns' and shows a date range of 'Last 7 days: Jan 15, 2014 - Jan 21, 2014'. Below this, there are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad extensions', and 'Auto targets'. The 'Campaigns' tab is active.

Below the tabs, there are filters for 'All but deleted campaigns', 'Segment', 'Filter', and 'Columns'. There are also buttons for 'View Change History' and a 'Daily' dropdown menu.

A line graph shows the performance of the campaign over time, with a red dot indicating a specific point of interest. The graph shows a peak in performance on Wednesday, January 15, 2014.

Below the graph, there is a table of campaigns with the following columns: Campaign, Campaign type, Campaign subtype, Budget, Status, Clicks, Impr., and CTR. The table contains one row of data for the 'Testine kampanija' campaign.

Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR
Testine kampanija	Search Network with Display Select	All features	LTL2.00/day	Eligible	0	0	0.00%

- **Home** – general statistics of the account;
- **Campaigns** – campaign statistics and administration
- **Opportunities** – automated suggestions, related to campaign;
- **Tools and analysis** – history of changes, linking to Google Analytics, keyword planning tool;
- **Billing** – everything related to payment;
- **My account** – settings of the account, including user administration

Navigation inside account

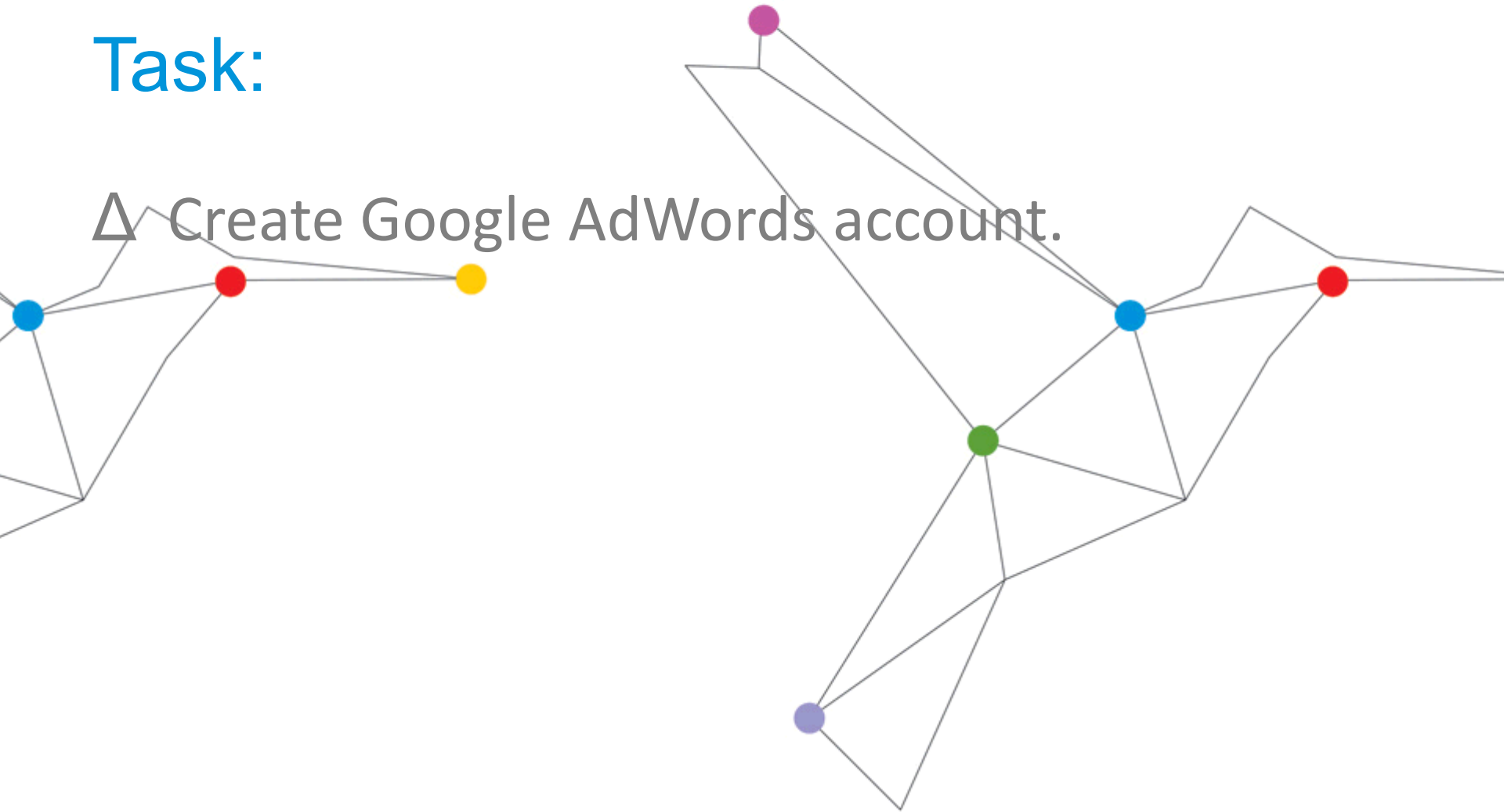
The screenshot shows the Google AdWords account interface. At the top, there is a navigation bar with 'Home', 'Campaigns' (highlighted), 'Opportunities', and 'Tools'. The customer ID is 962-084-6751 and the email is mokymai@digitalacademy.lt. On the left, there is a search bar and a sidebar with 'All online campaigns' and a list of folders like 'patalpos' and 'patalpos tik kaunas'. The main area shows 'All online campaigns' for the last 7 days (Jan 15, 2014 - Jan 21, 2014). Below this are tabs for 'Campaigns', 'Ad Groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad extensions', and 'Dimensions'. A table of campaigns is visible, with one campaign named 'Testine kampanija' shown. The table has columns for Campaign, Campaign type, Campaign subtype, Budget, Status, Clicks, Impr., and CTR.

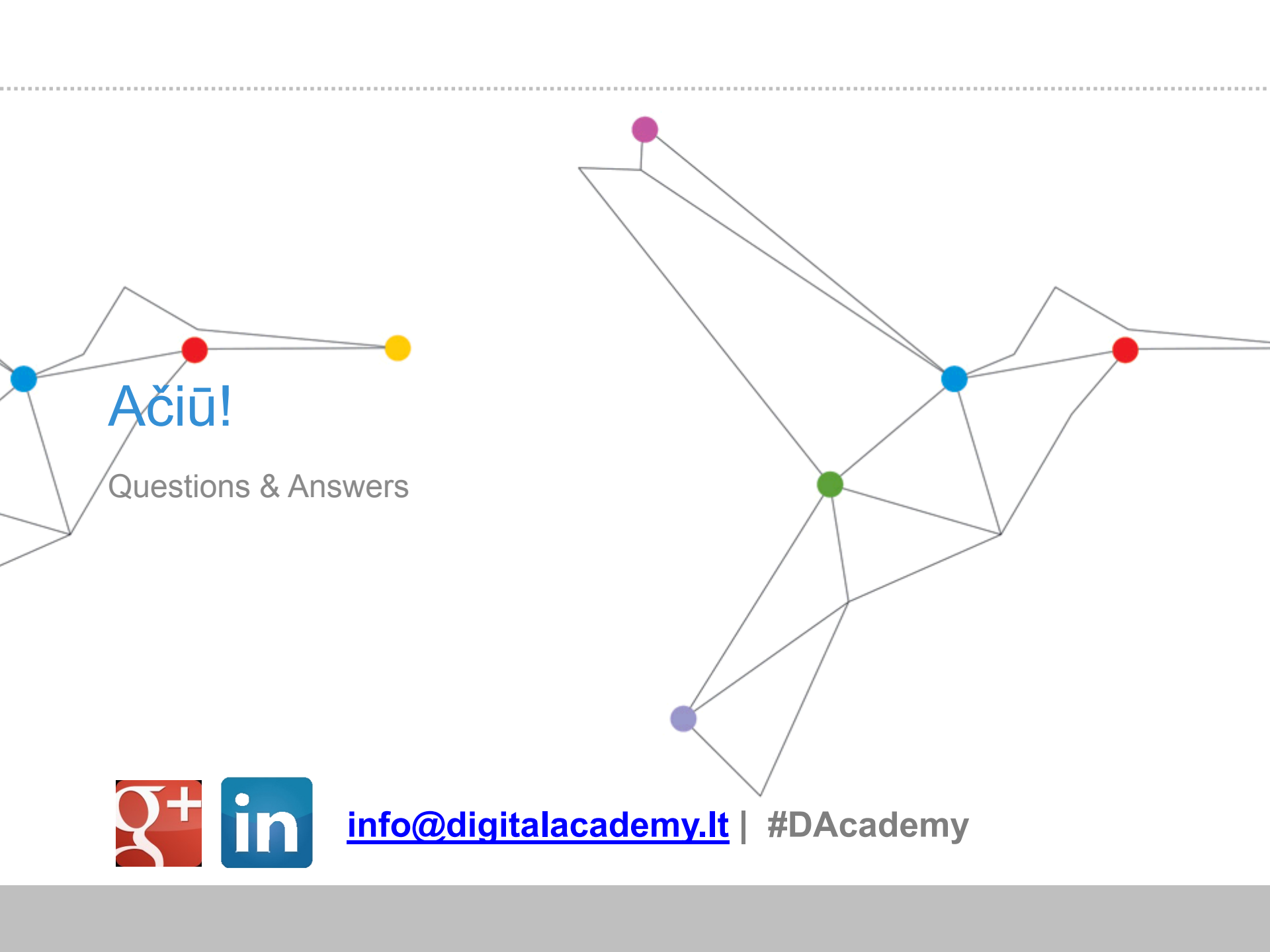
Campaign	Campaign type	Campaign subtype	Budget	Status	Clicks	Impr.	CTR
Testine kampanija	Search Network with Display Select	All features	LTL2.00/day	Eligible	0	0	0.00%

In the „Campaigns“ part we can review statistics, stop or renew campaign, create new campaign. Similar selections can be found in „Ad groups“ (advertisement groups), „Ads“ (advertisements), „Keywords“ parts. „Settings“ allows to change countries and languages for showing ads, daily budgets, etc. „Dimensions“ provides statistics by days, weeks, months and locations.

Task:

△ Create Google AdWords account.





Ačiū!

Questions & Answers



info@digitalacademy.it | #DAcademy