

**SEM – Search Engine Marketing**  
ir SEO un SEA apvienojums.

- > SEO – Search Engine Optimization
- > SEA – Search Engine Advertising

# SEO & SEA rīcības eksperimentālais piemērs

MAKŠĶERĒŠANA UN ATPŪTA USMAS EZERĀ

*“Imantas”, Labrags,  
Jūrkalnes pagasts  
16.10.2018.*

**RETROUT**  **Interreg**  
Baltic Sea Region  
Sustainable Trout Fishing Tourism in the Baltic Sea



EUROPEAN UNION

EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

*Andris Klepers,  
Pētnieks, Dr.geogr.  
Nocticus SIA.*

## SEA -

- Dažādu teksta un vizuālo materiālu izvietošana interneta lietotājiem, kas nonāk ekspozīcijās pēc noteiktiem kritērijiem. Pielietojums kombinācijā ar SEO kā papildus apmeklējuma ģenerēšanas rīks.
- Efektīvs rīks uz kampaņu periodu mājas lapas projektu apmeklējuma ģenerēšanai, kā arī nišas segmentu sasniegšanai.

Tirgvedības rīcība:  
«maksāt par klikšķi»  
darbību izsekošana pa  
soļiem. Maksāt par  
mērķtiecīgi atlasīto  
mērķgrupu tiešāko  
interesi par mūsu  
produktu. Iegūt  
precīzākus  
atslēgvārdus.

# Mērķis

- Ieguldījums: 30+30 EUR un 2h darbs kampaņas norises sagatavošanai, reklāmu ievietošanai.
- Demonstrēt, cik daudz var sasniegt vienas nedēļas laikā, izmantojot SEO tirgvedības taktiku – «*pay per click*» *Google Ads*.
- *Celt kopējo lapas apmeklētāju skaitu Usmasezers.lv makšķerēšanas un naktsmītņu sadaļai. Īpaši tuvāko kaimiņvalstu aktuālajos tirgos. Papildinoši – saistīt brīvdienas pie ezera ar iespējām atpūsties šeit Lieldienu nedēļas nogalē. Idejiski – lai jau šobrīd domā, gūst idejas un rezervē savu makšķerēšanas piedzīvojumu atbilstošajā sezonā, kad atļauts makšķerēt, kad ir brīvi datumi atpūtas rezervēšanai.*

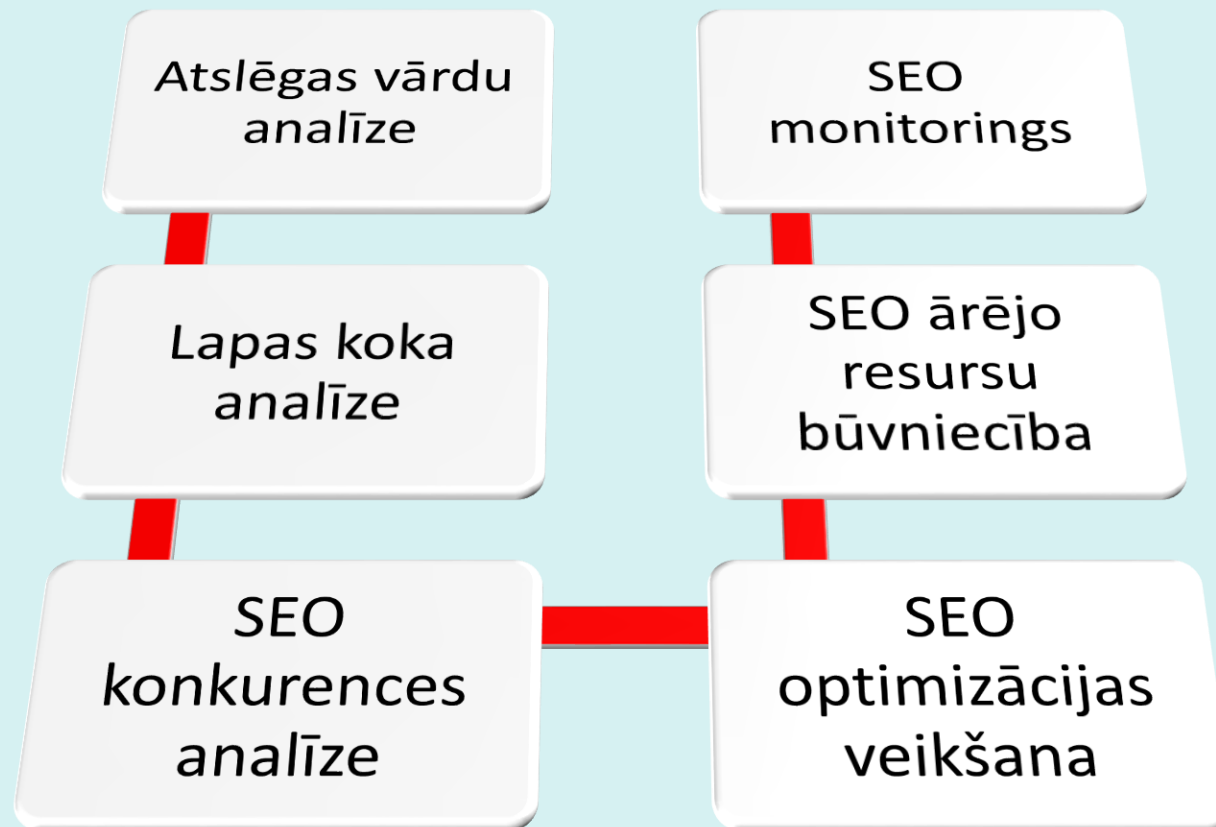
*Bez konversijas  
miljons ziņas lasītāju vai bukletu saņēmēju ir*


**NULLE**

# SEM - SEO

## Secība

Paliekošu rezultātu sasniegšanai ir jāveic virkni ar darbībām, kurā ir jāiesaistās gan web projekta īpašniekam, gan speciālistiem



Select the goal that would make this campaign successful to you 



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

Select a campaign type 

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Your account isn't active - Your ads aren't running because your account has been cancelled.

- Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Location  Radius

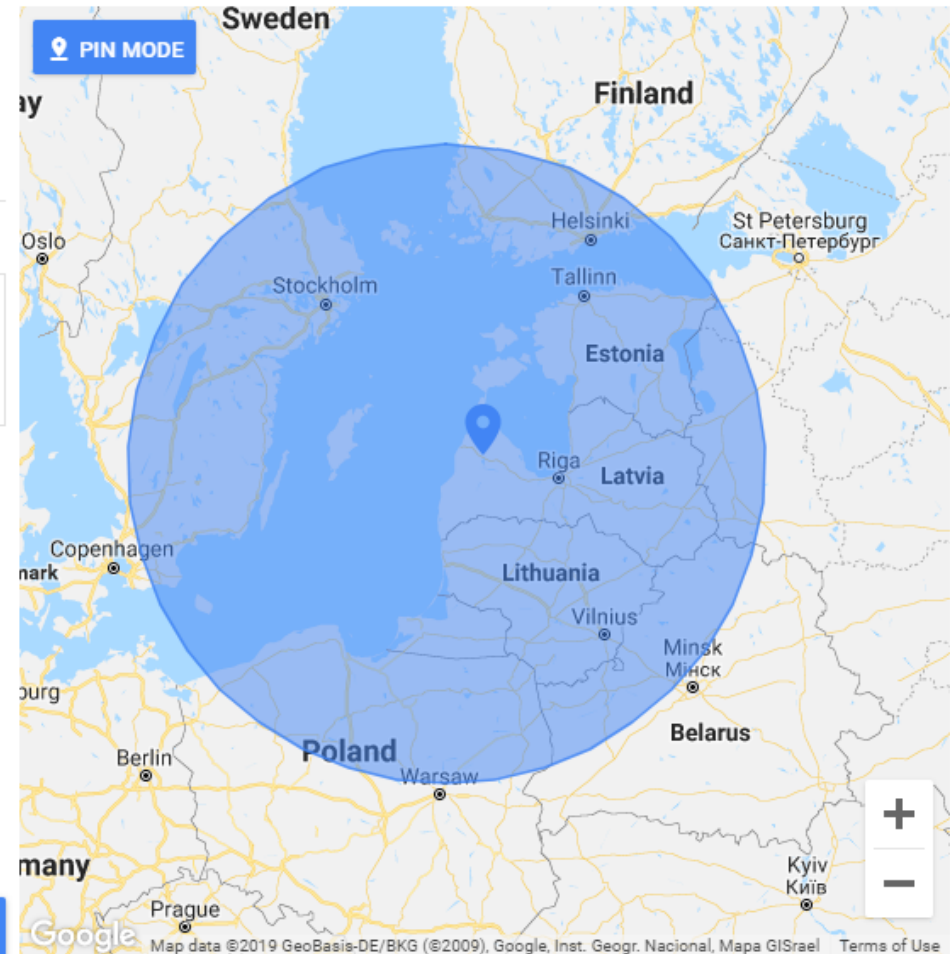
Enter a place name, address or coordinates

500 km

Targeted locations (2)

- 500 km around Pāvilosta, Pāvilostas pilsēta, Latvia radius
- 20 km around Usma, Usma parish, Latvia radius

Reach ? x  
- x  
- x



Izvēlētā mērķgrupa: 500+ km rādiusa ap Usmas ezeru – interneta lietotāji, kas google.com meklēs ar makšķerēšanu saistītos atslēgvārdus angļu, lietuviešu, somu vai zviedru valodās

CANCEL

SAVE

Your account isn't active - Your ads aren't running because your account has been cancelled.

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

### Budget and bidding

Define how much you want to spend and how you want to spend it

#### Budget

Enter the average you want to spend each day

€ 100

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

#### Delivery method

- Standard
- Accelerated

Accelerated: Spending budget more quickly. This may cause your budget to run out early.

#### Bidding

What do you want to focus on? [?](#)

Clicks [v](#)

Recommended for your campaign

Maximum CPC bid limit (optional) [?](#)

€

Clicks are when someone clicks on your ad. [Learn more](#)

**i** Based on the selections, this campaign will use the **Maximise clicks** bid strategy [?](#)

Izvēlētie kampaņas parametri – tērēt 10 EUR dienā kampaņai (kopā 60 EUR), lai ar atslēgvārdiem novirzītu ieinteresētu mērķauditoriju – potenciālos klientus uz Usmasezers.lv mājas lapu. Ja 10 EUR ir iztērēti, tad tajā dienā kampaņa apstājas.

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Fishing

Fishing  
fishing gear  
fishing poles  
fishing rod  
fishing equipment  
fishing accessories  
fishing tackle  
fishing stuff  
fishing pole  
fishing tools

**Match types help control which searches can trigger your ads**

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



NEW AD GROUP



SAVE AND CONTINUE

CANCEL

### Get keyword ideas

<https://www.usmasezers.lv/en/fishing/>

fishing

	Keywords	Monthly searches
+	discount fishing tackle	—
+	freshwater fish	—
+	fishing tackle shop	—
+	fish seasoning	—

[ADD ALL IDEAS](#)



# ATSLĒGVĀRDI (biežāk lietotie) - angļiski

## ENGLISH

Fishing

fishing gear

fishing poles

fishing rod

fishing equipment

fishing accessories

fishing tackle

fishing stuff

fishing pole

fishing tools

fisheries supply

bass lures

bass fishing lures

fishing tackle online

fishing reels

fishing gear online

fish shop

fishing lures

fishing line

best fishing lures

discount fishing gear

fishing lures online

bass fishing tackle

fishing store

online fishing store

fisheries

fishing gear

fish

angler fish

the anglers

angler ek

the angler fish

bass fishing tackle

angling shops

angler kit

anglers fishing tackles

angler fishing rods

fising

fishing in

fising fish

anglers fishing store

angling

fishing for anglers

anglers fishing supply

angling store

fishing bait

angler websites

angler virus

fishing license

anglers hotel

fish on anglers gear

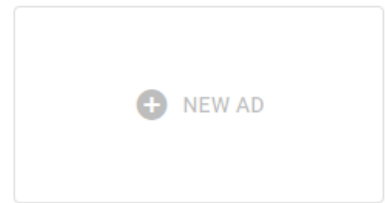
Your account isn't active - Your ads aren't running because your account has been cancelled.

- Select campaign settings
- Set up ad groups
- 3 Create ads**
- 4 Confirmation

### Create ads

For each ad group, we recommend that you create at least three ads that closely relate to the theme of your keywords.

Ad group: Fishing  
 Keywords: Fishing, fishing gear, fishing poles and 48 more



**New text ad**

Final URL ?

Headline 1 ? 0 / 30

Headline 2 ? 0 / 30

Headline 3 NEW ? 0 / 30

Display path ?  
 www.example.com / Path 1 / Path 2  
 0 / 15 0 / 15

Description 1 ?

1 of 3 previews < >

Mobile

**Headline 1 | Headline 2** ?

**Ad** www.example.com

Description 1

Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)



# Come fishing

Usma Lake is a brilliant place in Kurzeme for fishing, with more than 25 species of fish, attracting fishermen from all across Latvia.

## ANGLING AND FISHING

Since 1 May, 2017 the licenced fishing, angling and fishing control is organised by the Usmas Krasts Association. Angling and spin fishing from boats is permitted after 1 May. A written permit from the Moricsala Nature Reserve administration is required for fishing in the reserve. Industrial fishing also takes place in the lake.

## PURCHASING A FISHING LICENSE

If you are planning to go fishing at Usma Lake, purchase the Usma Lake fishing licence [in one of the tourist sites](#) or use the e-Loms service – buying licenses and reporting the catch electronically.

[Purchase a license](#)[Report the catch](#)

## FOR ANGLERS

- › [Usma Lake depth map](#)
- › [Licensed fishing regulations](#)
- › [Cabinet of Ministers Regulations No. 799](#)
- › [Cabinet of Ministers Regulations No. 800](#)
- › [Guide for anglers](#)

## EEL IN LAKE USMA

The European eel is a species of eel.

[Learn more >](#) [View all fishes >](#)





# Accommodation

There are more than 14 camping and recreation sites on the shores of Lake Usmas.

## Usma SPA hotel&camping

CAMPING



## Bukdangas

CAMPING



## Usmas Meķi

CAMPING



## Muižnieki

CAMPING



## Usmas Lejastiezumi

CAMPING



## Godeļi

CAMPING



Esam kempings Usmas ezera krastā. Darbojamies visu gadu. Iespējams uzņemt līdz 800 cilvēkiem, nodrošinot 80 gultas vietas!



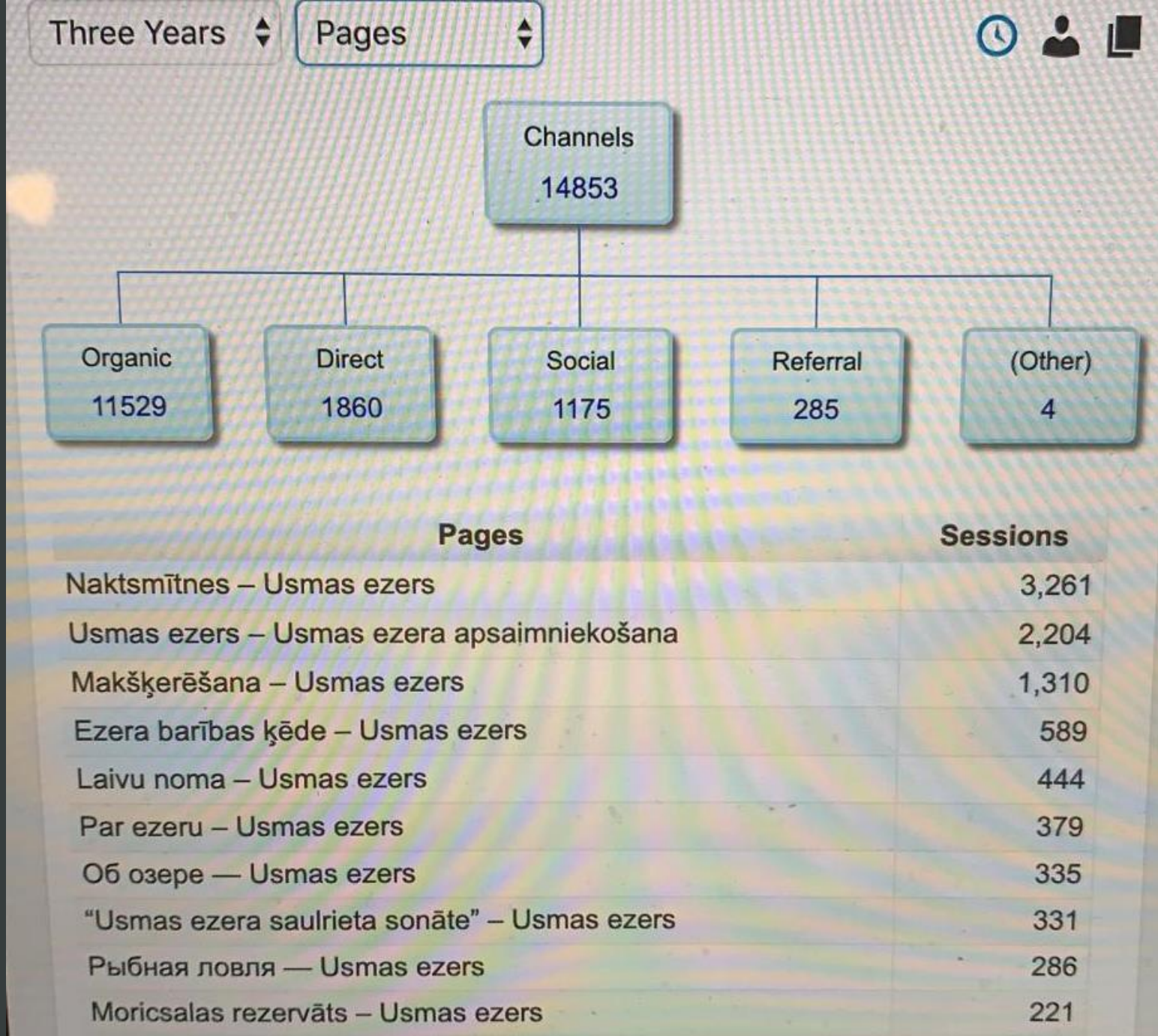
Mēs piedāvājam atpūtu kempingā BUKDANGAS pie Usmas ezera, nodrošinot plaša spektra pakalpojumus – sākot no daudzveidīgām aktīvās atpūtas iespējām gan uz ūdens, gan sauszemes, bezmaksas ugunsкура vietām un āra kamīnu, līdz pat ēdināšanas servisa nodrošināšanai un mūzikas apskaņošanai. Kempingā kopumā iespējams uzņemt līdz **800** personas, nodrošinot **80** gultasvietas, pārējiem visiem nakšņojot teltīs.

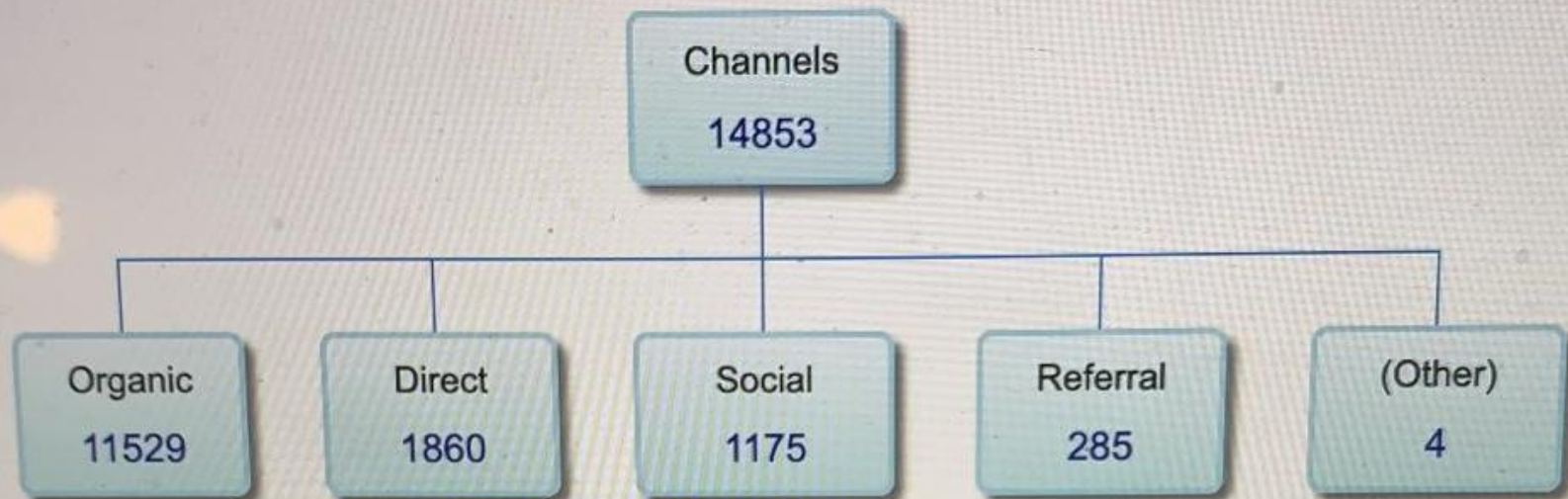
PHONE  
+371 29256487  
EMAIL  
info@bukdangas.lv  
WEBSITE  
bukdangas.lv  
FACEBOOK  
View FB page



*Lapa darbojās 1,5 gadus, lai arī pārskata perioda atlasei bija iespējami 1 vai 3 gadi – tāpēc šeit uzrādās 3 gadi*

Statistika: Atis Maldonis | Usmas Krasts





	Pages	Sessions
Spa Usma – Usmas ezers		218
Morica svētki Usmā 4.augustā! – Usmas ezers		217
Upeskalni – Usmas ezers		214
Biedrība – Usmas ezers		196
Karte – Usmas ezers		196
Apskates objekti – Usmas ezers		195
Velomaršruts apkārt Usmas ezeram – Usmas ezers		155
Lielu postu ezerā pastrādā kormorāni – Usmas ezers		152
Salas – Usmas ezers		149
Valde un biedri – Usmas ezers		142



Reklāmas kampaņas teksti, kam jābūt saskaņotam ar stratēģiju, pozicionējumu un produktiem, mērķgrupas vajadzībām, aktualitāti

Recommendations

## Overview

Last 7 days 4-

### Most shown ads

Lake Usma on Easter holidays | Escape to nature with comfort

**Ad** [www.usmasezers.lv](http://www.usmasezers.lv)

Lake destination with many campsites, hotels and nature based holiday activities & fishing. Forest trail network & vast landscape of wilderness and peace,

Lake Usma Holidays & Tourism | TOP fishing place in Baltics | Nature adventure & hotels

**Ad** [www.usmasezers.lv](http://www.usmasezers.lv)

Fishing destination with many campsites, hotels and nature based holiday activities. Boats and fishing guides, forest trail network & vast landscape of

Impressions

Clicks ▼

CTR ▼



Labs responsīvais dizains lapai – viegli pārskatīt arī viedtālrunī. Trūkst konkrēta produkta, sākotnēji nav norāžu uz naktsmītņu profiliem / rezervācijām

Overview

● Enabled

Status: Campaign ended Type: Standard

More details ▾

Recommendations

## Overview

Last 7

Ads & extensions

### Landing pages

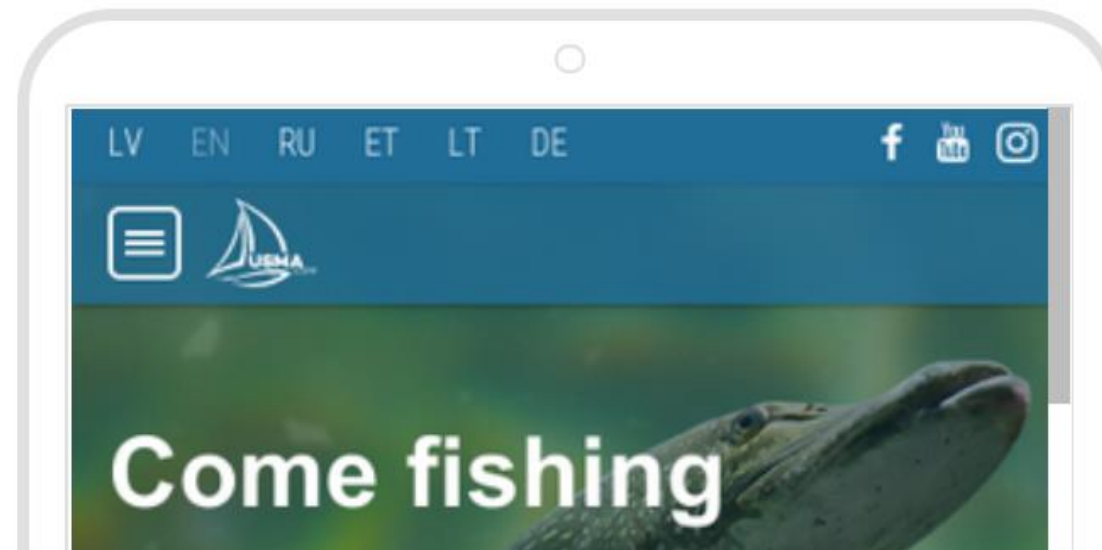
Sort by: Clicks ▾

Landing pages

Keywords

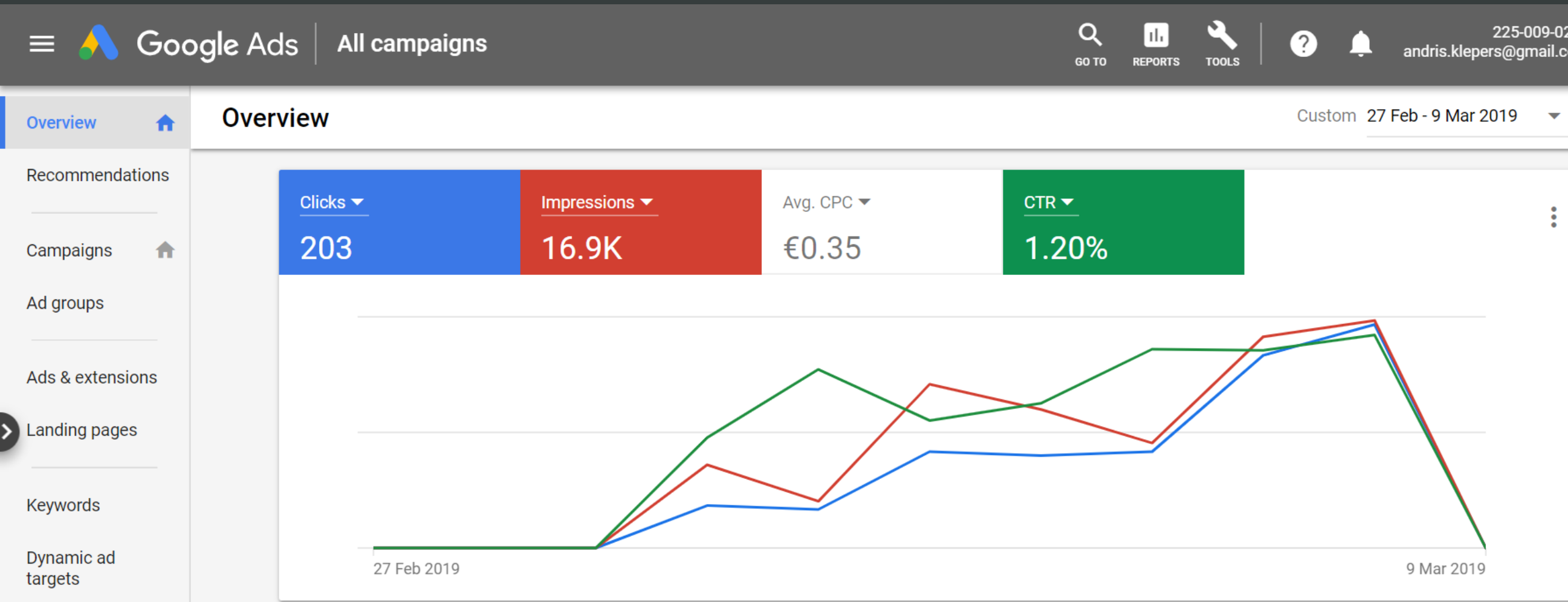
Audiences

Demographics





Kampaņa tika akceptēta un sāka darboties 1.martā. Kopā to redzēja ~17000 potenciālo klientu, no kuriem 203 apmeklēja norādīto mājas lapas saiti – bija ieinteresēti. Viena klienta piesaistes cena – 0,35 EUR. Noslēdzošā konversija: cik no šiem reāli iegādājās pakalpojumus, rezervē?



# Recently, these new words appeared in Google searches that showed your ads

In the last 7 days (4 - 10 Mar 2019)



Atslēgvārdu izvēle, populārākie vai efektīvākie, mērķgrupai precīzāk atbilstošie. Iespēja mainīt vai papildināt kampaņas norises laikā.

	Cost	Clicks	CTR
Fishing	€18.34	34	1.81%

● fishing ec ● Usmasezers\_web-traffic-search > ● Fishing > ● Fishing

Triggered Google searches: paladin fishing, map fishing catalogue 2019 +30 more

**⚠ Low quality score components**  
Landing page experience: below average [Learn more](#)  
Expected CTR: below average [Learn more](#)

Match type: Broad match  
Max. CPC: €0.34

[EDIT KEYWORD](#)

# In the ad group Fishing new words were used in searches that showed your ads

In the last 7 days (4 - 10 Mar 2019)



# Keywords

Atslēgvārdu izvēle: ne vienmēr populārākie, bet precīzi uzrunā segmentu, vienlaikus uz tiem ir mazāka konkurence, zemāka cena («*bidding* princips»)

	Cost ▼	Clicks ▼	CTR ▼
● Fishing	€18.34	34	1.81%
● fishing equipment	€10.14	18	1.74%
● fishing in	€8.13	22	1.67%
● fishing gear	€7.56	11	1.19%
● angling	€4.13	6	3.51%
● fishing tackle	€3.84	7	0.96%
● fishing lures	€3.20	8	1.28%
● fishing bait	€2.25	6	0.94%
● fishing accessories	€1.47	3	1.42%
● fishing pole	€1.39	3	2.27%

	Cost ▼	Clicks ▼	CTR ▼
● fishing for anglers	€1.35	3	1.59%
● fishing rod	€0.92	3	1.21%
● fishing line	€0.90	2	1.06%
● angling shops	€0.42	1	1.23%
● the anglers	€0.34	1	25.00%
● fishing store	€0.28	1	0.59%
● fishing poles	€0.24	1	0.71%
● fishing tools	€0.00	0	0.00%
● online fishing store	€0.00	0	0.00%
● fishing license	€0.00	0	0.00%

# Kādos kontekstos klienti meklēja: atslēgvārdu saites. Atslēgvārdi, piem. tikai lietuviski

## SEARCHES

## WORDS

happy angler

paladin fishing

map fishing catalogue 2019

total fishing tackle

angling direct

carsten lures

elliott k 1 chalong fishing park

feederfishing forum

hardy ultralite 7000dd

browning žvejybos įranga

eb lures

fish ee

fishing sale uk

fishing winch

laponia kasker fishing camping

lucky craft lv 500

lure her

sportyak 213 fishing

storm fishing

storuman fishing license

tacklebox com

totalfishingtackle

traction activator fish

ultegra xtd spod

under armour fishing

underwater fishing wetsuit

wolfram sinker fishing

women's fly fishing norway

zerg handmade lures

zvejoklis lt rites okuma

megabass vision 110 silent

more fish please

2 http www stillwaterflyshop com simms challenger jacket f16 custcol2...

acolyte distance feeder 13ft

airbrid bivvy 2 man

alpha carp rod

angling direkt

berkley powerbait

black cat fishing shop

black tip fishing gear

bobo fishing

bogan 6000 fishing

box with random lures

carp fishing rods

carp fishing samsung galaxy s9+

crab fishing jobs

daiwa legalis match & feeder

daiwa procaster

daiwa tanacom 1000 big game electric fishing reel english display tanac...

daiwa tdm 4012 reel

dynamite baits shop

electric reels

erchang portable fish finder

europa fishing boat

evergreen spinning

feeder fishing sale

feeder rigs for tench bream

feederfishing lt

fishing poland permit cost

fish hunter

fish xxl buy online

fishing baits

fishing baits guminukai

fishing brands uk

fishing farm in sweden

fishing in finland

fishing in stromsund

fishing in sudureyri

fishing rod apia

fishing rod building machine

fishing season in lithuania

greys xlerate spod & marker hybrid rod

iron fishing rod terraria

jackall lures latvia

jskompanyfising

korum fishing umbrella

kyyvesi fishing

legend x casting rods

matrix fishing suit

molasse brain fish with mint fishing baits

okuma ceymar

okuma high performance rite

online flyfishing shop europe

orai fishing

overfishing solutions

owner hooks 53100

fishing shirt

fishing shirts

fishing shop in kiev

fishing shop in kijev

fishing stories

fishing suit floating

fishing tackle manufacturers uk

fishing xxl

flying fisherman st croix polarized sunglasses

footplate fishing

fox eos 12000fs

fusion expert carp rod

g loomis gl2 salmon rods

gander pe fishing

patagonia fly fishing

penn reels 267

perch ik baits ukr net

piscifun reels

prologic holdall

rapala sunglasses lietuvoje

rive feeder rods

rusian fishing 4 new spots

salmo fihing lietuva

sheakspear alpha carp meskeres

shimano fishing krefeld

shimano stella c2000hgs sale

simms g3 jacket

skiff fishing boats for sale

spinning trolling

sport fishing boats

# Kampanu popularitate: semantika, klientu vajadzibas, vestijuma uztvere un labaka izpratne

Nr. 1.

## Most-shown ads

Ad group: Fishing

Lake Usma Holidays & Tourism | TOP fishing place in Baltics | Nature adventure & hotels

[www.usmasezers.lv](http://www.usmasezers.lv)

Fishing destination with many campsites, hotels and nature based holiday activities. Boats and fishing guides, forest trail network & vast landscape of

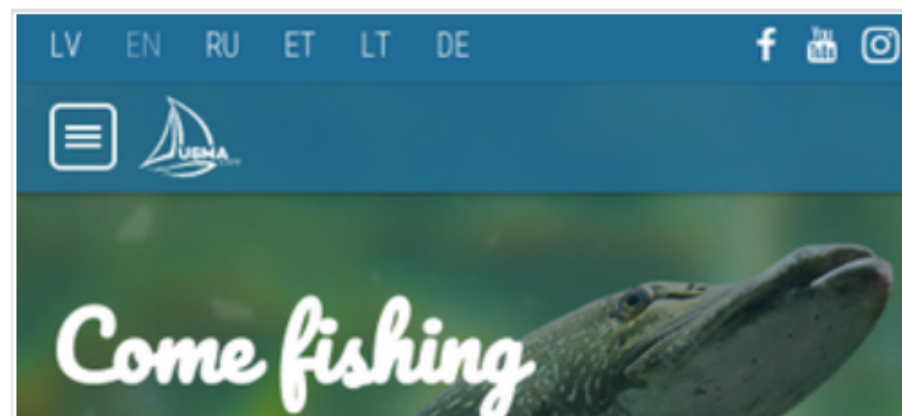
Ad	Impressions	Clicks	CTR
● Enabled	11,582	165	1.42%

[ALL ADS >](#)

< 1 of 3 >

## Landing pages

Sort by: [Clicks](#)



Clicks	Mobile sp...	Conv. rate	Avg. CPC
165	—	0.00%	€0.39

[ALL LANDING PAGES >](#)

< 1 of

# Kampanu popularitate: semantika, klientu vajadzibas, vestijuma uztvere un labaka izpratne

Nr. 1.

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Lake Usma on Easter holidays | Escape to nature with comfort

**Ad** [www.usmasezers.lv](http://www.usmasezers.lv)

Lake destination with many campsites, hotels and nature based holiday activities & fishing. Forest trail network & vast landscape of wilderness and peace,

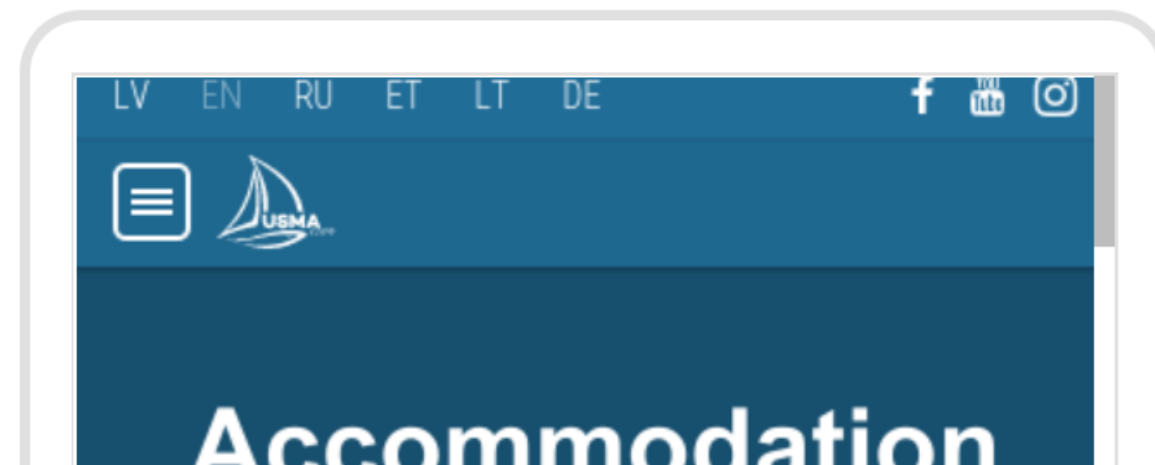
Ad	Impressions	Clicks	CTR
● Enabled	5,306	38	0.72%

[ALL ADS >](#)

< 2 of 3 >

## Landing pages

Sort by: [Clicks](#)

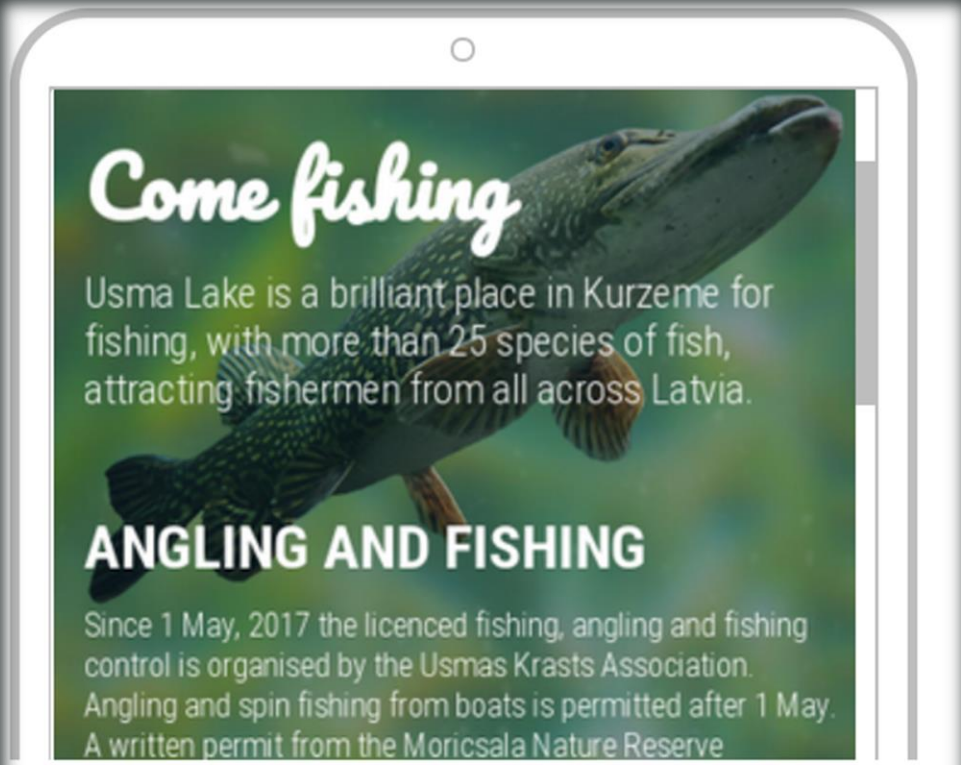


Clicks	Mobile sp...	Conv. rate	Avg. CPC
38	-	0.00%	€0.14

[ALL LANDING PAGES >](#)

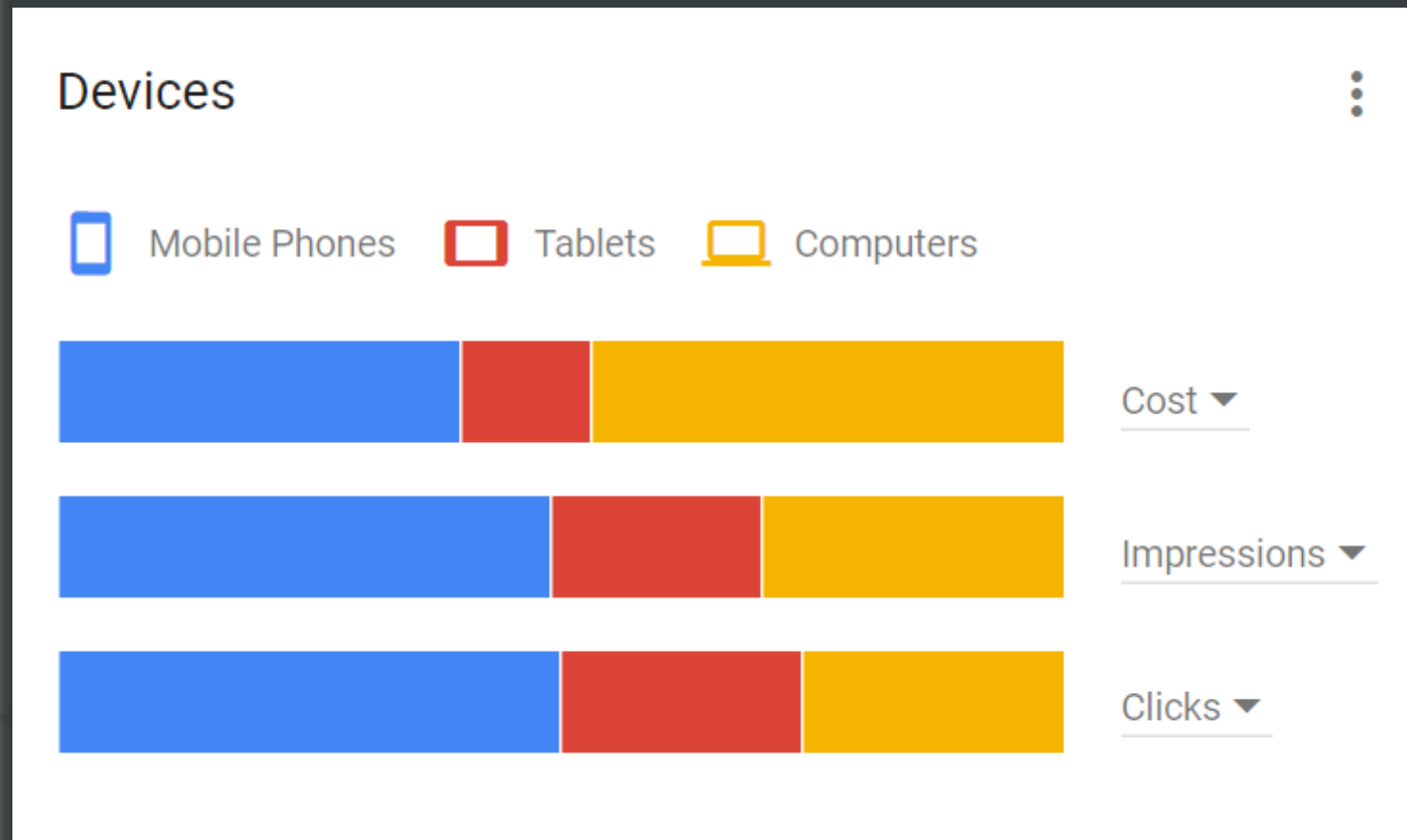
< 2 of 2 >

# 51,2% klikšķu uz mājas lapu no viedtālruniem, augoša tendence



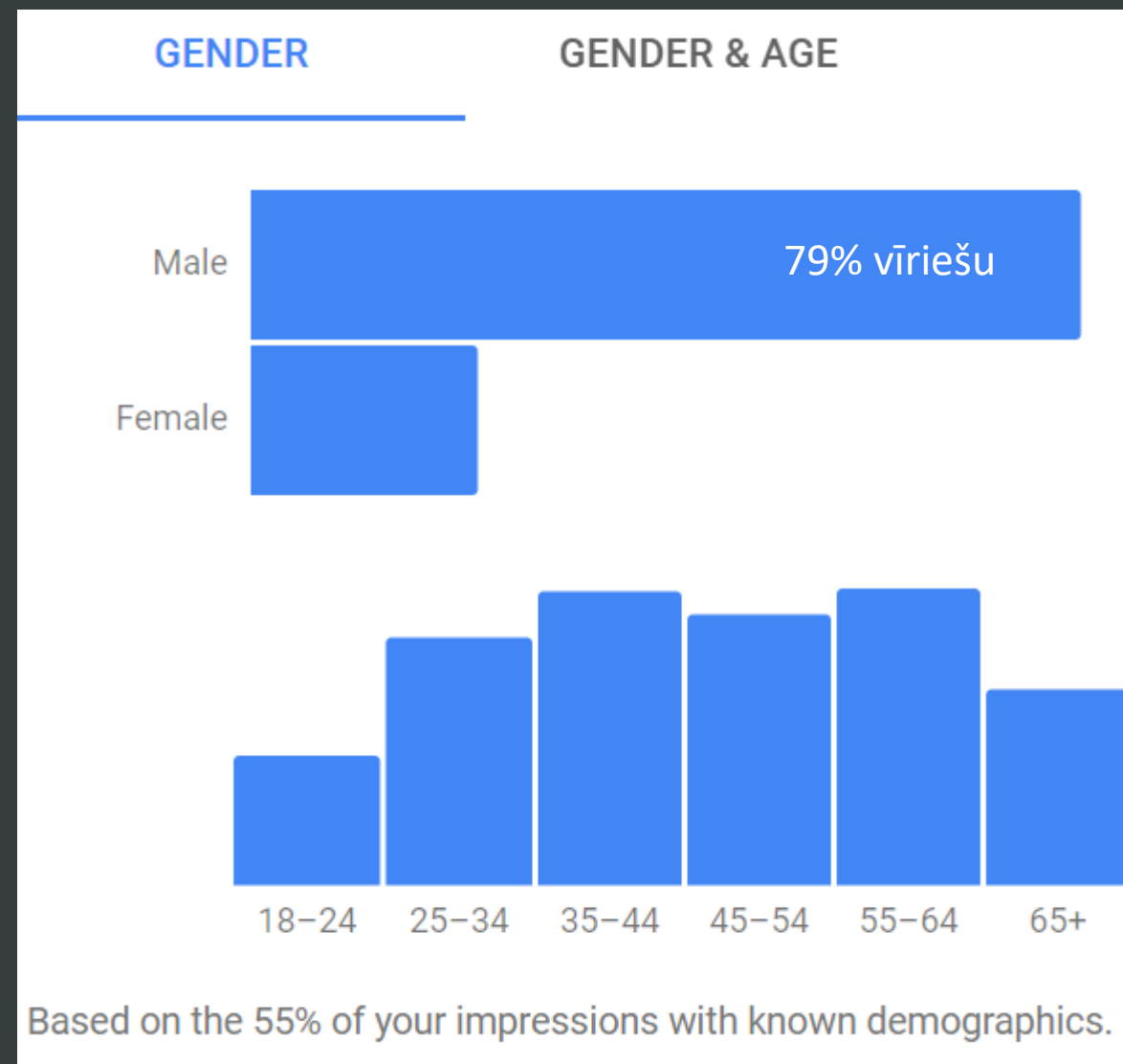
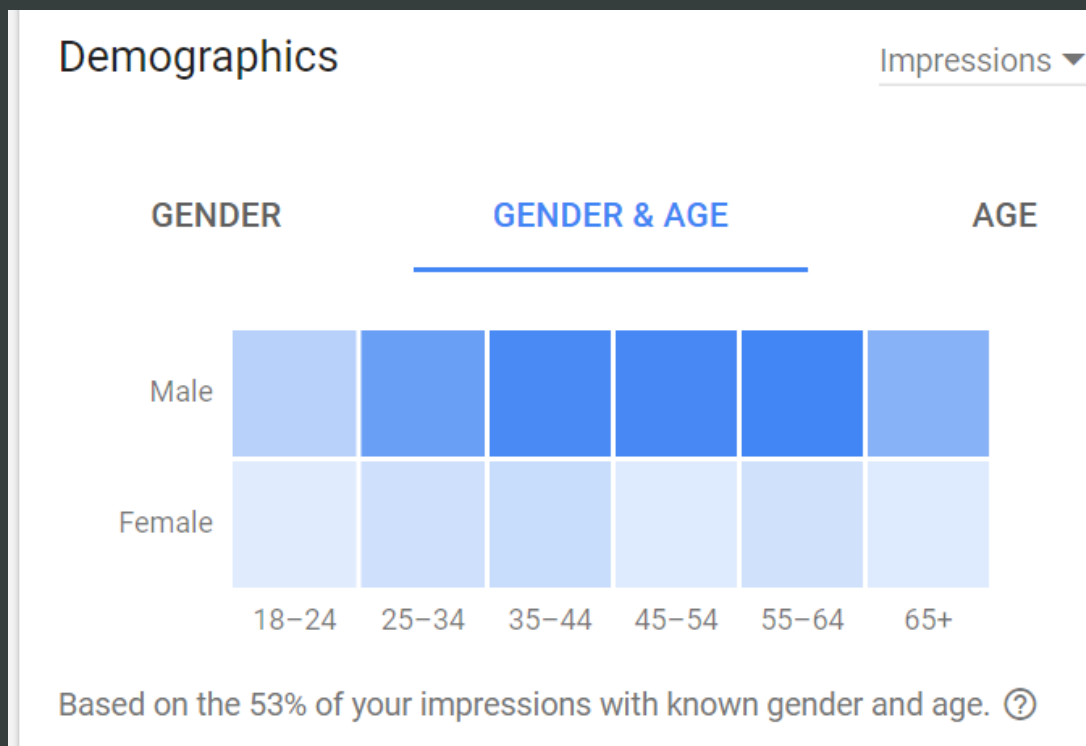
Most people reach this landing page after clicking your ad on a mobile phone.

<https://www.usmasezers.lv/en/fishing/>

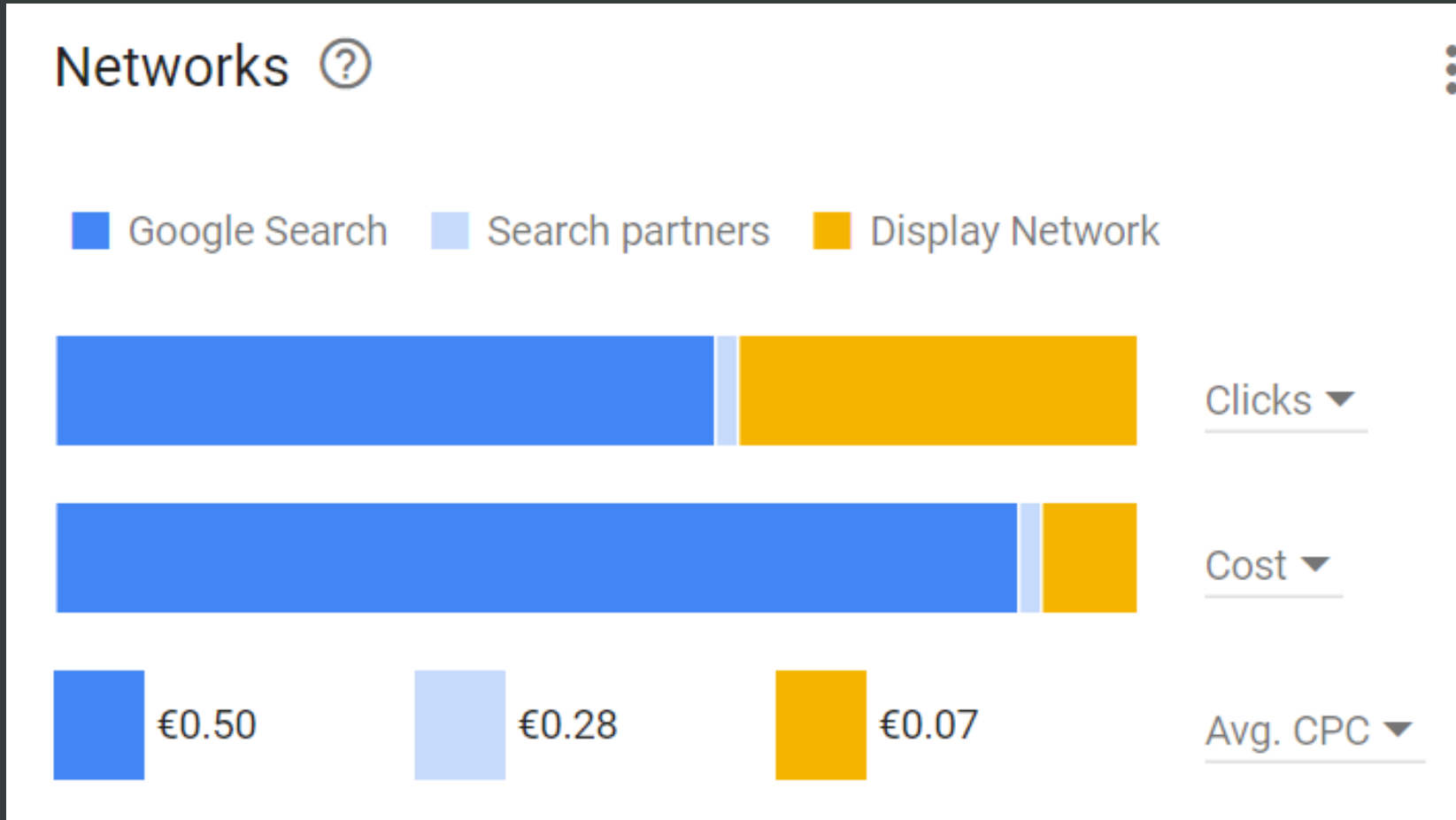




# Potenciālo klientu demogrāfiskās pazīmes



# Meklēšana *google* meklētājā vai reklāmas pamanīšana pie saistītajiem partneriem



This card shows you how your ads are performing on these networks:

**Google Search:** Ads can appear above or below search results on Google Search. They can also appear beside, above or below search results on Google Play, Google Shopping and Google Maps, including the Maps app.

**Search partners:** Sites in the Search Network that partner with Google to show ads on their search results.

**Display Network:** A group of more than 2 million websites, videos and apps where your Google Ads ads can appear.



# Iespēja celt kopējo konversijas likmi. CTR

Reporting

'Click-through rate (CTR)' measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad.

CTR is calculated by dividing the number of clicks that your ad receives by the number of times that your ad is shown. If you have 5 clicks and 1000 impressions, then your CTR is 0.5%.

Landing page RESET SAVE SAVE AS DOWNLOAD SCHEDULE

Custom  
27 Feb - 9 Mar 2019

Table

Landing page	Campaign	Ad group	Mobile-friendly click rate	Valid AMP click rate	Mobile speed score	Clicks	Impressions	CTR
https://www.usma:	Usmasezers_web-traffic-search	Fishing	100%	--	--	165	11,582	1.42%
https://www.usma:	Usmasezers_web-traffic-search	Fishing	100%	--	--	38	5,306	0.72%

Show rows 100 1 - 2 of 2



USMAS EZERS  
@usmasezers

Patīk ▾ Tu seko ▾ Dalīties ...



Sazinies ar mums ✎

Ielūgt draugus

1416 cilvēkiem šis patīk  
1472 cilvēki seko šim

Par Skatīt visu

25 701 744  
Sūtīt ziņu  
http://www.usmasez... Reklamēt vietni  
Sabiedriskais pakalpojums  
Ieteikt labojumus

Latviešu · Русский · English (US) · Español · Português (Brasil)

Information about Page Insights Data  
Privātums · Noteikumi · Reklāma · Ad Choices ▾ · Sīkfaili · Vairāk ▾  
Facebook © 2019

Reach Your Post's Next Milestone  
Your post "Usmas Elkraga dabas taka ir pa..." is close to 400 likes. Boost it to reach more people.

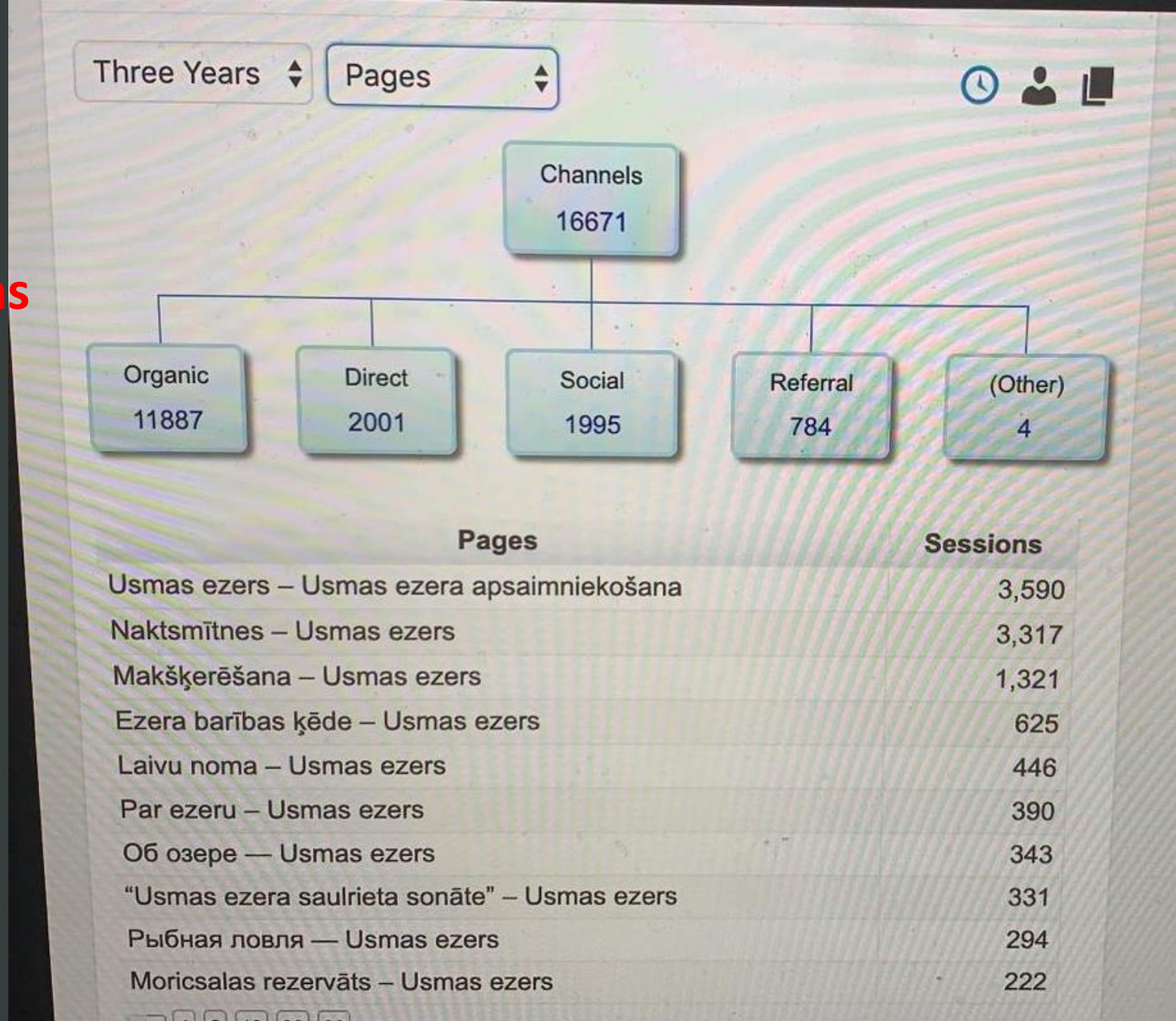
110 432 People Reached 19 639 Engagements Rādīt ierakstu augstāk

Paralēli tika iedarbināta lielu ažiotažu izraisoša aktivitāte: bildes par jaunu dabas taku pie Usmas FB, kas izraisīja rezonansi LV auditorijās un 1000+ apmeklējumu Usmasezers.lv mājas lapas (~1% no kopējiem ziņas skatītājiem) latviskajā sadaļā

Izcelt  
Manage Promotions

# Pēc 7 dienām

- + 12,3% kopējais pieaugums
- 86 nedēļas : 1 nedēļa
- Kāpums tieši konkrētajās sadaļās no ieinteresētiem klientiem
- Nepieciešami konkrēti produkti, ko iegādāties
- Efektivitāte konkrētu tematiski specializētu auditoriju atrašanai un uzrunāšanai

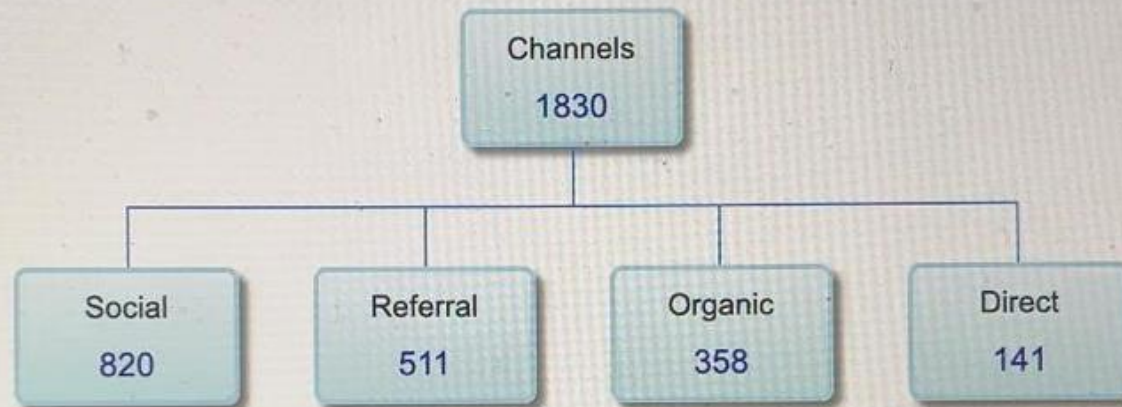


Pēc 7  
dienām

Sasaiste ar FB  
kampanju

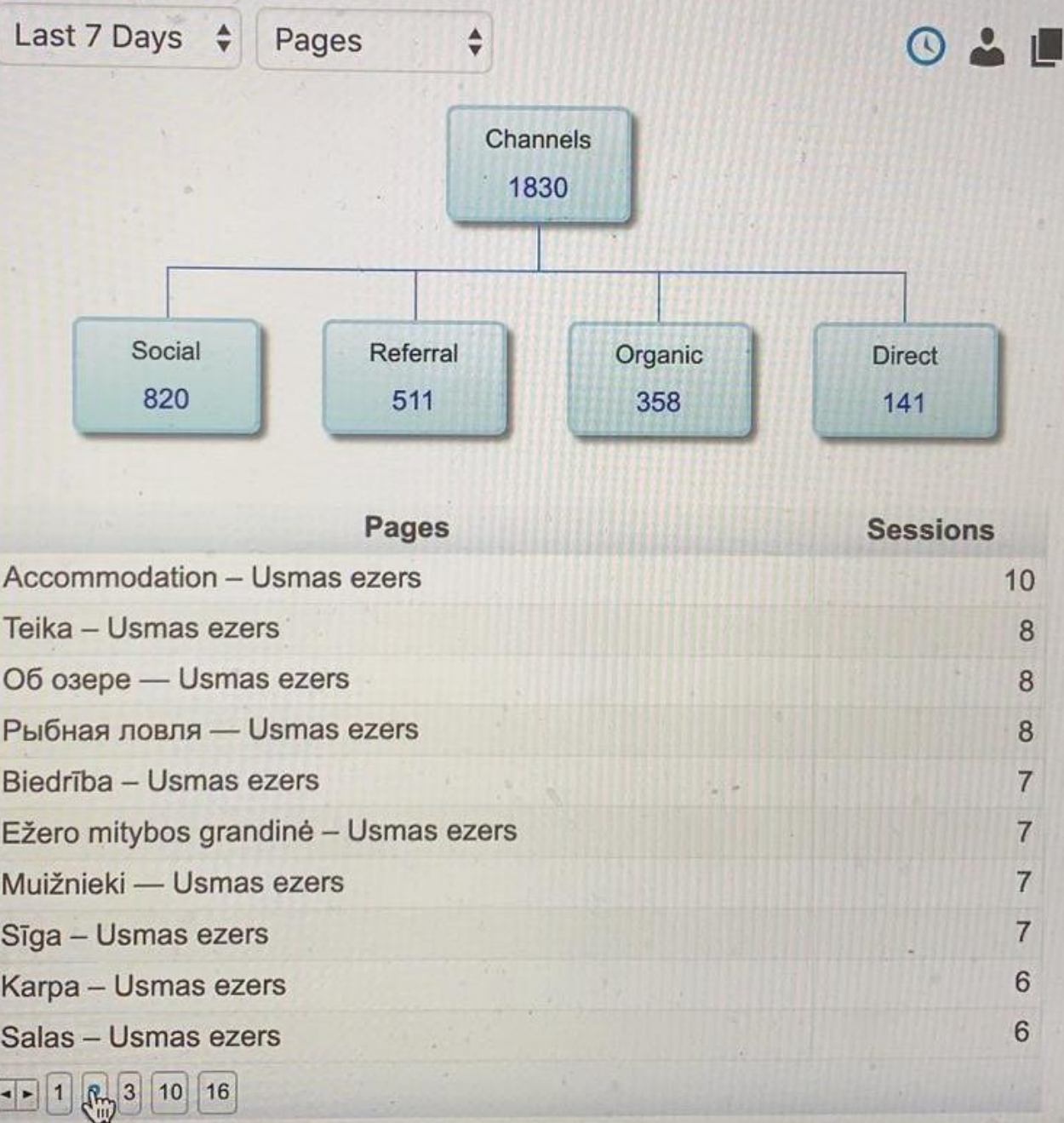
Last 7 Days

Pages



Pages	Sessions
Usmas ezers – Usmas ezera apsaimniekošana	1,386
Fishing – Usmas ezers	77
Naktsmītnes – Usmas ezers	56
Usmas Elkraga dabas taka – Usmas ezers	55
Ezera barības ķēde – Usmas ezers	36
Usma SPA hotel&camping – Usmas ezers	21
Apskates objekti – Usmas ezers	12
Makšķerēšana – Usmas ezers	11
Par ezeru – Usmas ezers	11
Valde un biedri – Usmas ezers	11

Pēc 7  
dienām

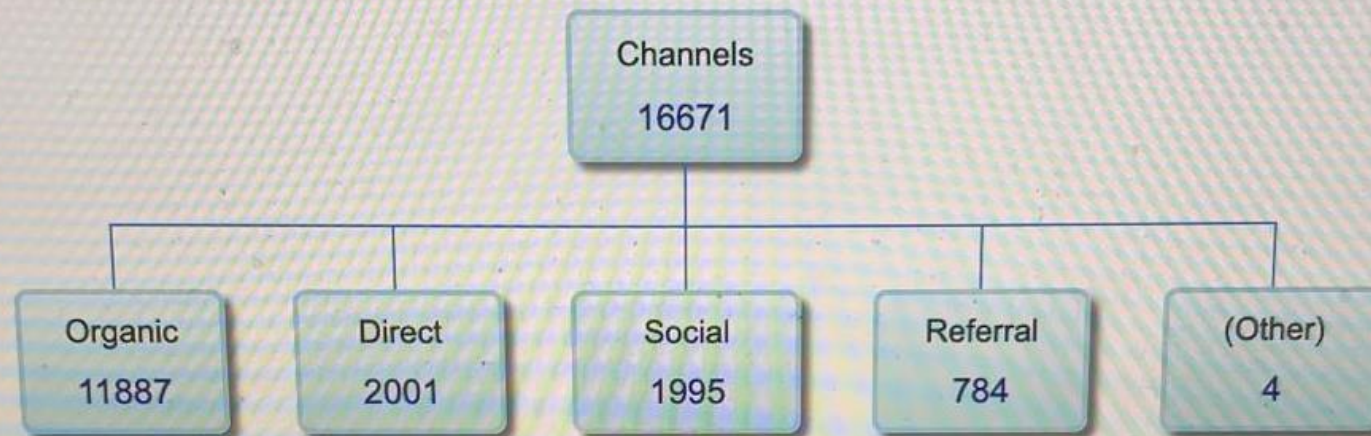




Pēc 7  
dienām

Three Years

Pages



Pages	Sessions
Morica svētki Usmā 4.augustā! – Usmas ezers	218
Spa Usma – Usmas ezers	218
Upeskalni – Usmas ezers	218
Apskates objekti – Usmas ezers	207
Biedrība – Usmas ezers	203
Karte – Usmas ezers	199
Fishing – Usmas ezers	169
Velomaršruts apkārt Usmas ezeram – Usmas ezers	158
Salas – Usmas ezers	155
Valde un biedri – Usmas ezers	153

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