*Target your audience based on their*

* *Action*
* *Devices*
* *Searches*
* *Location*
* *Languages*

*Measure the impact of advertisement*

* *Clicks*
* *Cookies*
* *Actions*

Targeting Mesureable and active that’s power of online marketing

*Cost per click(CPC Model)*

*Cost per acquisition(CPA)*

*Increase reach*

*Show target audience relevant ads*

*Measure ROI (return on investment)*

*Give the marketer capability to online maket*

First, we have what's known as the organic results(就是正常的搜索区域)

***2*** [***Overview of Getting Things Done***](http://www.lynda.com/Business-Business-Skills-tutorials/Overview-Getting-Things-Done/170776/174436-4.html)

*It's really more about how do we manage our focus, how do we manage our attention.*

These five steps, I didn't really make them up, I just started to understand what really goes on when we get things under control. Like, *if you've ever had your kitchen out of control, what did you do to get it back in stable ground so you could focus on cooking dinner*?

1.***Capture***or collect anything that may be out of place or not exactly where it needs to be the way, the way it needs to be. (collect what has you attention)

*.2.* ***Clarify*** *Process what it means*

(In other words, is it something to move on or not? )

( it something that belongs where it is? D)

3*.* ***Organization*** *just means, I need to park these things where they go so*

I don't have to keep rethinking them, or have them still bother me or some how distract me from what I'm doing

4.***Review*** and reflect on what all of this mean. Sort of the larger Gestalt, the larger picture, the larger inventory of what all of these things are.

5**.*Enage*** That's when I can start to make good, trusted, intuitive choices about what exactly I do, and how do I allocate my resources about all of tha