



Google for Publishers - Semarang

28 November 2017

Dunia Publishing

2018



1

Go Global

or Go local strategically



7 Health Benefits of Eating Only Fruits and Vegetables for A Week

Get the lowest fares on jetstar.com

Jetstar Book Now

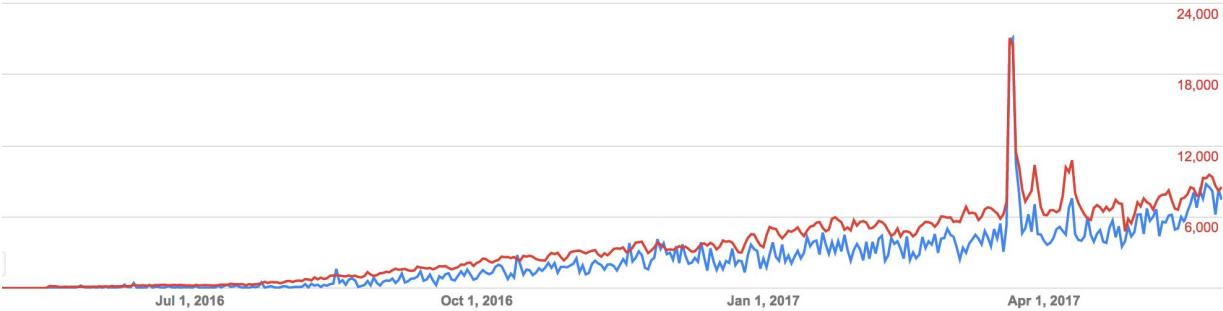
See Conditions

Fruits and vegetables contain much of nutrients that are certainly useful for our health. Because of the benefits, some people take it into a healthy diet for a certain time. One until two weeks do diet will be enough time for you to get the benefits faster. Moreover, this might not get you in result of long-term consequences.

The benefits for example are lower the risk of heart disease, lower high blood pressure, lower digestive problems, prevent vision problems and prevent cancer. Or from all the benefits, the conclusion is fruits and

REFRESH LASER CLINIC

f t G+ e s l



11

bulan

200K

Monthly pageviews

8.1x

vs. CPM situs lokal
dengan vertikal yang
sama

#4

Revenue tertinggi

+

1.9x eCPM lebih tinggi



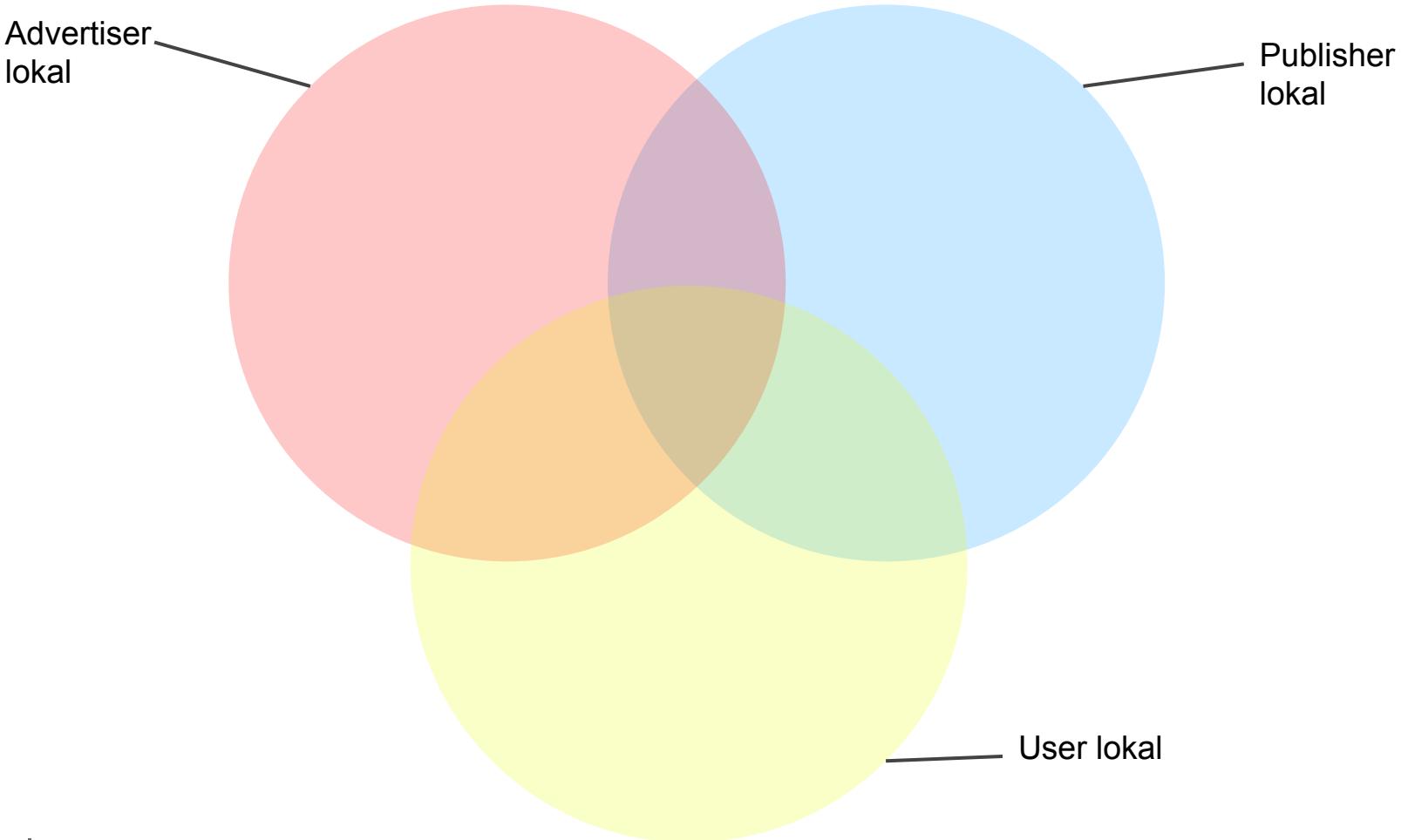
Publisher Asia Tenggara yang Go Global mengalami 1.9x eCPM yang lebih tinggi.

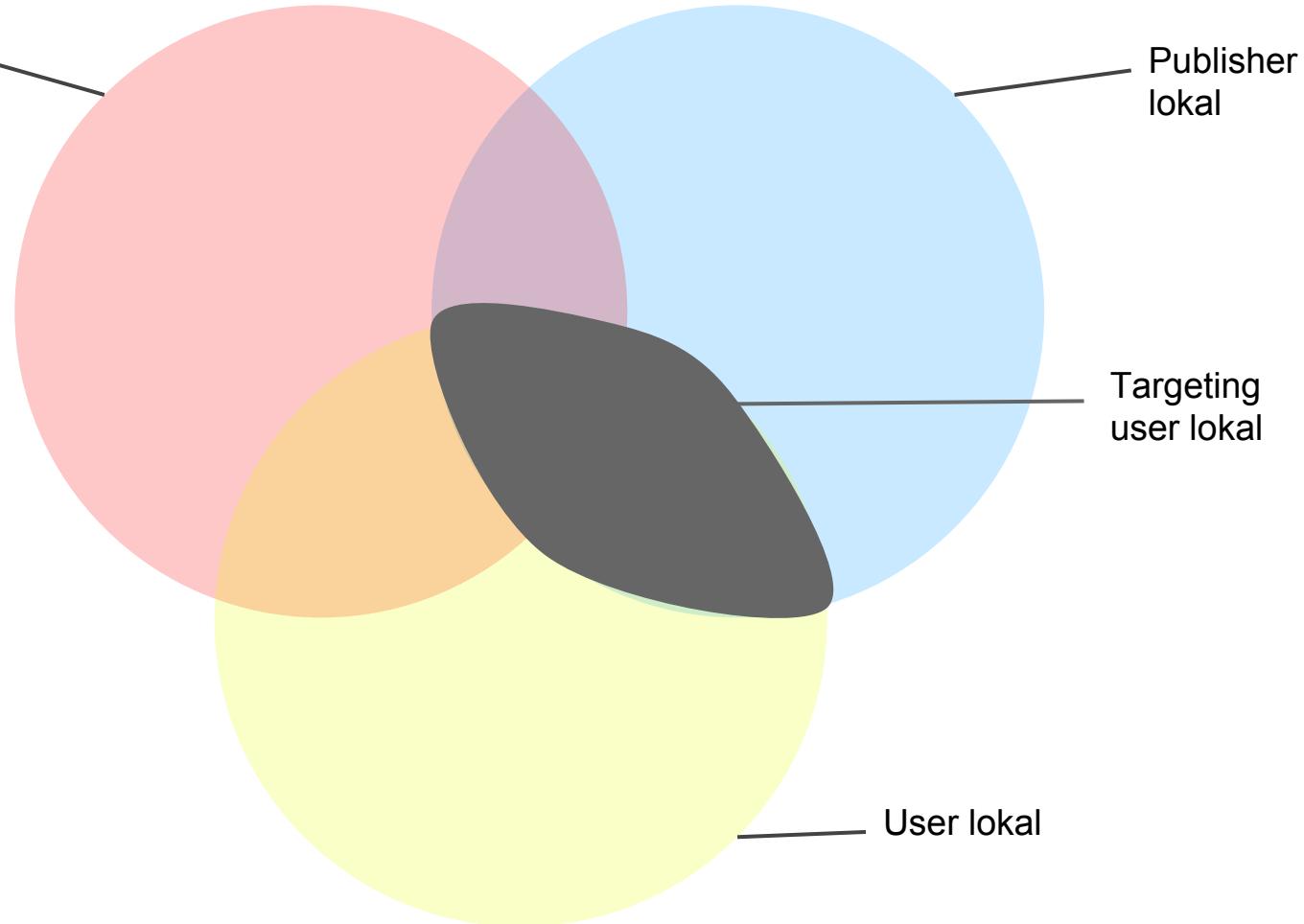
-

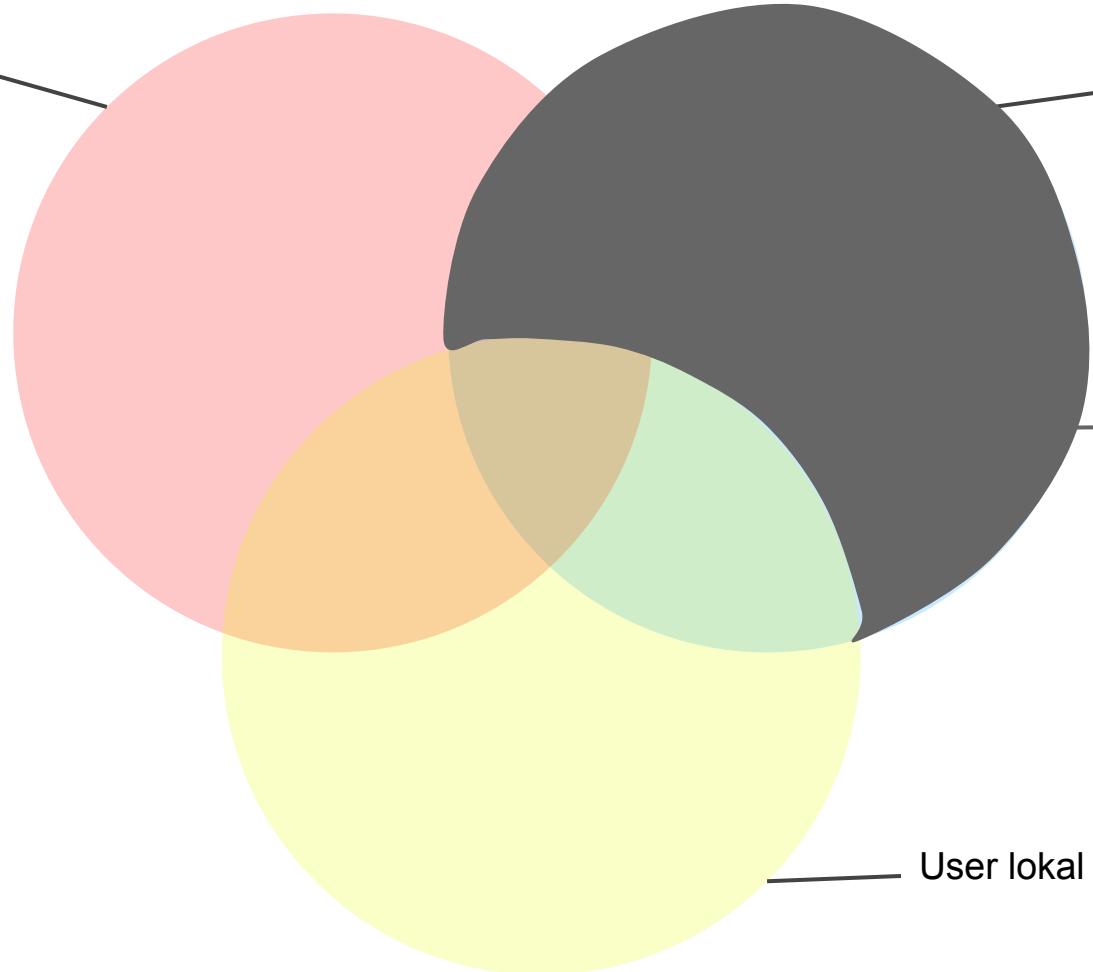
Untuk distribusi konten yang baik, investasi waktu & effort dibutuhkan.

Persaingan yang lebih ketat.

Tidak semua situs merupakan kandidat yang cocok untuk Go Global.





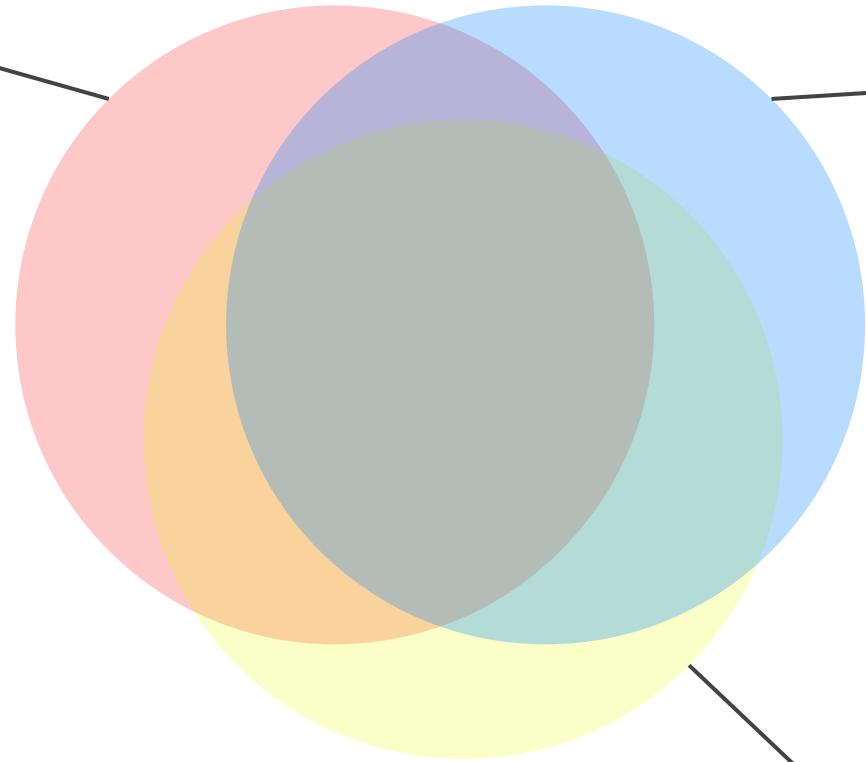


Advertiser
lokal

Publisher
lokal

Targeting
user global

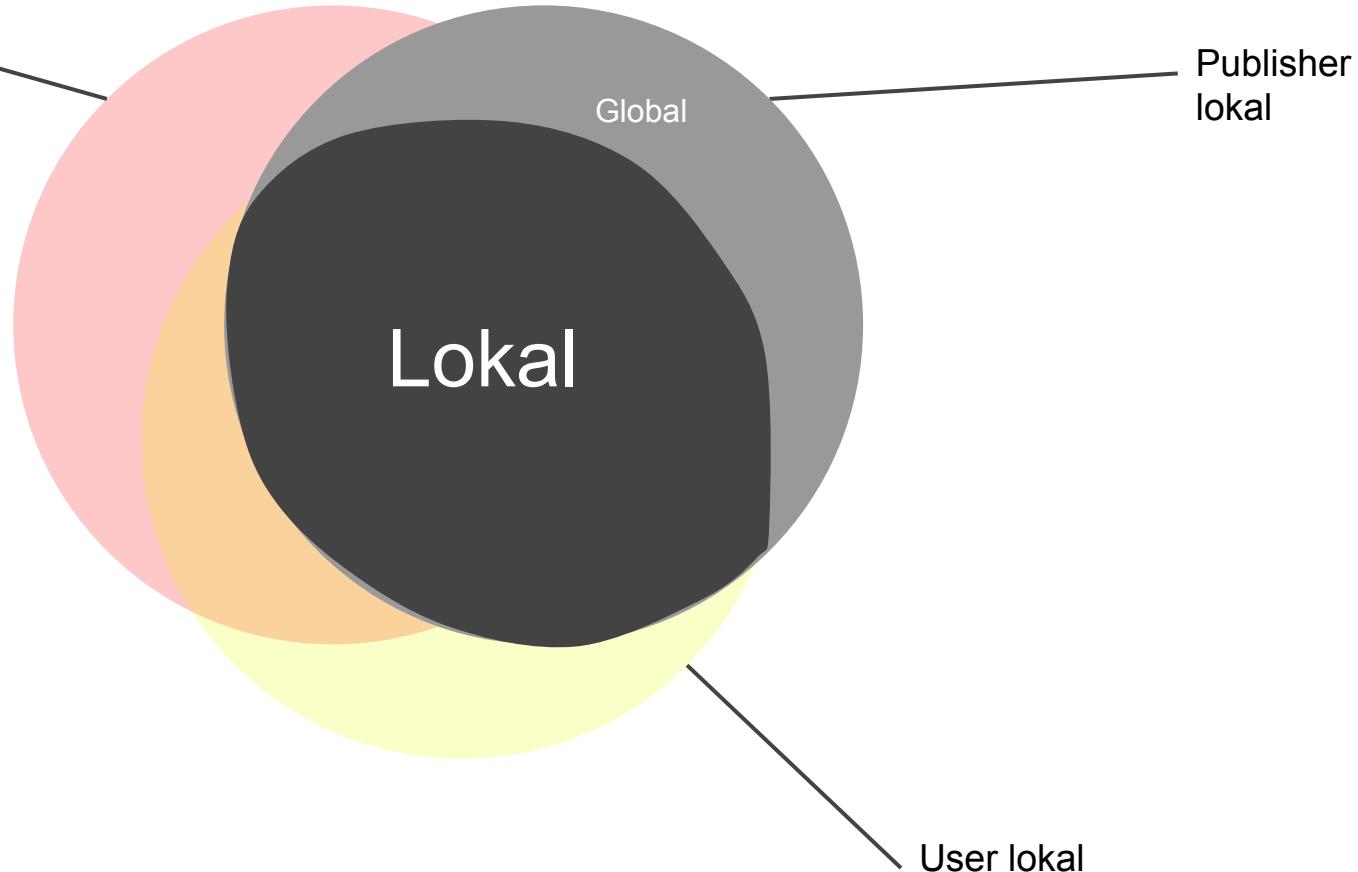
User lokal



Advertiser
lokal

Publisher
lokal

User lokal



Go Global





...or Go Local strategically

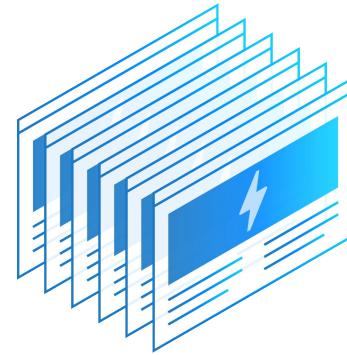




Vertikal



Musim



Format

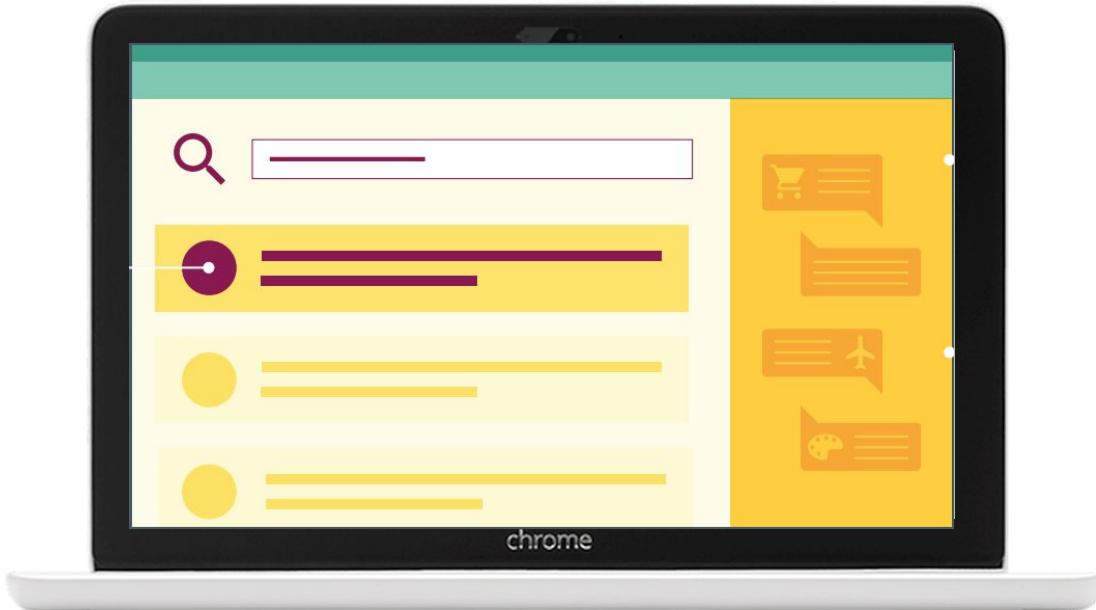
A dark, low-light photograph showing a group of young people, likely students, gathered around a smartphone. They are all smiling and looking down at the screen, which is the focal point of the image. The scene conveys a sense of shared engagement and enjoyment of digital content.

Study case:

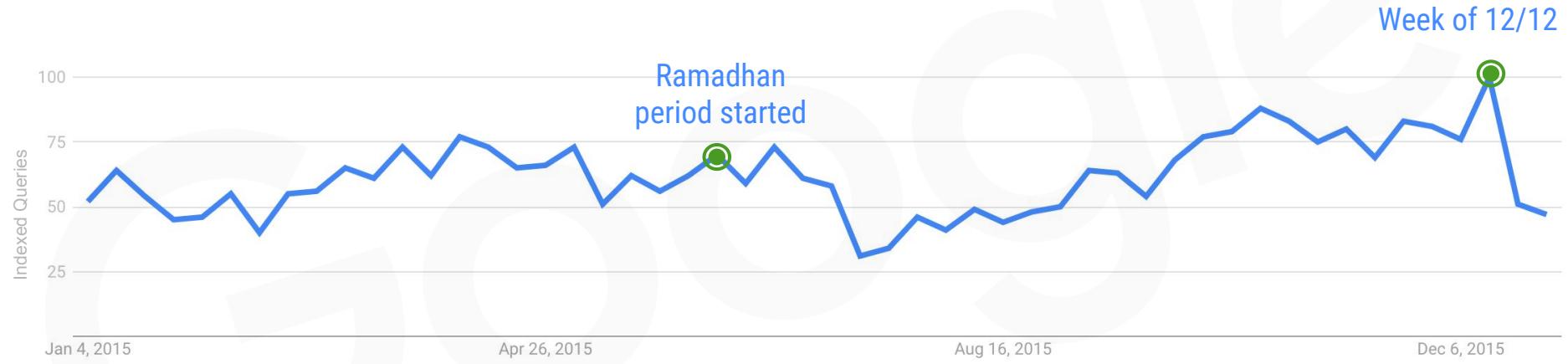
E-commerce di Indonesia

Data yang di presentasikan berikut merupakan data historikal yang dapat digunakan sebagai referensi saja.

$\frac{1}{3}$ Pencarian di Indonesia berhubungan dengan E-Commerce, dengan +40% pertumbuhan di 2016.



Trend pencarian yang berhubungan dengan E-Commerce:



Kategori pencarian tertinggi di akhir tahun:



Beauty & Personal Care



Gadget & Accessories

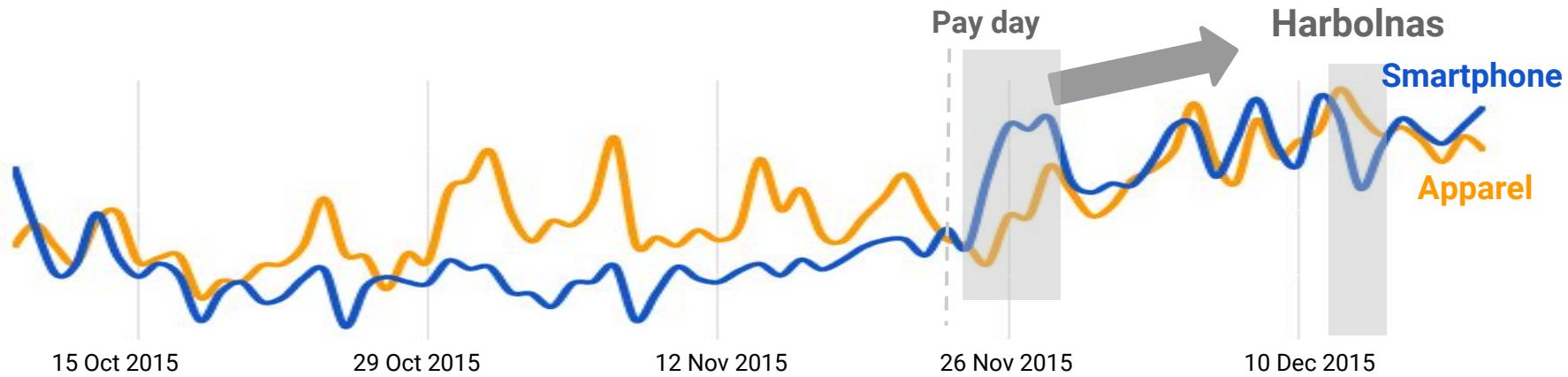


Clothing, Footwear, & Apparel Accessories



Baby Goods

Pencarian dimulai 16-20 hari sebelum Harbolnas



Perilaku user dalam periode Harbolnas

Search timeline:

20 - 30 days prior

Research

16 - 20 days prior

Evaluate

6 days prior

Decide

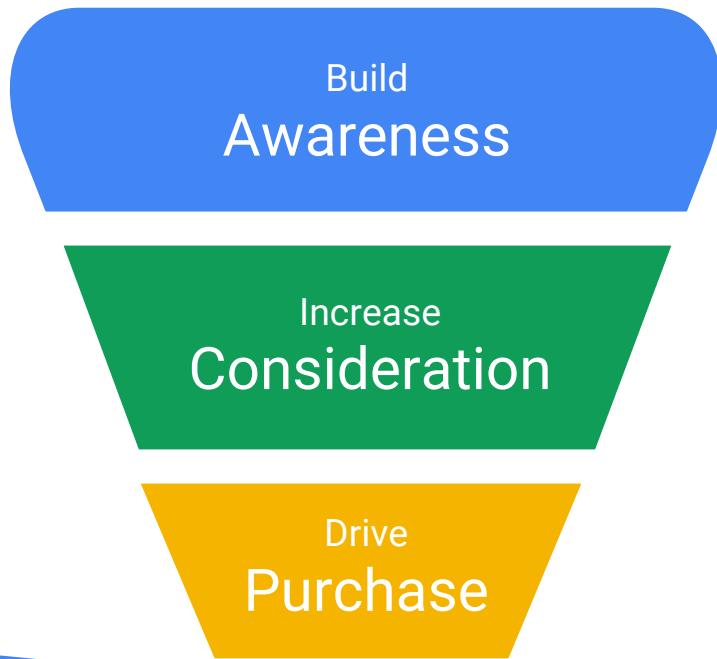
Examples

Aneka sandal wanita terbaru
Hp smartphone terbaru
Model baju wanita
Model sepatu pria

Daftar harga dan spesifikasi hp android
Harga kemeja pria
Harga sepatu
Video tutorial hijab

Harbolnas [brand e-commerce]
Promo sepatu murah
Diskon tas wanita
Free ongkir [brand e-commerce]

Banyak advertiser yang memulai awal untuk menggapai kesempatan



Rekomendasi

Monetisasi konten video dengan [AFV](#)
(AdSense for Video)

Optimasi AFC/ADX
(format, viewability)

Pergunakan [AFS & CSE](#)
(AdSense for Search & Custom Search Engine)

Informasi lebih lanjut

Custom Search Engine (CSE)

Google Custom Search memungkinkan Anda membuat mesin pencari untuk situs web Anda, blog Anda. Anda dapat mengkonfigurasi CSE untuk mencari halaman web dan gambar.

The Works The Man The Legend The Goods Com
Español
Search Google
Starry Night > Paintings > Biography >

Vincent Van Gogh Gallery

Definitive reference for information about the life and work of Vincent van Gogh. As a post impressionist painter and one of the most famous icons. From growing up in Holland and pursuing a life as a pastor, to moving to France and beyond, this site takes an in-depth look at [Van Gogh's biography](#), his work and the impact he has had.



artist. He started his career copying prints and studying drawing manuals with the belief that he could become a great artist. He created over 1,000 drawings, 150 watercolors, 10 graphic works, 9 lithographs and an

The Works The Man The Legend T
Español
Search Google
About 307 results (0.47 seconds)
Ads by Google related to: book
Free Unlimited Books
www.allyoucanbooks.com/
Download wonderful eBooks & Audiobooks now - for Free!
Book Price Comparison:
www.booksprice.com/
Compare book prices from major retailers. Save money now.
Compare Textbooks Prices - Textbooks Buyback
Books-A-Million® Online
www.booksamillion.com/
Shop bestselling books online or at our 250+ stores nationwide.
5,462 people follow Books-A-Million on Google+.
Toys Movies & Music
Today's Bestselling Books Books
Adult Coloring Books
★★★★★ rating for booksamillion.com
Books
www.readingfanatic.com/
Free Access to Unlimited eBooks. Start Browsing w/ Reading Fanatic!

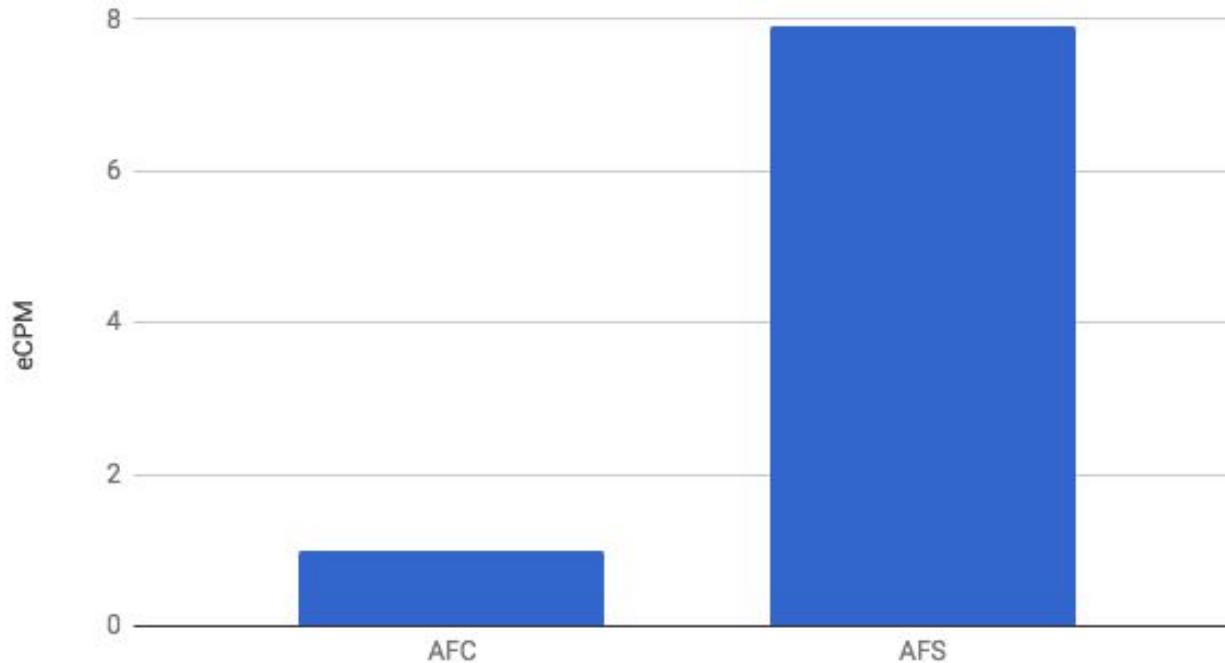
★★★★★ rating for vangoghgallery.com/microsoftsilverlightbook.html
Van Gogh Book
On May 1, 1857 Vincent van Gogh's younger brother Theo was born. Theo was Vincent's closest confidant, best friend and biggest supporter. Although they ...
blog.vangoghgallery.com/index.php/tag/van-gogh-book/
Vincent van Gogh Chronology of Paintings in a book
Vincent van Gogh Chronology of Paintings in a book

★★★★★ rating for pubu.com.tw/
Book Records
www.publicrecordsreviews.com/
See Anyones Official Public Records
Enter A Name & Search For Free!

Iklan AFS

Hasil pencarian organik dari Google

Perbandingan eCPM AFC & AFS di Indonesia (indexed)



2

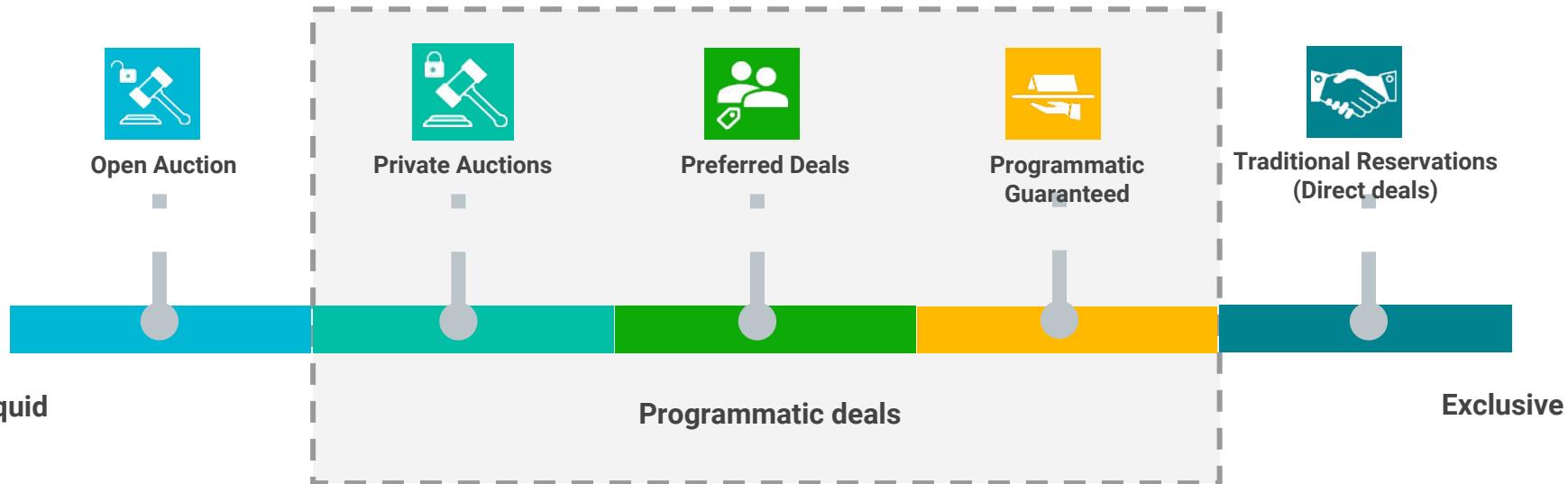
Retensi & Branding



Apa itu Branding?

...dan mengapa Branding itu penting?

Ada banyak cara untuk menjual inventori iklan





ADS.TXT – AUTHORIZED DIGITAL SELLERS

[Home](#) / Ads.txt – Authorized Digital Sellers

IAB Tech Lab has now finalized Ads.txt Specification version 1.0.1. Click the button below to view the spec. Check out our new blog post announcement [here](#).

[View Ads.txt Spec Version 1.0.1 Here](#)

As part of a broader effort to eliminate the ability to profit from counterfeit inventory in the open digital advertising ecosystem, Ads.txt provides a mechanism to enable content owners to declare who is authorized to sell their inventory.

Previous Version: [Ads.txt Spec Version 1.0](#) | [Blogpost](#)

WHAT IS THE ADS.TXT PROJECT?

The mission of the ads.txt project is simple: Increase transparency in the programmatic advertising ecosystem. Ads.txt stands for Authorized Digital Sellers and is a simple, flexible and secure method that publishers and distributors can use to publicly declare the companies they authorize to sell their digital inventory.

By creating a public record of Authorized Digital Sellers, ads.txt will create greater transparency in the inventory supply chain, and give publishers control over their inventory in the market, making it harder for bad actors to profit from selling counterfeit inventory across the ecosystem. As publishers adopt ads.txt, buyers will be able to more easily identify the Authorized Digital Sellers for a participating publisher, allowing brands to have confidence they are buying authentic publisher inventory.

Read more:

- [About ads.txt](#)

<https://iabtechlab.com/ads-txt/>

Untuk menumbuhkan Pageviews,
bagaimana cara mencari
user baru?

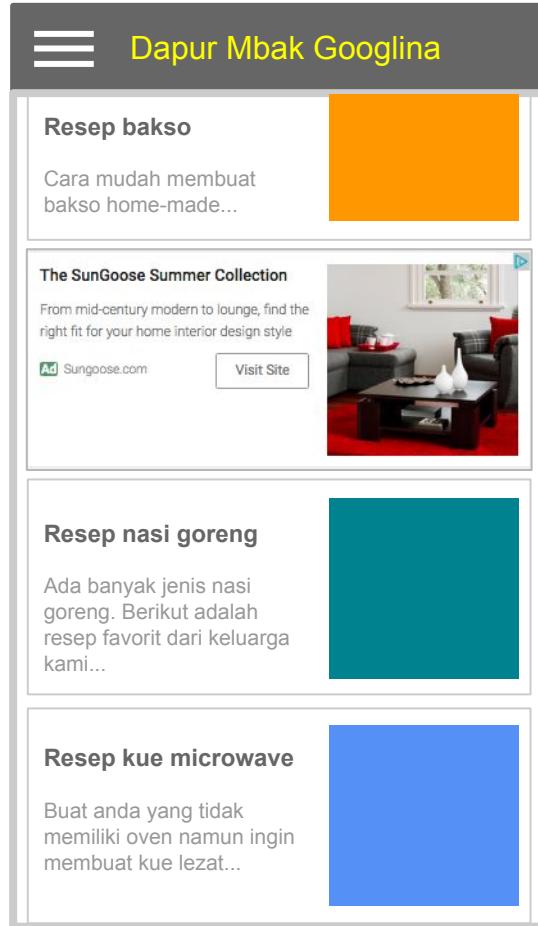
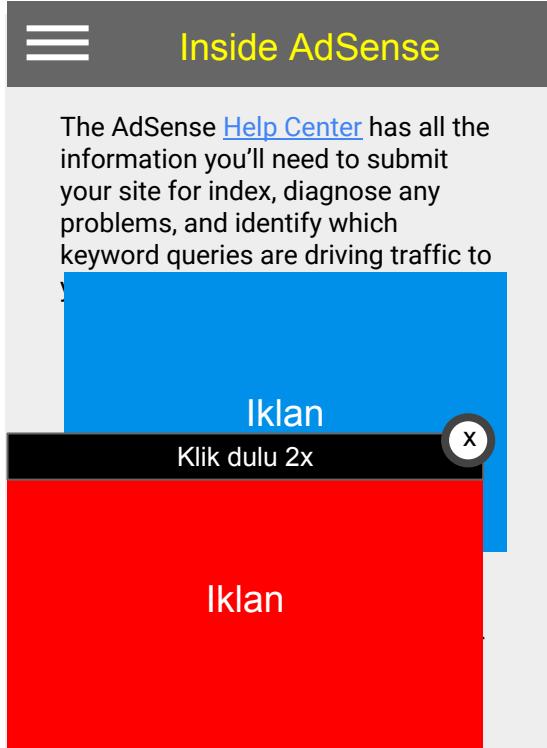
Untuk menumbuhkan Pageviews,
bagaimana cara mencari
user baru?

...dan me-retensi user?

3 Tips untuk retensi user:

1

Implementasi Iklan yang tidak mengganggu.



3 Tips untuk retensi user:

2 Analisa interaksi user dengan situs.

- Halaman mana yang paling tinggi bounce rate-nya? Mengapa?
- Konten seperti apa yang paling tinggi interaksinya?
- User saya berasal dari mana? Koneksi internet mereka bagaimana?

The screenshot shows the Google Analytics Academy interface. On the left, there's a sidebar with course navigation. The main content area is titled 'Why digital analytics?' with a sub-instruction 'Let's begin by understanding how digital analytics can help you improve your business.' Below it is a video player for 'Welcome to Google Analytics for Beginners (3:19)'. At the bottom, there's a large video thumbnail for 'Google Analytics for Beginners' with the subtitle 'Welcome to Google Analytics for Beginners'.

Google Analytics Academy

jeanny@google.com

Google Analytics for Beginners

1 Introducing Google Analytics

- ✓ 1.1 Why digital analytics?
- 1.2 How Google Analytics works
- 1.3 Google Analytics setup
- 1.4 How to set up views with filters

Assessment 1

2 The Google Analytics layout

3 Basic Reporting

4 Basic Campaign and Conversion Tracking

Analytics Academy Q&A with Krista Seiden

Academy Courses

Why digital analytics?

Let's begin by understanding how digital analytics can help you improve your business.

Watch the video

Welcome to Google Analytics for Beginners (3:19)

Google Analytics for Beginners

Welcome to Google Analytics for Beginners

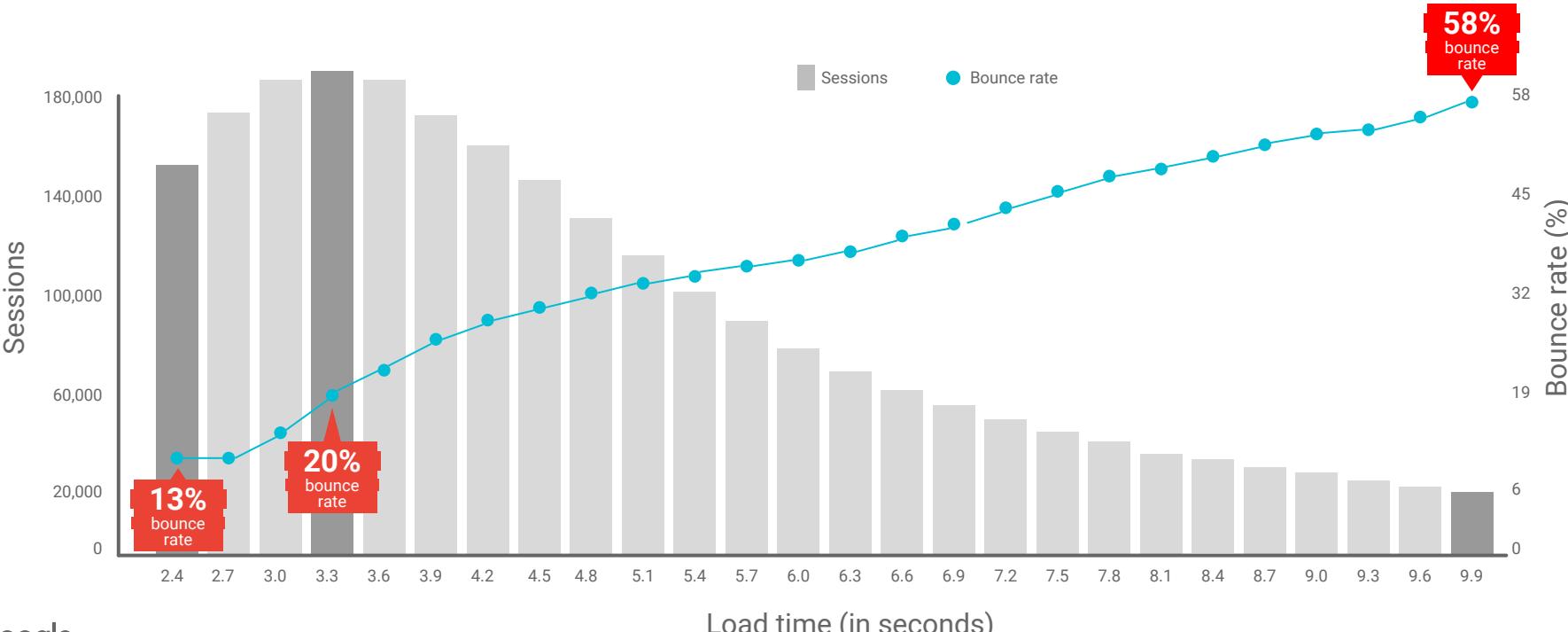
<https://analytics.google.com/analytics/academy/>

3 Tips untuk retensi user:

3

Percepat situs.

Semakin lama situs, semakin tinggi bounce rate.



3 Tips untuk retensi user:

3

Percepat situs.

Enter your mobile website's stats below:

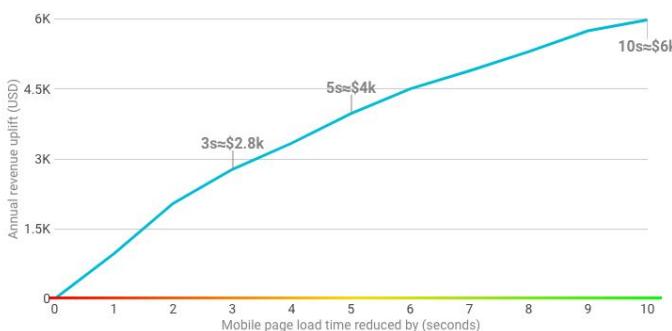
Find out how much revenue you could earn*

Reduce load time by 3 seconds

+\$2,800/yr

Reduce load time by 5 seconds

+\$4,000/yr



Use insights from [DoubleClick Ad Exchange](#) or [AdSense](#) to fill in the first three fields:

Average mobile eCPM ?

\$0.2

Average monthly mobile ad requests ?

3000000

Average mobile fill rate ?

90%

Current mobile load time (seconds) ?

10

Email results to your team:

The screenshot shows the 'google.com' test results. It features a large green '3s' grade, a 'Loading time on 3G: Excellent' status, and a 'Low' estimated visitor loss due to loading time. A blue button at the bottom right says 'GET MY FREE REPORT'.

goo.gl/QOkcLT

**Testmysite.
thinkwithgoogle.com**



Go Global/
Go Local Strategically



Retain user &
Grow Branding

Kebijakan AdSense: Update & Tanya jawab

Subin Park
Support Specialist
Policy Expert

Hayley
Support Specialist
Asia Tenggara

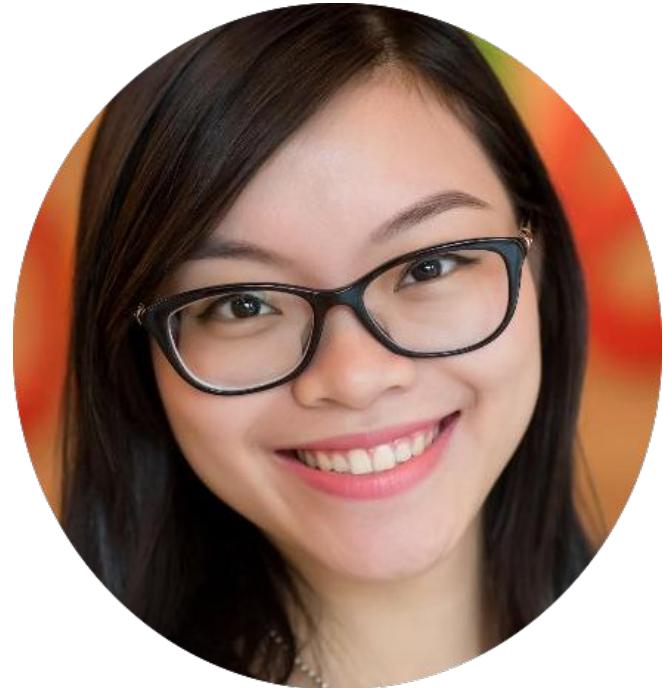
AdSense Policy Page Level Enforcement

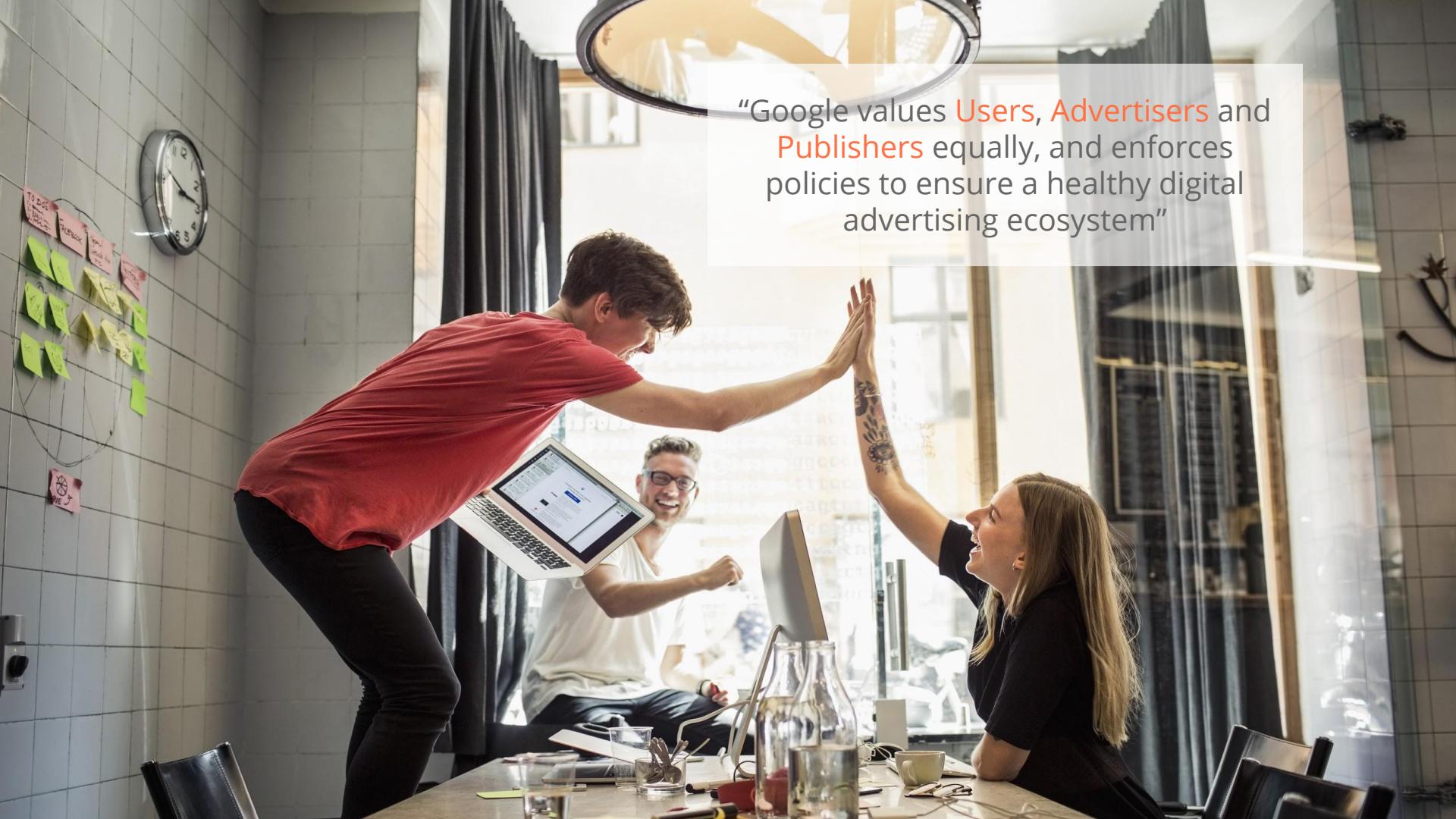
Subin, Support Specialist



Google AdSense

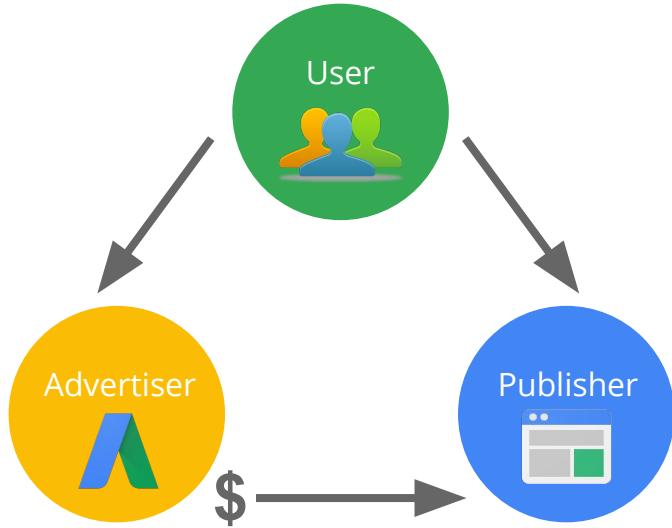
Hayley,
Support Specialist



A photograph of three people in an office environment. A man in a red t-shirt is leaning over a desk, holding a laptop and gesturing upwards. A woman in a black t-shirt is sitting at the desk, smiling and giving him a high-five. Another man in a white t-shirt is seated behind the desk, also smiling. The desk is cluttered with office supplies like pens, paper, and glasses. In the background, there's a window with dark curtains, a clock on the wall, and a whiteboard with various notes pinned to it.

"Google values **Users**, **Advertisers** and **Publishers** equally, and enforces policies to ensure a healthy digital advertising ecosystem"

Google pursues a healthy online ads ecosystem



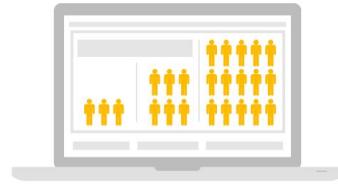
Online advertising binds publishers, advertisers and users into a mutually beneficial relationship.

Users are drawn to the publisher's interesting and useful content.

User engages with **advertisers**.

Advertiser pays **publisher** to create more great content.

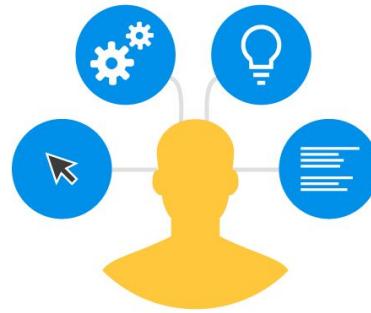
What publishers can benefit from AdSense



Connect publishers
with over 1 million
advertisers

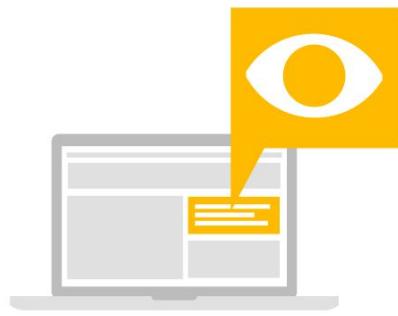


Help publishers
build enduring
businesses



Create a great
experience for
users

What publishers and Google can do together



An ad network with
family-safe policies

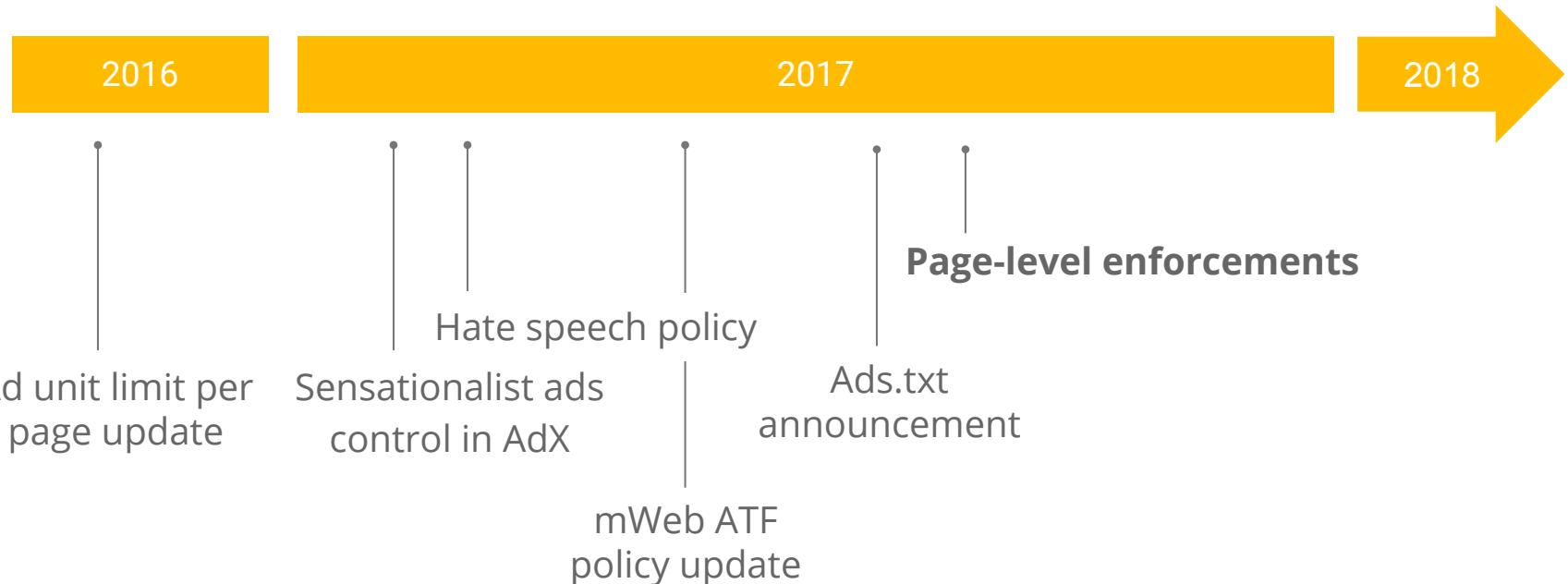


Original content that
informs and appeals



Relevant advertising that
doesn't feel invasive

Recent policy updates and launches



* This slide does not include a whole list of recent policy updates and launches.

Page Level Enforcement

Site level enforcement

Warning: Ad serving is not affected. Publishers will simply get notified of the issue(s) across site.

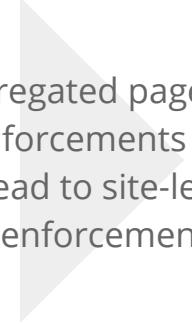
Blacklist: All ad serving is disabled across the site.

Page Level Enforcement

Page level enforcement

Demand Restricted: Ad demand on specific pages is restricted to policy compliant networks only. Ad serving may continue if their demand sources still return ads.

Blacklist: All ad-serving is disabled on specific pages.



Aggregated page-level enforcements may lead to site-level enforcements

Site level enforcement

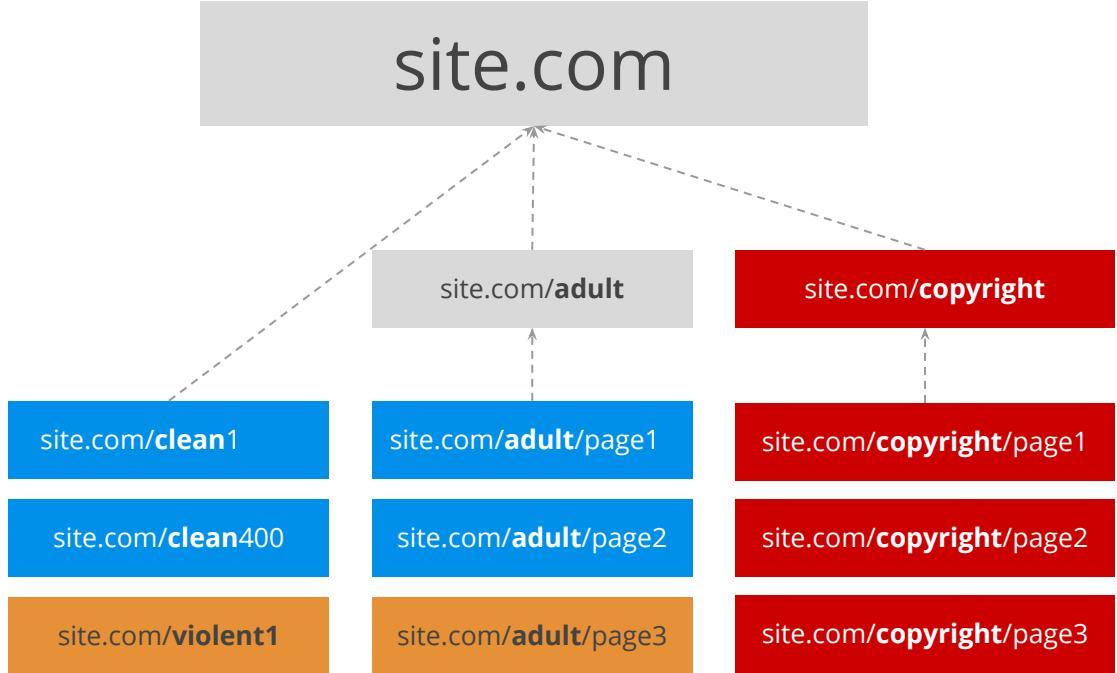
Warning: Ad serving is not affected. Publishers will simply get notified of the issue(s) across site.

Blacklist: All ad serving is disabled across the site.

Page Level Enforcement

With page-level enforcement, we restrict ad serving on individual pages that do not comply with policy.

- Compliant
- Ad serving disabled
- Demand restricted (many advertisers will not bid)



New Policy Center

The screenshot shows the 'Policy center' interface. At the top, there's a blue header bar with the title 'Policy center'. Below it is a note about policy violations and a 'Help Center' link. A 'Filter' button is on the left. The main area is titled 'Page-level enforcements' and lists a single entry for 'www.test.com'. The table has two columns: 'Site' and 'Affected pages'. The 'Site' column shows 'www.test.com' and the 'Affected pages' column shows '6 SHOW DETAILS'. At the bottom, there are pagination controls for 'Rows per page' (set to 5) and '1 - 1 of 1'.

New Policy Center shows pages that have violations and what those violations are.

This screenshot shows a detailed view of a violation for the URL 'www.test.com/abc'. The top part displays the URL and a summary of violations: 'Adult: Sexual Content' and 'Adult: Links to adult sites'. The status is 'Restricted ad serving' and the enforcement date is 'Jul 3, 2017'. Below this, the 'Past review outcome' is listed as 'Policy non-compliant (Jun 22, 2017)'. A section titled 'How to resolve this' provides two options: 'Fix the violations and request a review' (which involves adjusting the page to be compliant) and 'Remove the AdSense ad code from the page' (which removes the code automatically). A note states that reviews typically take 1 week but sometimes can take longer. Buttons at the bottom right include 'CLOSE' and 'REQUEST REVIEW'.

Publisher can request re-review of pages after fixing violation.

New Policy Center



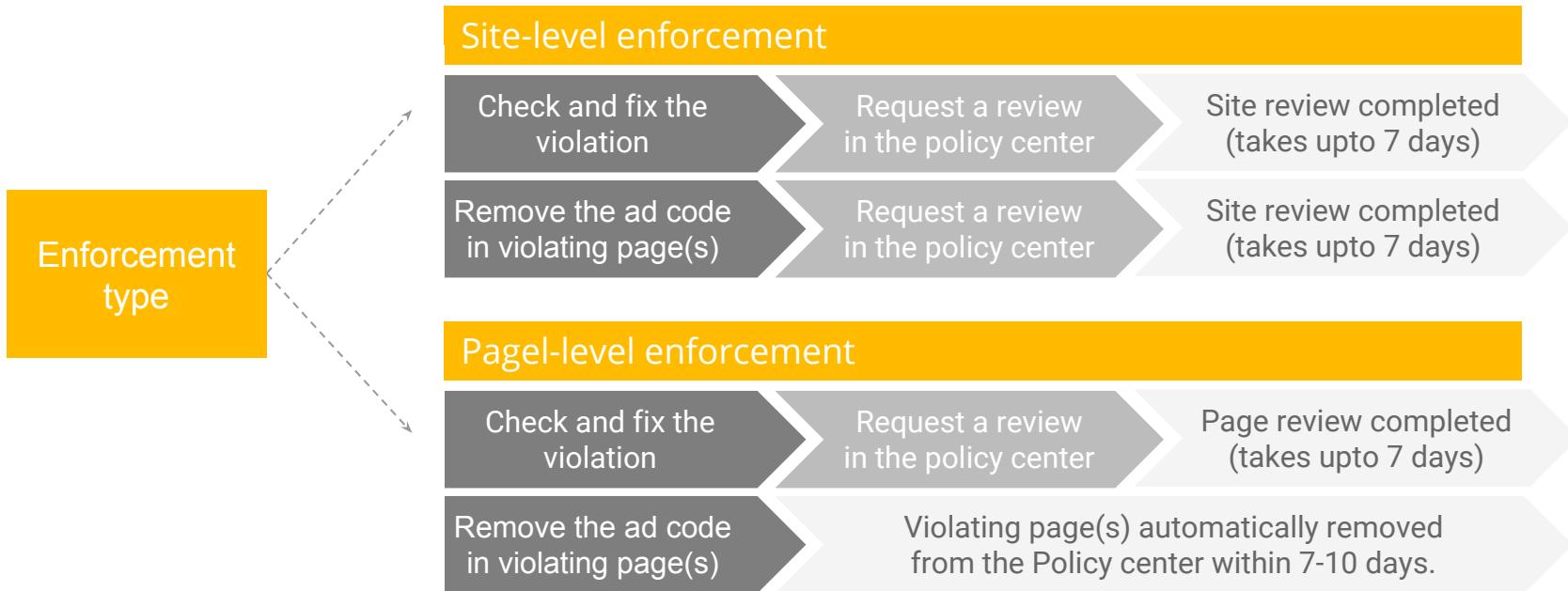
Keep up the great work

You have no policy violations

If there is no policy violation in page-level as well as in site-level, the policy center shows the left image.

For additional policy violation(s), publishers will receive policy notification.

How to request a review



Policy resources



[1:1 Support
channel](#)



[The AdSense
Help Center](#)



[AdSense Policy
FAQs](#)



[The Inside AdSense
Blog](#)

Q&A

Have a question about AdSense policies?

Thank you



Google AdSense

Native Ads: Tips & Success Stories

Juliana Bao
Partner Manager
Greater China



Native Performance sharing

Juliana Bao



Juliana Bao
Web Optimization Specialist
Greater China



Google AdSense

Agenda - Native

Performance sharing

Optimization Tips

Successful case studies

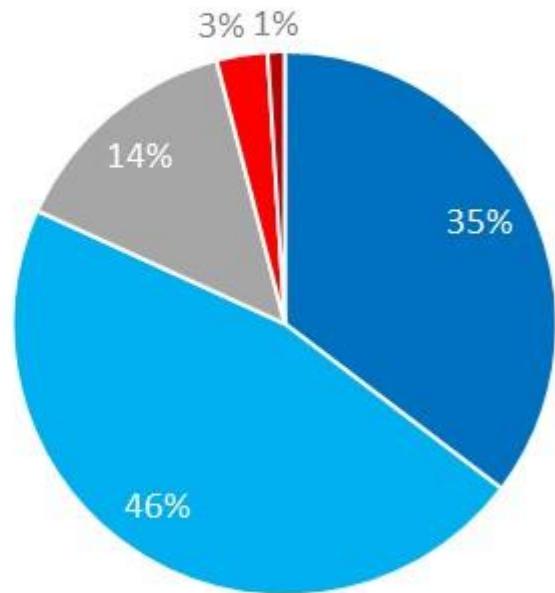
Q&A

AdSense Native research results

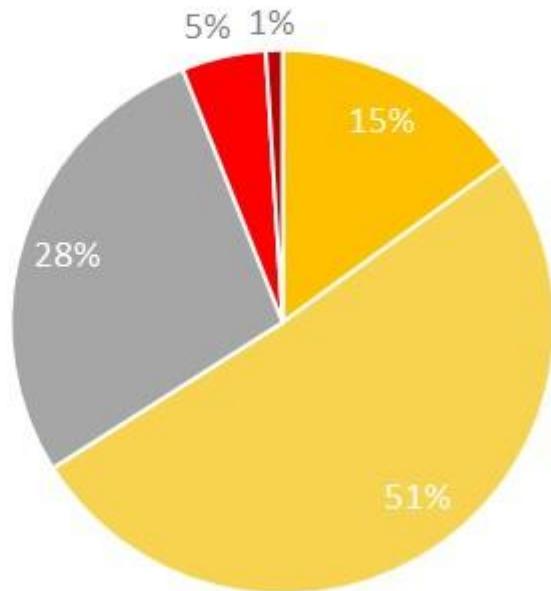
- Only 3/10 Publishers knows how to use Native ads
- over a quarter of Publishers are not currently using Native ads as they do not know where to implement them on their site
- People happy with Native ads due to its:
 - Look and feel 62%
 - Easy implementation 42%
 - Revenue generated 37%

Over three quarters of Publishers found the AdSense Native ad implementation easy, with 66% being satisfied with the format and styling options

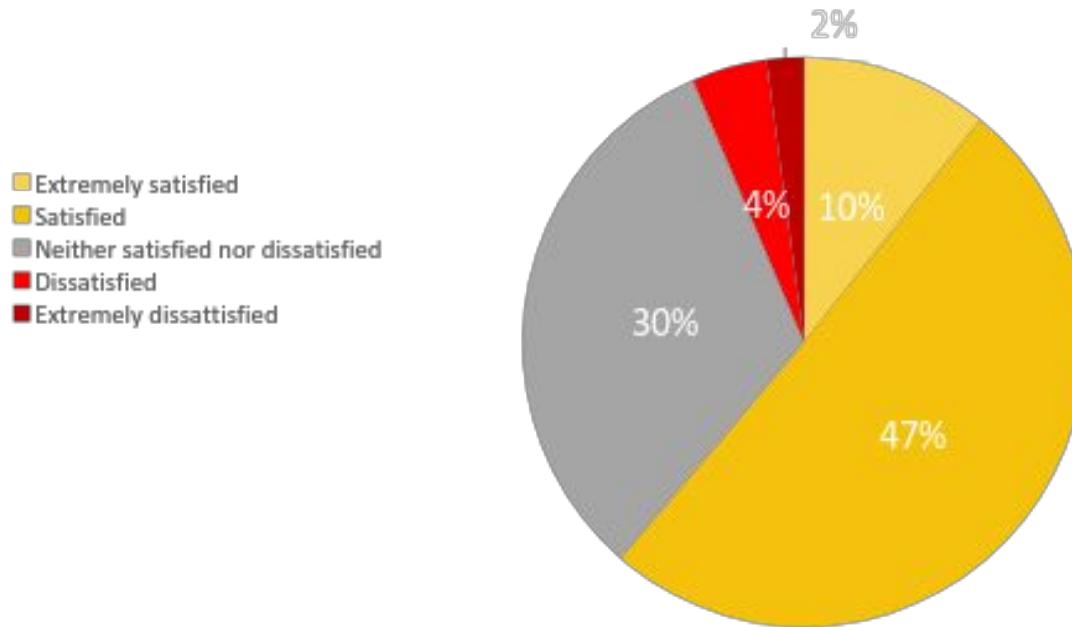
- Very Easy
- Fairly Easy
- Neither easy nor difficult
- Fairly difficult
- Very difficult



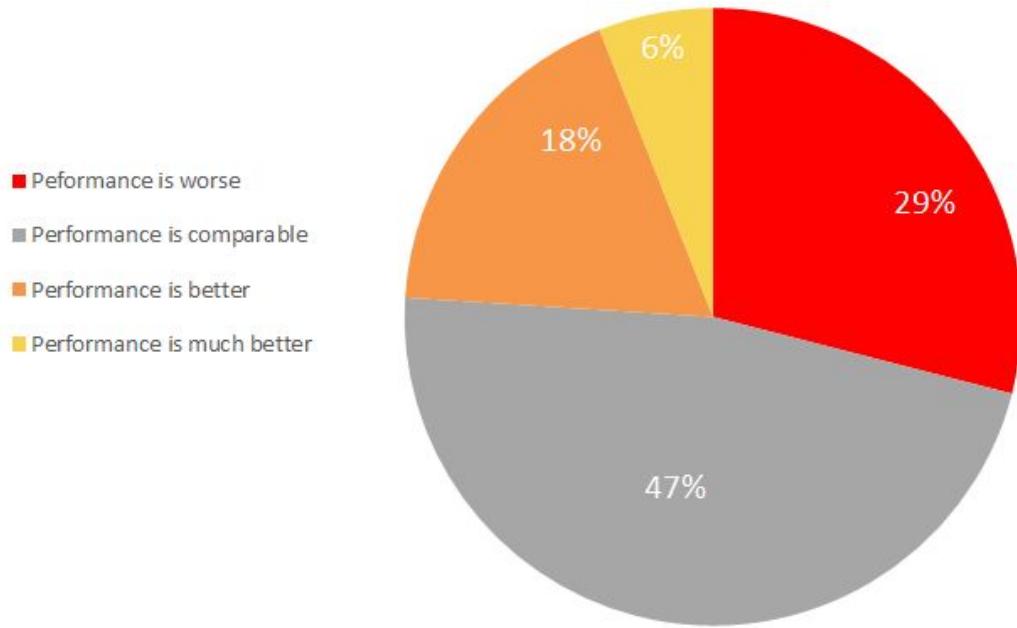
- Extremely satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Extremely dissatisfied



Of those who are using Native AdSense ads, over half are satisfied overall



Nearly half of Publishers think that the performance of AdSense is comparable to other native providers

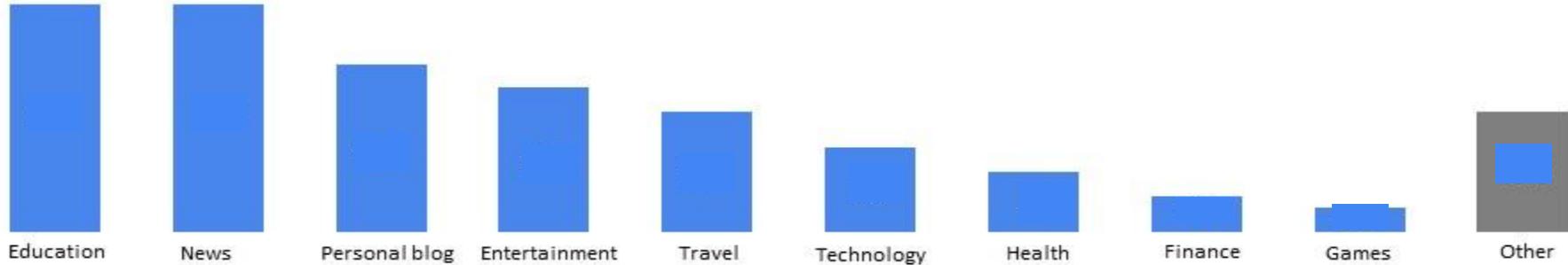


Different Native ads performance

What type of Native AdSense ads are Publishers using?.....



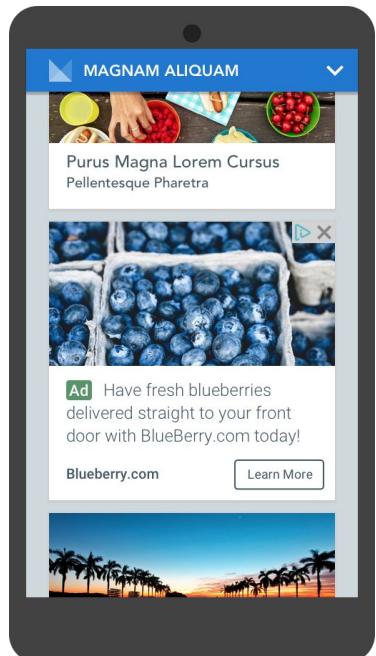
What type of website are Publishers using In-article ads on?



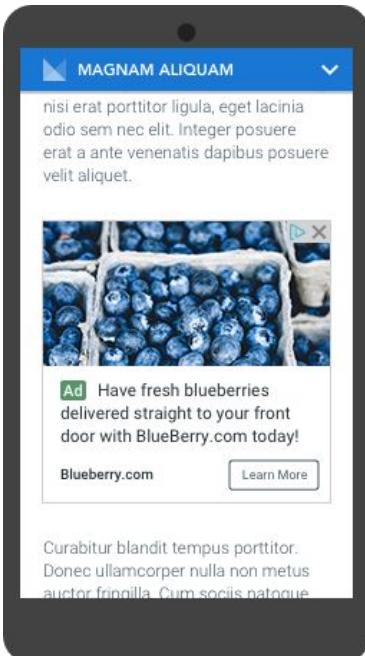
Native Ads

Confidential & Proprietary

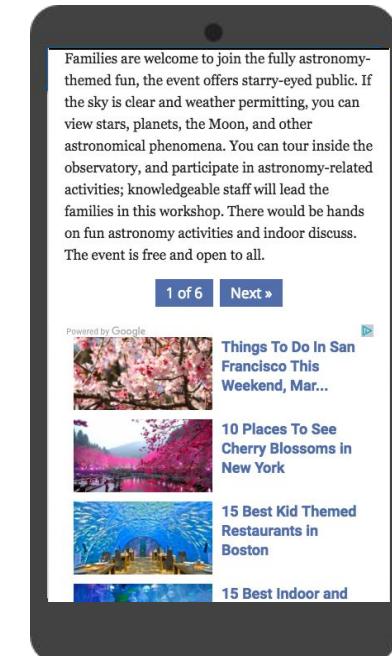
AdSense Native formats



Native In-feed (Everyone)



Native In-article (Everyone)

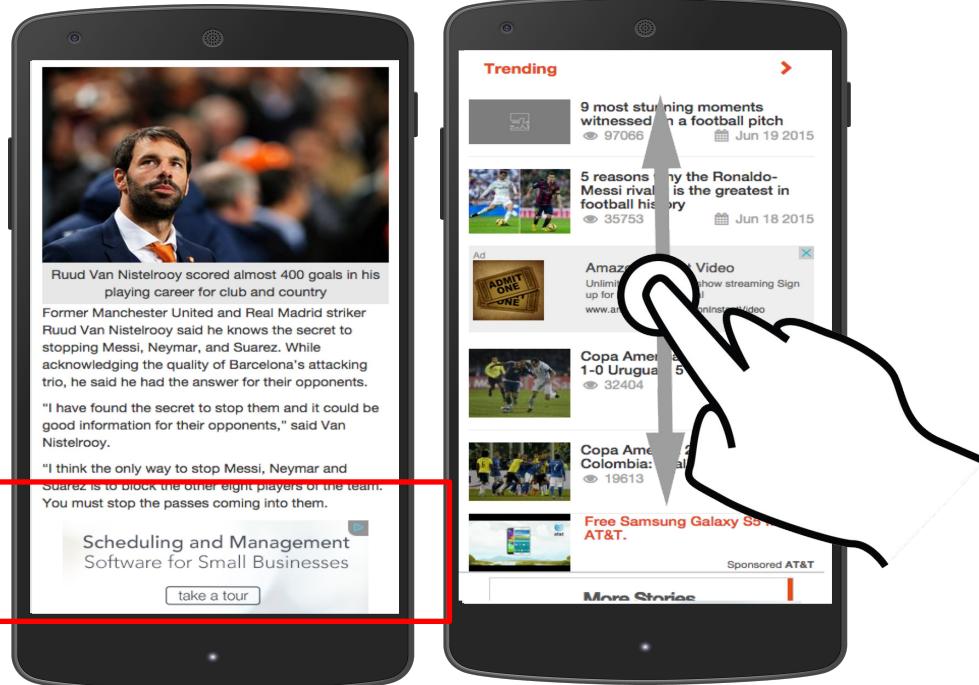


Matched content ads (Partially)





Native In-feed



News Article:

Cookies erleichtern die Bereitstellung unserer Dienste. Mit der Nutzung unserer Dienste erklärt du dich damit einverstanden, dass wir Cookies verwenden.

Native Ads:

- Matjessalat:** A recipe card for Matjessalat with a photo of the dish, a rating of 4 stars, and a link to the original source.
- Leichter Matjessalat:** Another recipe card for Matjessalat with a photo, a rating of 8 stars, and a link to the original source.
- Radley® 10% OFF:** An advertisement for Radley bags with a photo of a handbag, a 10% off offer, and a link to radley.co.uk.
- Matjessalat Hausfrauen Art:** A third recipe card for Matjessalat with a photo, a rating of 2 stars, and a link to the original source.
- Edels Matjessalat:** A fourth recipe card for Matjessalat with a photo, a rating of 2 stars, and a link to the original source.

Advertisers:

- Hennekes
- IGLO
- Jingold
- KIKKOMAN
- NATURLECKER
- PATROIS
- PHILADELPHIA
- aldermore

Right Sidebar:

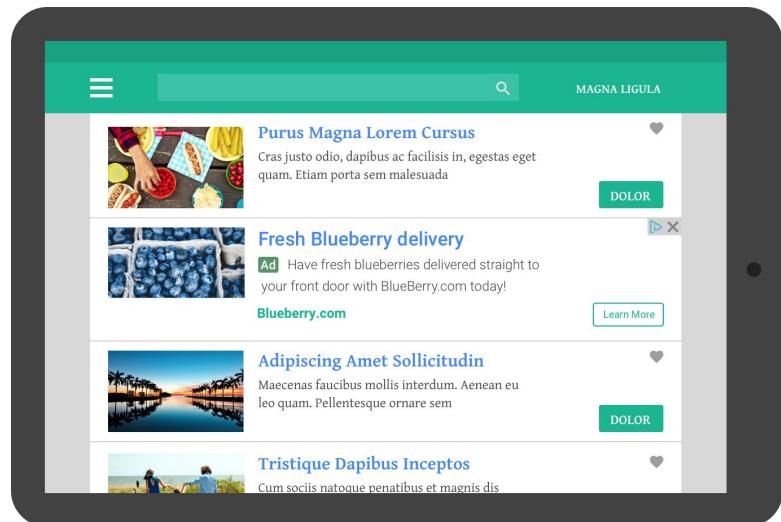
Get more from your business savings



AdSense Native Infeed

- Suitable for home page, content page, product list, chat room or blogs page
- New ads space (add on rather than replace)
- Provides better user experience and useful ads for advertisers
- Highly customizable

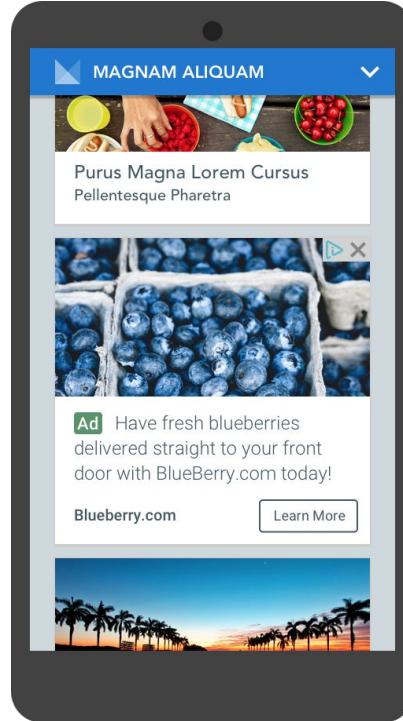
Note: Don't put two ads together



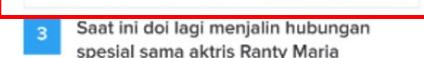
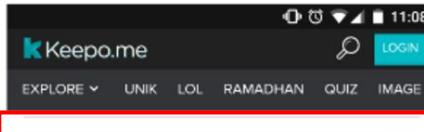
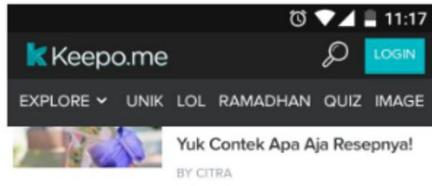


AdSense Native In-article

- PC: has over 1-2 display screen of Content
- Mobile: over 2-3 display screen of content
 - Please do not start with replace Native In-article with your current ad space
 - Best practices: A/B test then replace if it's good
 - Do not place the ad too close to other ads, it might trigger invalid clicks



1. use a template that has an image if your feed also contains images.



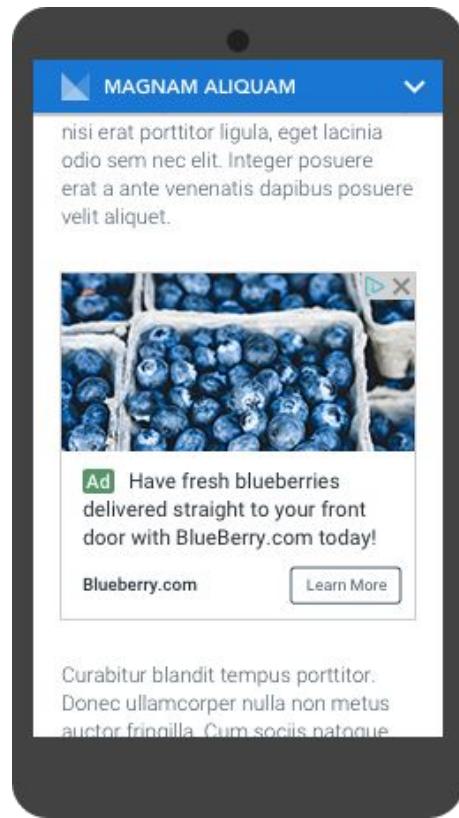
2. Pick the right size

Reference: [How to decide the size of Native Infeed on my website?](#)

The image displays three examples of native infeed advertising:

- Top Ad:** A circular image of a yellow book titled "くまのがっこう 15th Anniversary Special Recipe Book【付録】ジャッキー&デイビッド 拔き型&缶ケース". Below the image is the date "2017/08/18".
- Middle Ad:** An image of a purple travel pouch with a bird pattern. The text reads "ペット 壁掛けトラベルポーチBOOK【付録】「ペット」壁掛けトラベルポーチ". Below the image is the date "2017/08/18".
- Bottom Ad:** A rectangular ad for "Sand Martin" featuring a collage of images showing a room, a landscape, and a logo. The text includes "as low as SGD137 Read Reviews. Instant Confirmation. Free...". It is labeled "広告 Agoda.com" and has a "サイトへ" button. This ad is highlighted with a red border.

3. Customized fonts, background and color etc.



Curabitur blandit tempus porttitor.
Donec ullamcorper nulla non metus
auctor fringilla. Cum sociis natoque



Native successful practice (In-Article)

东西取了过来。”

军方抓捕朝廷大员；老梅能够进去，能够在所有人众目睽睽之下找到密室中的秘密，并且隐藏；而且在戒备最森严的地方，将东西取出来。

但云扬对此一点也不奇怪。

Nespresso Singapore



The Choices We Make

How does a cup of Nespresso create greater value for society and the environment?

[Discover More >](#)

老梅道：“里面是一面令牌，一块玉佩，一颗丹药，一颗兽丹。”

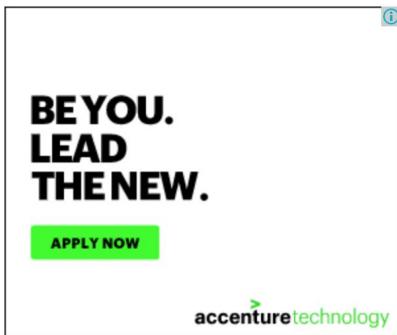
云扬皱皱眉。

老梅赶紧道：“令牌上写着七个字：一年之计在于春！玉佩上是刻着：正月初十。丹药是丹王殿的续命丹；兽丹乃是六级玄兽青头鹰的玄丹。”

Before and After

“原来还没有把握，但现在应该有了。”石牧想了一下后，肯定的说道。

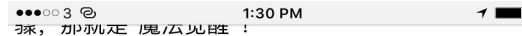
“你即使能够在一年内达到淬体九层，领悟了气感，也只是达成进入开元武院的基本条件而已，到时仍会有一番激烈争夺。



”妇人略有些奇怪，口中仍如此说道。

石牧凝神听着。

“据我所知，这一届想进入开元武府的武徒，可着实有不少天才出现的，不少年纪不大就已将淬体之术修炼到了九层甚至十层境界。毕竟淬体层次越高，对领悟气感越有帮助。按照往年惯例，即使有气灵丹辅助，想在你们这个年纪能够领悟气感，也往往十不足一。不少武徒都是三四十岁后，服用了多次气灵丹，才能勉强领悟气



魔法觉醒会在高中开学典礼上，全校领导老师见证下开启，那个时候哪怕你前面的理论没有学，一样是有可能开启属于自己的系！

莫凡其实是真的喜欢魔法，这对他来说无疑是一次完美的奇幻重生。

他也想要成为一个能够傲立高楼穹顶上方舞火唤雷的至高法师，为拯救世界做那么一点贡献。



Your Private Studio Await

Take advantage of our great deal on privates/semi-privates for you or with a friend

Flex Studio Hong Kong

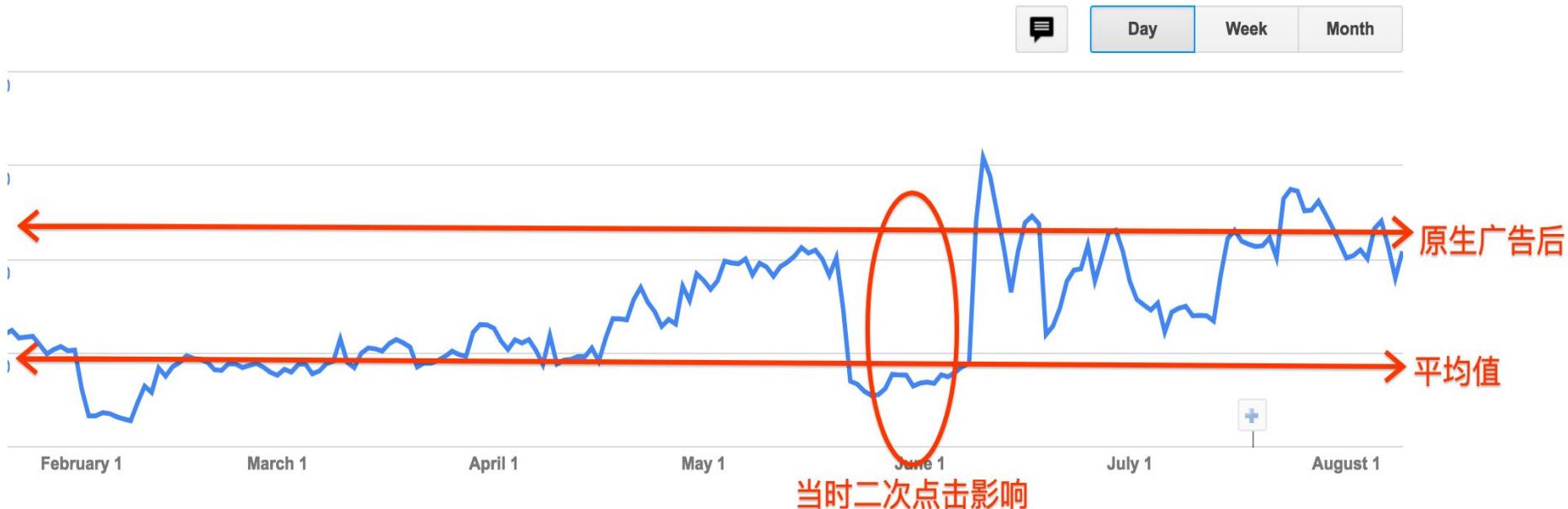
了解详情

偏偏，这次考试.....

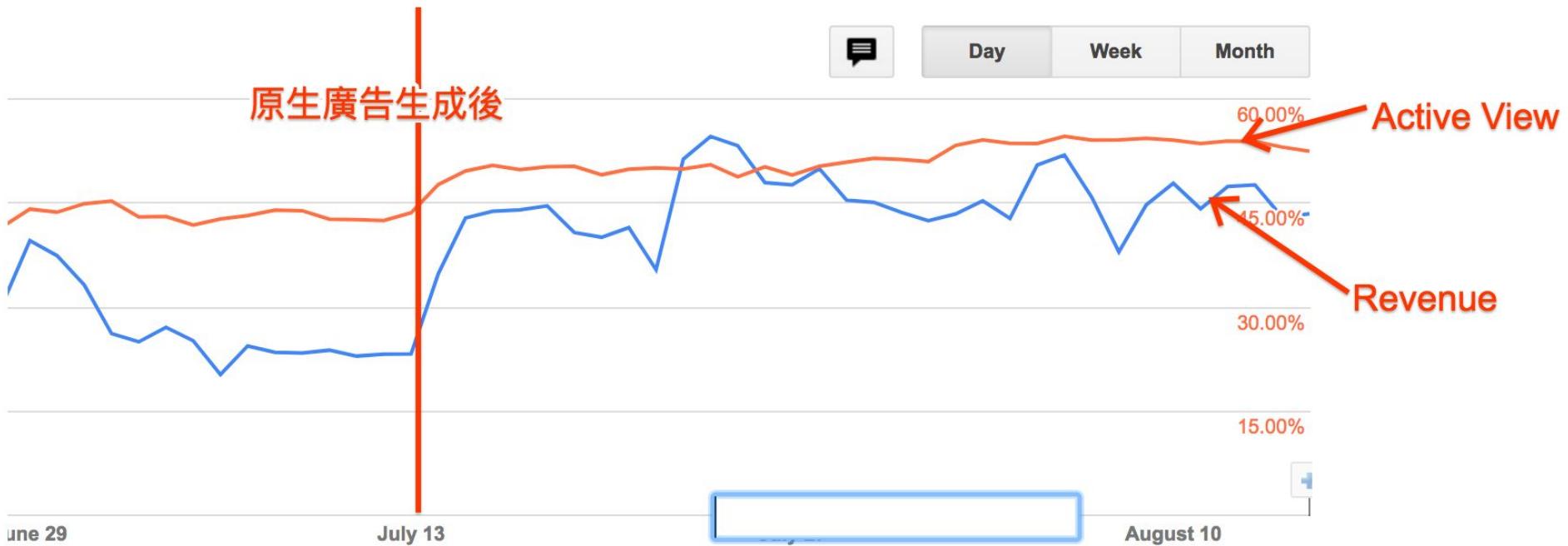
这么说吧，经过他临考前不懈努力，他终于达到了看懂题目的境界，至于答案是否正确.....呵呵，开心就好。

“莫凡，莫凡.....”人群之中，一个脸色蜡黄的中年男子哭哭啼啼地说道。prietary

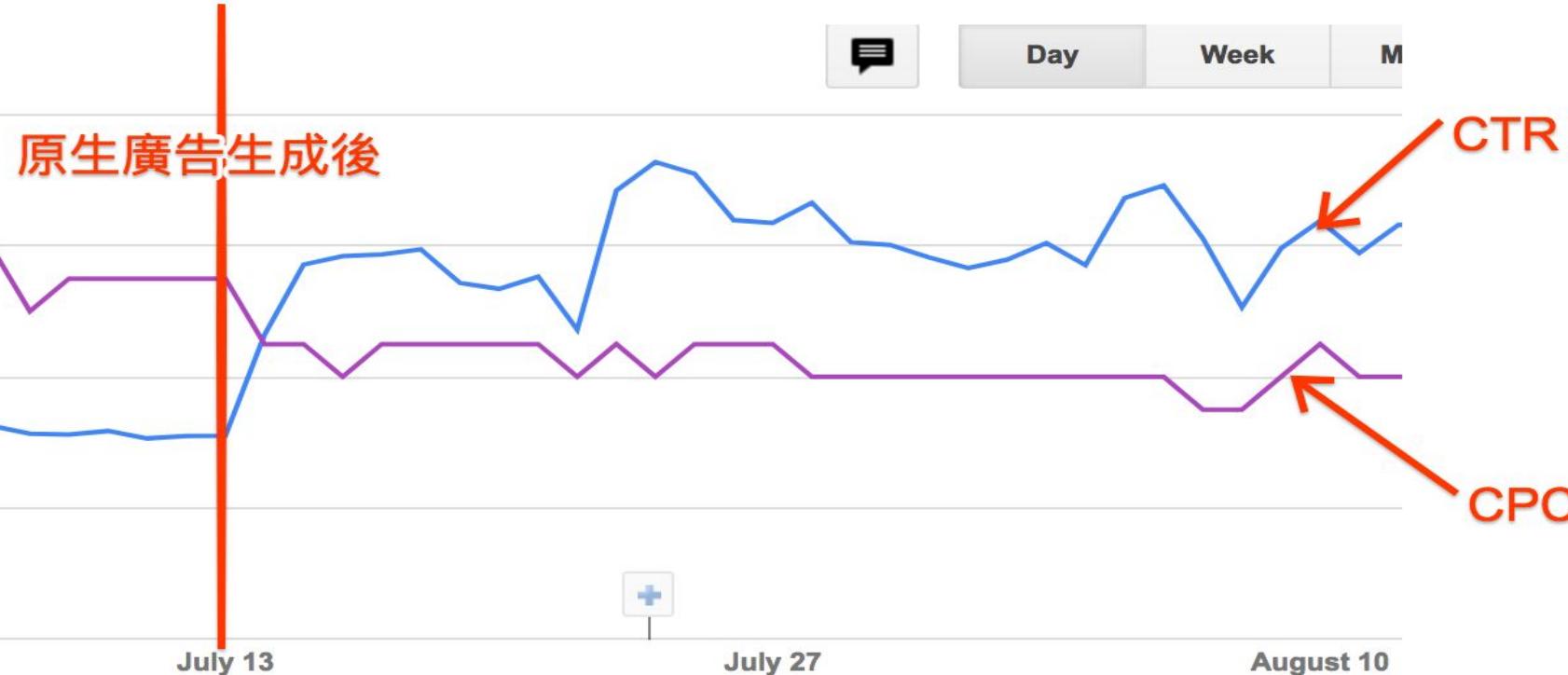
Revenue



Viewability



CTR & CPC



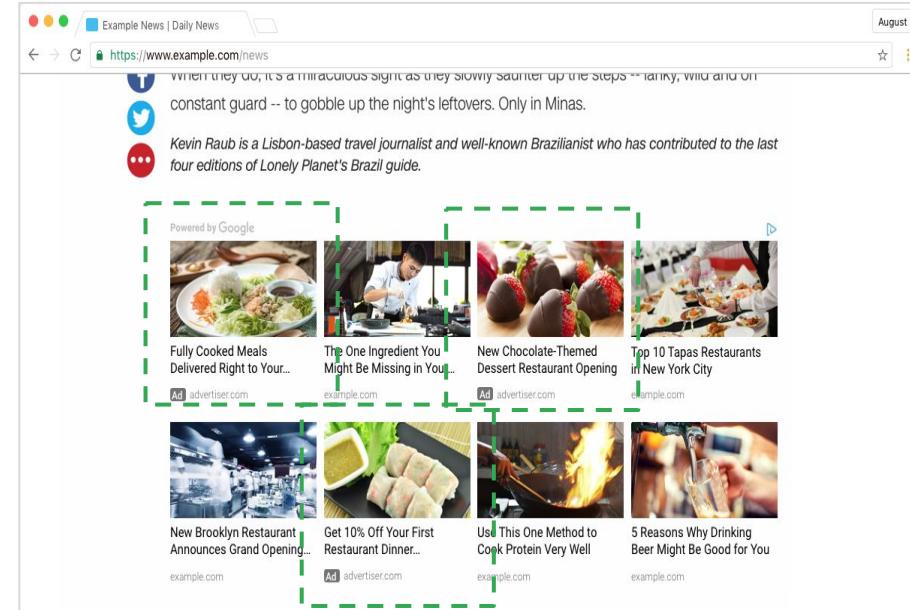
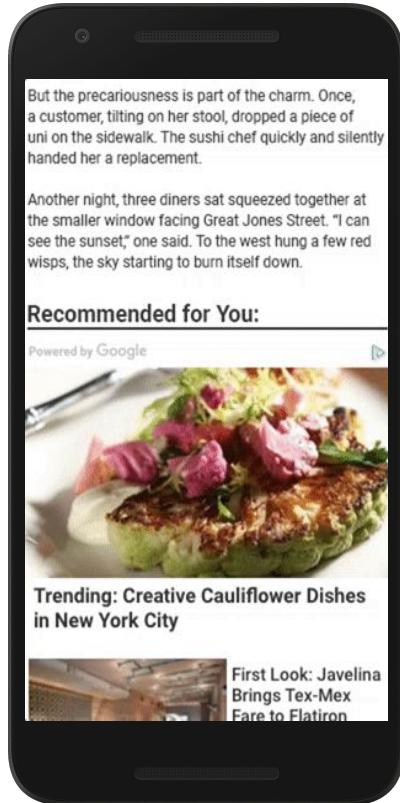


Matched Content

Via Matched Content ads, advertisers can:

- Increase overall revenue
- Increase website traffic and user session
- Enhance user experience

How to implement Matched Content -Please Click [Here](#)



Matched Content New Update!

Change the layout of your Matched content unit

The layout parameter (`data-matched-content-ui-type`) lets you control the arrangement of the text and images in your Matched content units. For example, you can choose to have the image and text side by side, the image above the text, etc.

The following layout options are available:

[Image and text side by side](#)



[Image and text side by side with card](#)



[Image stacked above text](#)



[Image stacked above text with card](#)



[Text only](#)



[Text with card](#)



Specify the number of rows and columns in your Matched content unit

The recommendations inside a Matched content unit are arranged in a grid. You can specify how many rows and columns you want to show within that grid. For example, you could set your Matched content unit to be a 2x2 square, a 4x1 column, etc.

You set the number of rows with the `data-matched-content-rows-num` parameter and the number of columns with the `data-matched-content-columns-num` parameter. You must set both parameters together.

Note:

- There are some restrictions on the number of rows and columns you can set. The total number of recommendations in your Matched content unit must be between 1 and 30. If you try to show less than 1 or more than 30 recommendations, then your Matched content unit will appear blank.
- Sometimes we might not be able to show the exact number of rows and/or columns you've specified. For example, if you've set a large number of columns but your Matched content unit isn't wide enough to fit them all. In this case, we'll adjust the number of rows and/or columns so that your recommendations fit well in the available space and provide a good user experience.

Row and column examples

[4x1 \(mobile and desktop\)](#)



[2x2 \(mobile and desktop\)](#)



[3x3 \(mobile and desktop\)](#)



[4x1 \(mobile\) and 2x2 \(desktop\) for responsive sites](#)



More Information, Please see [Here](#)

Successful Practice

Implementation

- Choose responsive ad units
- Put at the end of the web page or where user have highest engagement
- Check ads viewability and do A/B testing
- Replace lower performance ads with Matched Content ad

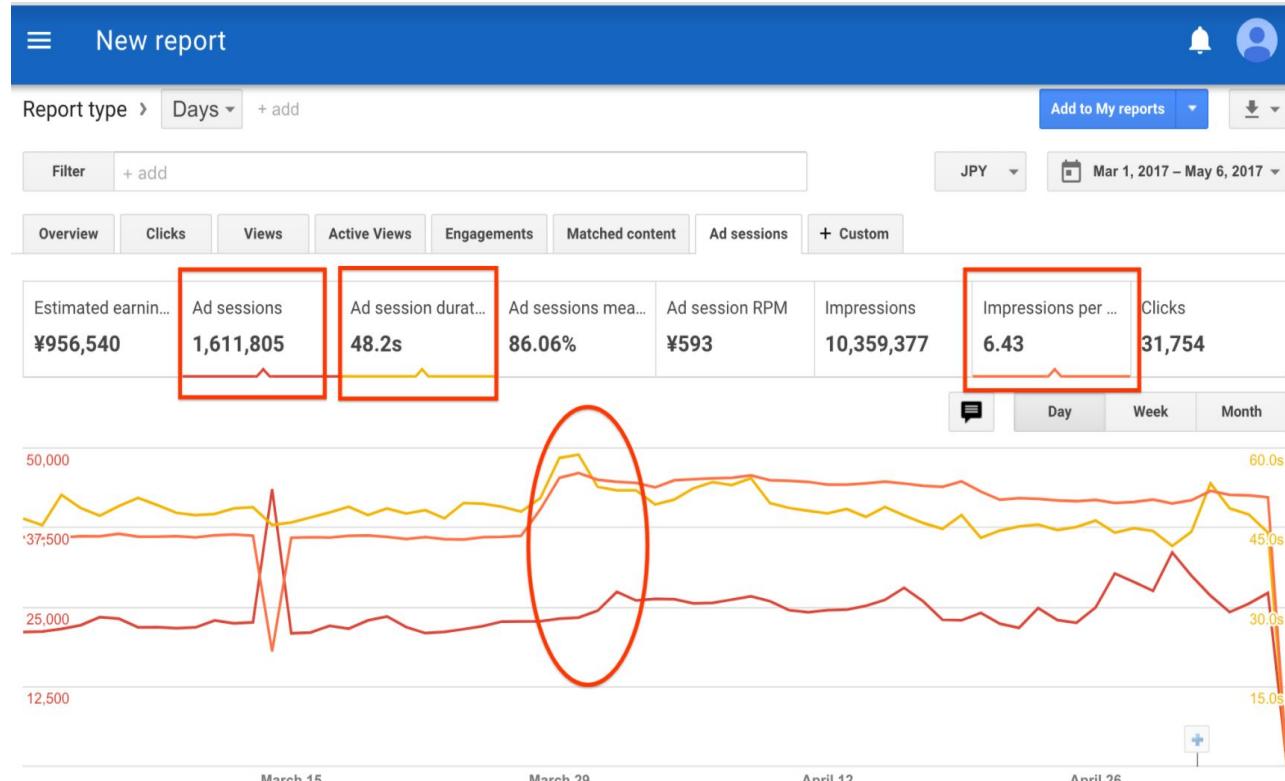


End of article

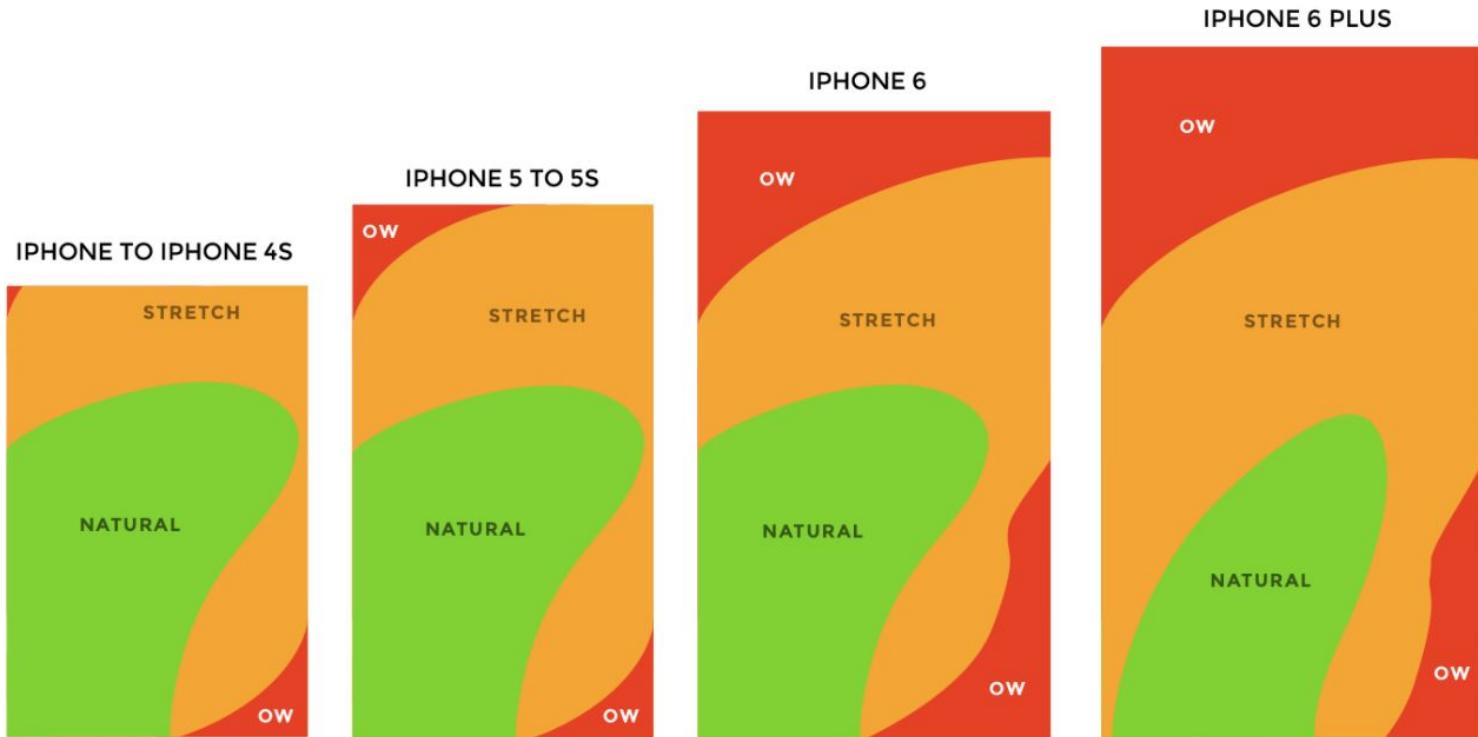
Best practices



After implemented Matched Content:



Fun sharing



Confidential & Proprietary

Frequently Asked questions

1. Does Matched Content ads count as normal AdSense ad units?

Answer

It Doesn't! Good news is that matched content ads do not count as normal adsense units.

Frequently Asked questions

2. Will Matched Content ads increase my earnings?

Answer

the main purpose of matched content ads is not to increase your adsense revenue but to increase user engagement and help users discover new content from your website.

Frequently Asked questions

3. What's the requirements to be eligible for
Matched Content ads?

Answer

The Matched content ads feature can be activated for all publishers who meet the following minimum thresholds:

- 1,000 pages
- 1,000 daily page visits
- A unique image on most of the pages of the site

To see if your site has already been approved, You can also get more info here: <https://goo.gl/8mgAz2>.

Please note that Matched Content is available for all AdSense users.



Website optimization tools - (Reference only)

<https://www.similarweb.com/> : Help Publisher understand the website competitbility, competitive insights and market trends analysis.

<https://trends.google.com/trends/> Help publishers understand the hot topic which could be very useful for Search traffic concentrated sites.

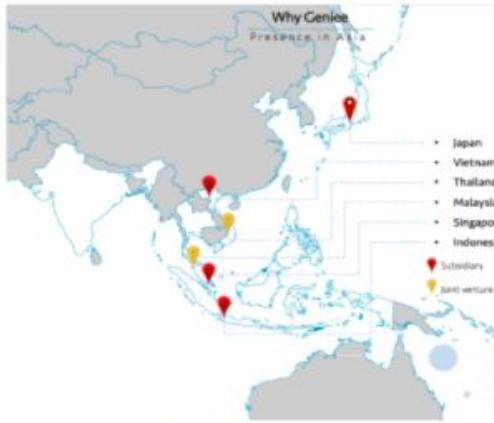
<http://gs.statcounter.com/> Help publishers understand the source of users

<https://testmysite.thinkwithgoogle.com/> can conduct testing to

https://www.google.com/intl/zh-CN/webmasters/#?modal_active=none help publishers evaluate your search traffic competitiveness and set out strategy



Geniee is an official partner of Google and leading company in Southeast Asia. Professional Geniee staff are making more than 300 publishers happy to maximize the value of ad-spots



Geniee Japan



300+
HAPPY PUBLISHERS
200+
PROFESSIONAL STAFF
7 BRANCHES

Geniee Vietnam

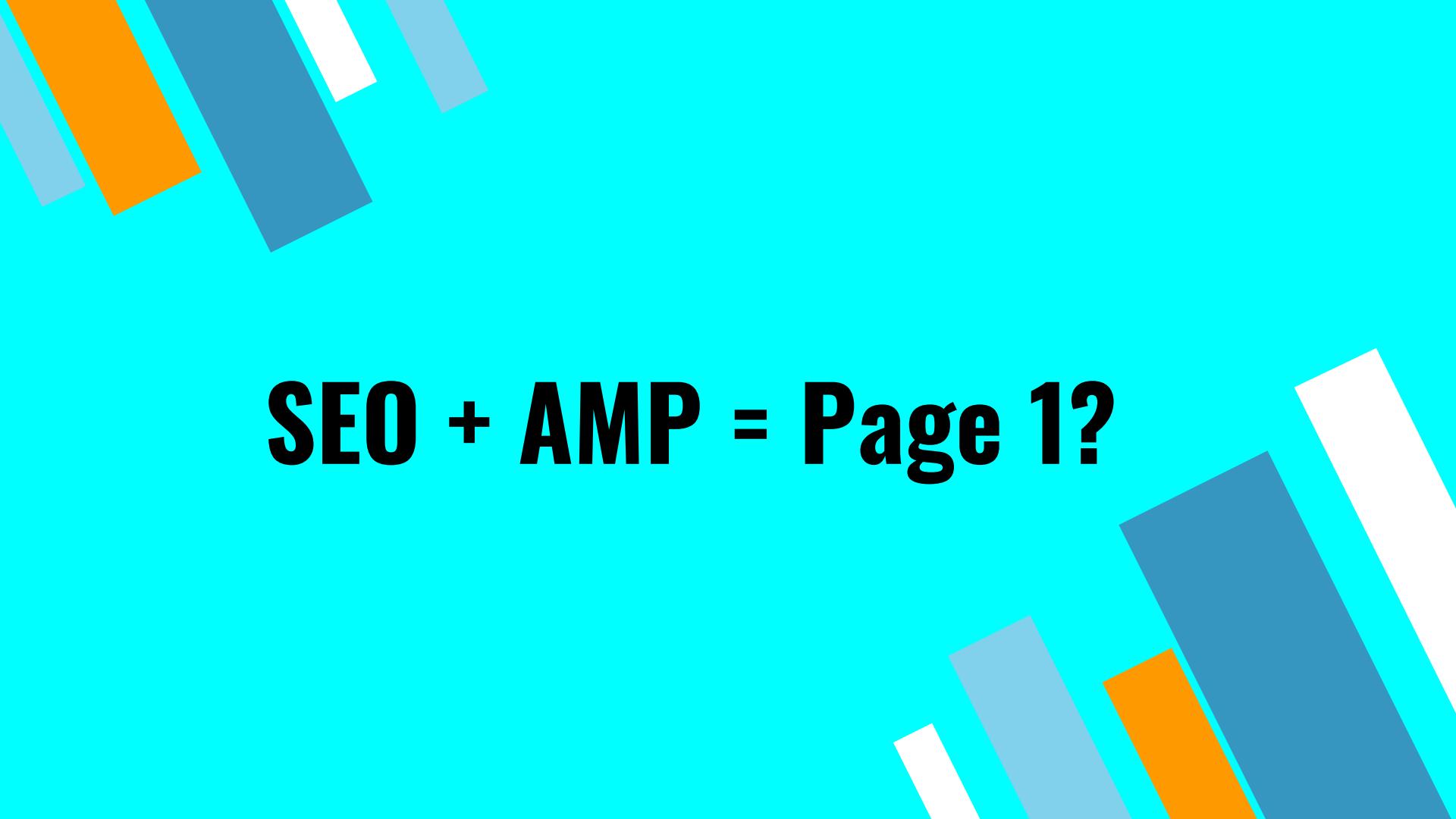


Today's Topic

SEO + AMP = Page 1?

Geniee Indonesia





SEO + AMP = Page 1?

1.

Organic Traffic?



Organic Traffic adalah traffic yang berasal dari search engine



Google bing YAHOO!

SEO dan AMP = Powerful Organic Traffic Booster?

SEO (Search Engine Optimization) salah satu **trik** andalan para pemilik website untuk mendatangkan traffic melalui search engine, menggunakan SEO on Page / SEO off page.

AMP (Accelerated Mobile Pages) salah satu project untuk meningkatkan kecepatan loading dari mobile site.



2.

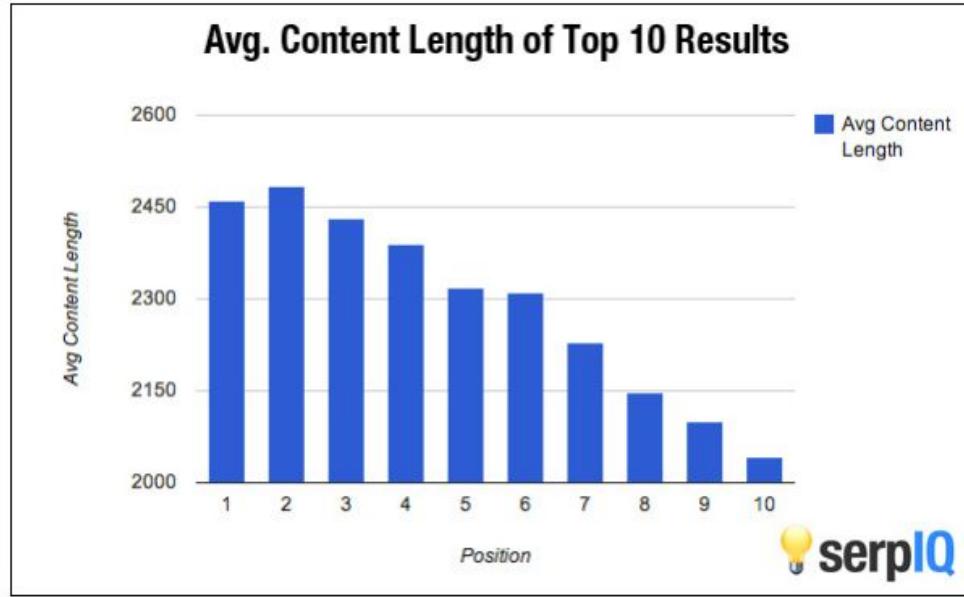
SEO (Search Engine Optimization)

SEO

M O M E N T U M

Cari momentum untuk beberapa bulan kedepan dan mulailah
membuat konten dari **SEKARANG!**

SEO Friendly - Content

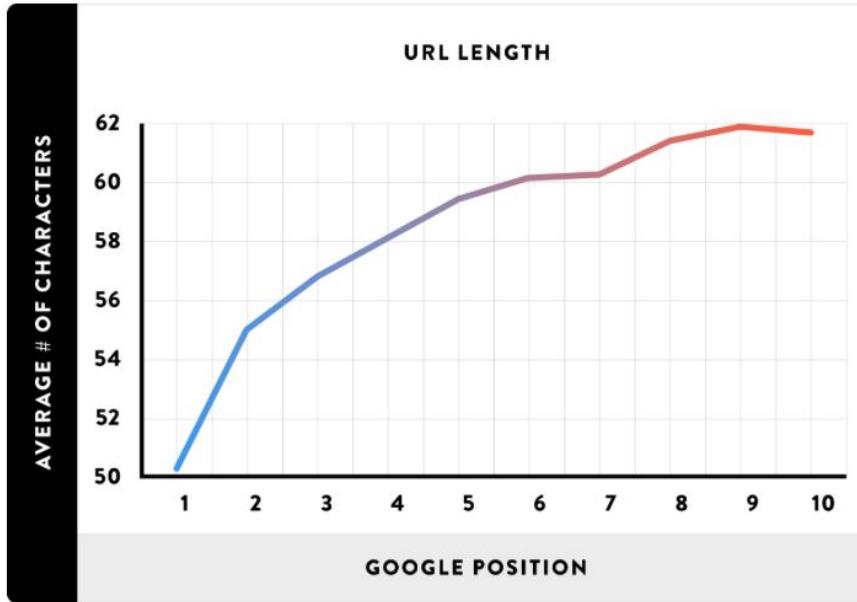


SEO Friendly - Content

1. Semakin detil/unik informasi konten = Semakin bagus untuk SEO
2. Antara 1.200 - 2.000 kata per konten
3. Gunakan Keyword dan Long-Tail Keyword secara bijak tetapi intens



SEO Friendly - Shorter URLs



SEO Friendly - Shorter URLs



1. Semakin pendek sebuah URL maka semakin tinggi kesempatan mendapatkan tempat di page 1 Google

Google

hero mobile legend terbaik

All Videos Images News Maps More Settings Tools

About 1,300,000 results (0.35 seconds)

Cepat Glorious Legends! Ini Dia Hero Mobile Legends Terbaik Bulan ...
https://ggwp.id › Focus › Translate this page
4 days ago - Masih berjuang untuk mencapai Glorious Legend di Mobile Legends? Berikut ini adalah hero Mobile Legends terbaik yang bisa kamu ...

5 Hero Mobile Legends Termahal yang Paling Baik Untuk Kamu ...
https://www.duniaku.net › GAME › MOBILE › Translate this page
Oct 16, 2017 - Hero Mobile Legends termahal dibandrol seharga 32000 BP. ... untuk pemain baru, tentu mereka harus pilih-pilih hero murah yang terbaik.

6 Hero Pilihan di Mobile Legends di Tiap Role, Apa Saja? - Tekno ...
teknologi.liputan6.com › Tekno › Game › Translate this page
Oct 10, 2017 - Bagi kamu yang ingin menjajal karakter terkuat tiap role di Mobile Legends, simak artikel berikut ini.

2. URL ≠ Judul

SEO Friendly - Optimize Your Mobile



Internet Usage Worldwide

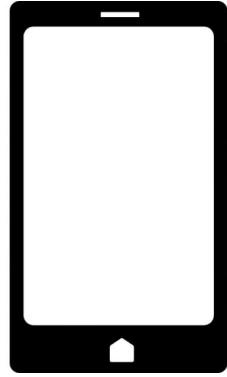
October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



SEO Friendly - Optimize Your Mobile

1. More mobile devices = more traffic from mobile
2. Load fast = better rank!
3. Implementasikan AMP agar lebih powerful



3.

AMP (Accelerated Mobile Pages)



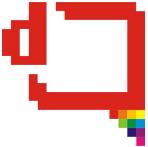
AMP

AMP membuat kecepatan loading halaman mobile menjadi
lebih **cepat, ringan, dan serasa membuka
aplikasi!**



AMP

Tribunnews.com

 DUNIAKU
NETWORK

 droidLime

 KOMPAS.com

 JalanTIKUS

 tirto.id

LIPUTAN⁶

 METROTV
NEWS.COM



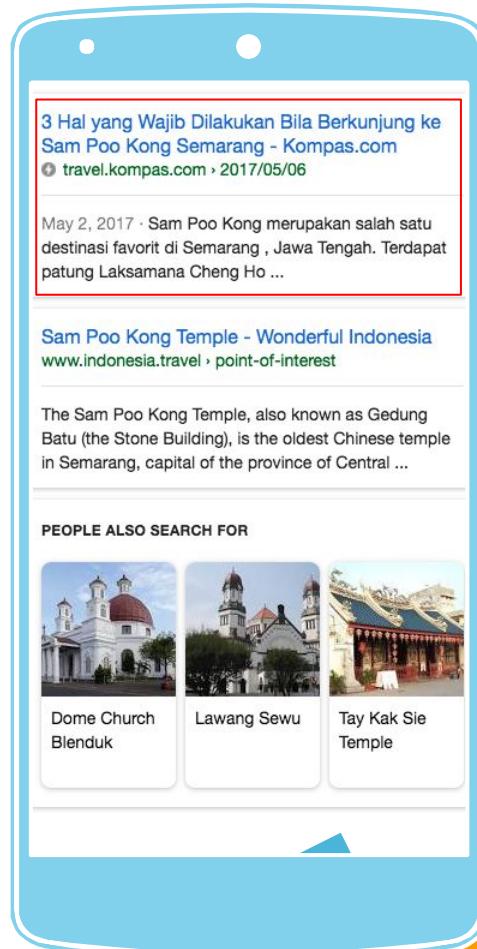
AMP

Halaman AMP memangkas waktu karena loading lebih cepat dan lebih ringan dalam konsumsi data.

< 1 Second (rata-rata kecepatan loading)*

4X Lebih Cepat

10X Lebih Hemat Data



HOW?

- » Image Compression (>40% bytes compression)
- » Convert Image to WebP (+25% data reduction)
- » Remove unused Javascript
- » AMP Cached



AMP for Wordpress

Untuk AMP for Wordpress ada 2 cara implementasi

1. Direct Implementation
 2. Plugin
- 

AMP for Wordpress

Untuk AMP for Wordpress ada 2 cara implementasi

1. Direct Implementation (Custom HTML)
2. Plugin

a. AMP (by Automattic)



b. AMP for WP (by Ahmed Kaludi)



AMP Monetization

90%

AMP Publisher mengalami
CTR lebih tinggi
di halaman AMP

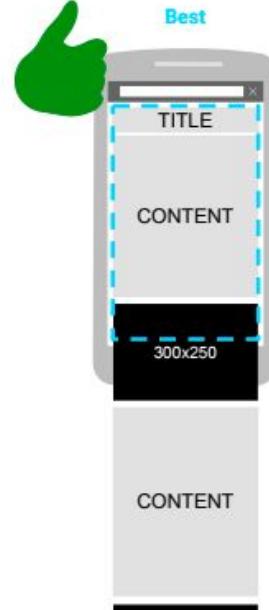
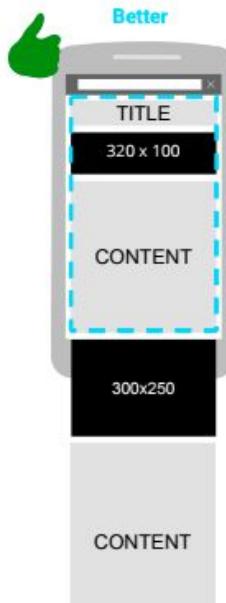
80%

AMP Publisher mengalami
Viewability lebih tinggi
di halaman AMP

70%

AMP Publisher mengalami
eCPM lebih tinggi
di halaman AMP

AMP Ads Position



AMP Ads Size (Recommendation)



300 x 250
(atau 336x280)

320 x 50

- Untuk ukuran tidak fixed:
- Definisikan aspect ratio
 - Multi sizes





THANK YOU!

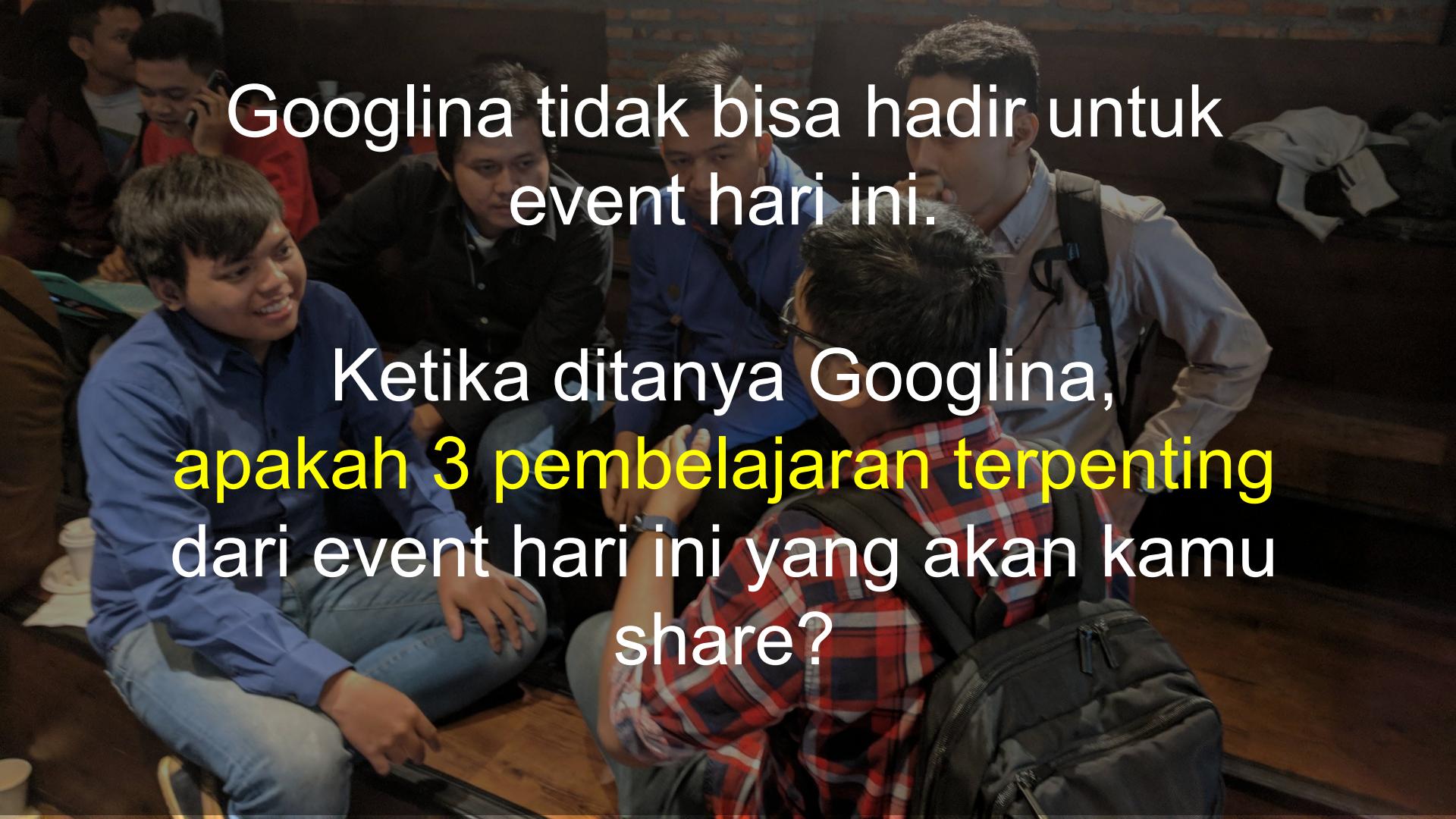
Any questions?

You can find me at

» febri.fristian@geniee.co.jp

A photograph of a group of approximately ten people, mostly men, gathered around a table in a bright room with large windows. They appear to be engaged in a group discussion or meeting. Some individuals are looking towards the center of the group, while others are looking down at papers or devices. The room has a casual, professional atmosphere with a whiteboard visible in the background.

Group Discussion

A group of young men are sitting on wooden steps outdoors. They are all smiling and appear to be engaged in a friendly conversation. One man in a blue shirt is looking directly at the camera with a wide smile. Another man in a red and white plaid shirt is looking down at his hands. In the background, there are more people and some coffee cups on the steps.

Googrina tidak bisa hadir untuk
event hari ini.

Ketika ditanya Googrina,
apakah 3 pembelajaran terpenting
dari event hari ini yang akan kamu
share?

Pop Quiz

(pilih 1:1 Classic mode)