

Google Analytics i Ads

32. FORUM POSLOVANJA NEKRETNINAMA

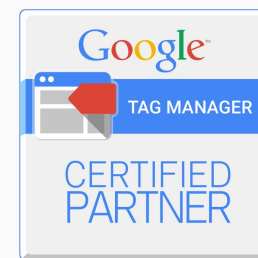
ZORIN RADOVANCEVIC

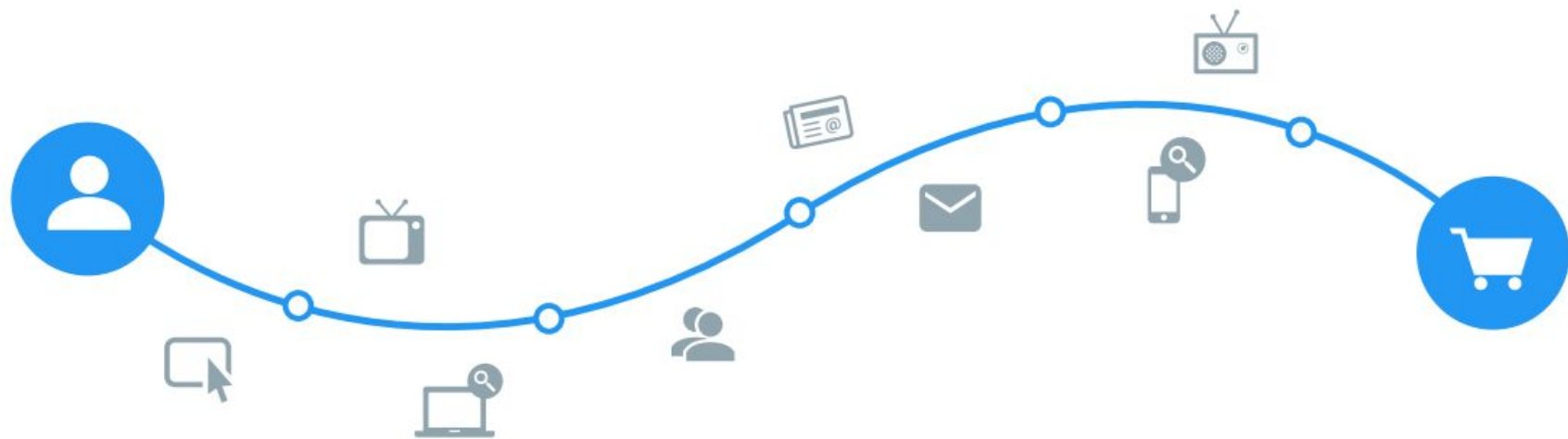
zorin@escapestudio.hr

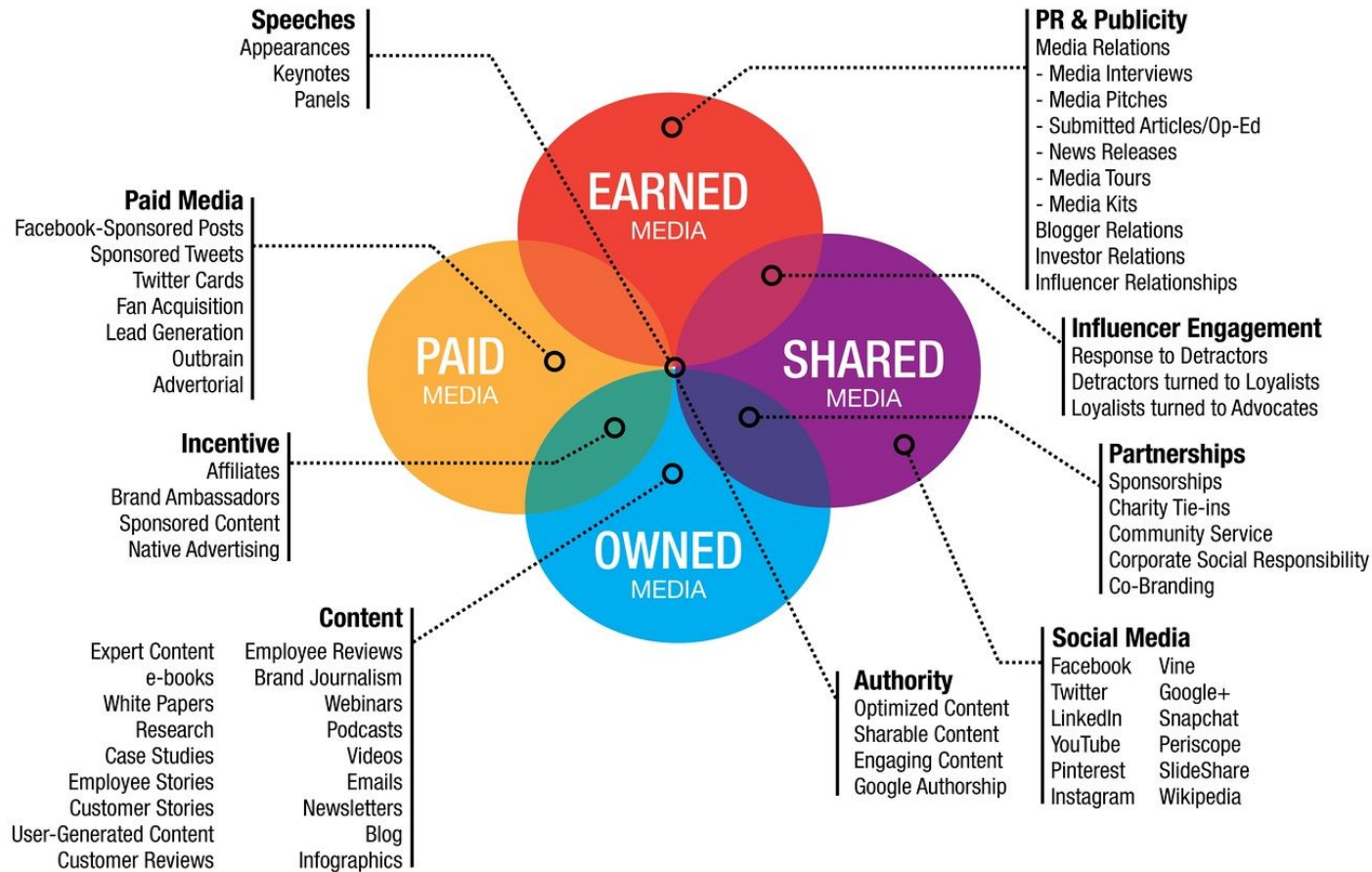
@zorinatesc

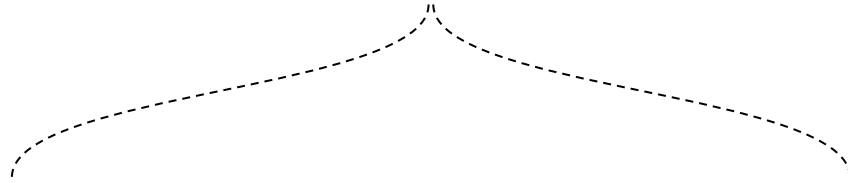
Escape d.o.o.

<http://escapestudio.hr>









Google Analytics



Google AdWords

SEGMENTS / AUDIENCES
GOALS
MEASUREMENT

AD DISTRIBUTION
MANAGEMENT
OPTIMIZATION

Google Predictive Search

<https://google.com>

Ideje za ključne riječi (vezani pojmovi / kombinacije) u kampanjama i općenito ideju o volumenu pretraga za određene ključne riječi.



🔍 najam stana|



- 🔍 najam stana **osijek**
- 🔍 najam stana **zagreb**
- 🔍 najam stana **đakovo**
- 🔍 najam stana **valpovo**
- 🔍 najam stana **našice**
- 🔍 najam stana
- 🔍 najam stana **beli manastir**
- 🔍 najam stana **donji miholjac**
- 🔍 najam stana **osijek donji grad**
- 🔍 najam stana **retfala**

Google pretraživanje

Prati me sreća

Prijavite neprimjerena predviđanja

Google Keyword Planner

https://ads.google.com/intl/en_HR/home/

Istraživanje ključnih riječi i procjena:

- Volumen pretraga
- Sezonalnost pretraga
- Povezane ključne riječi
- Cijena klikova (okvirna)
- Razina konkurencije

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

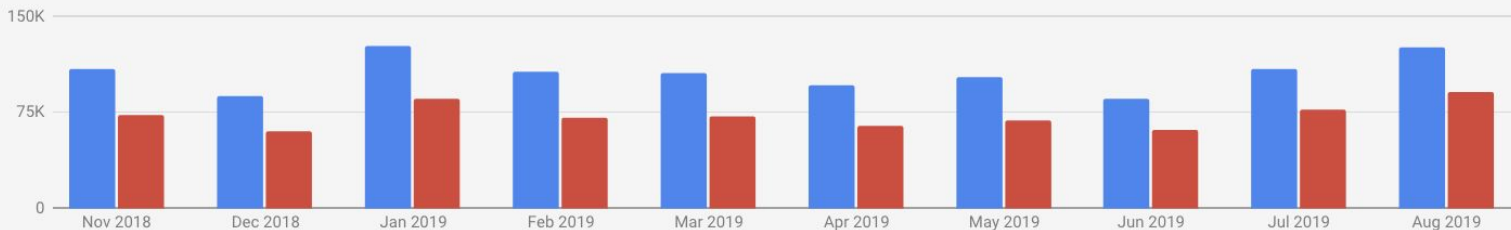
Plan name: — Locations: Croatia Language: Croatian Search networks: Google Last 12 months Nov 2018 – Oct 2019 < >

Q stanovi najam, stanovi zagreb

Including brand names

Broaden your search: + stanovi + nekretnine + prodaja stanova + oglasnik + novogradnja + prodaja stanova zagreb + najam stanova

Search volume trends ▾



Exclude adult ideas ADD FILTER 869 keyword ideas available

☐ Keyword (by relevance) ▾	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account
Keywords you provided						
☐ stanovi najam	720	Medium	—	HRK0.20	HRK0.71	
☐ stanovi zagreb	4,400	Medium	—	HRK0.20	HRK0.43	
Keyword ideas						
☐ prodaja stanova zagreb	9,900	High	—	HRK0.20	HRK0.80	
☐ najam stanova zagreb	9,900	Medium	—	HRK0.16	HRK0.48	

Google Trends

<https://trends.google.co.uk/trends/?geo=HR>

Koristi se za uočavanje sezonalnosti, geografske distribucije pretraga, ideja za ključne riječi u oglašavanju i sadržaju i općenito istraživanje tržišta.

● stanovi najam
Search term

● stanovi zagreb
Search term

+ Add comparison

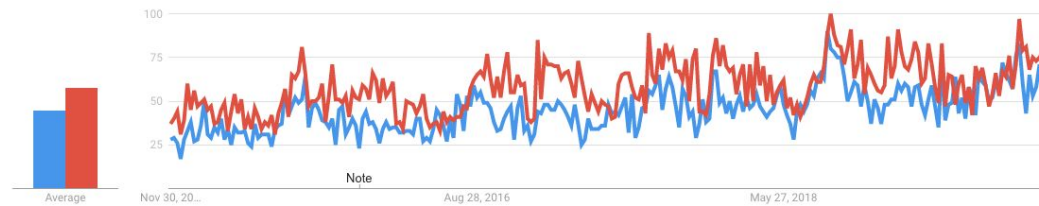
Croatia ▾

Past 5 years ▾

All categories ▾

Web Search ▾

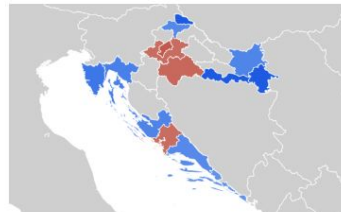
Interest over time ?



Compared breakdown by subregion

Subregion ▾

● stanovi najam ● stanovi zagreb



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for stanovi najam ▾

1	Brod-Posavina County	
2	Vukovar-Srijem County	
3	Međimurje County	
4	Istria County	
5	Primorje-Gorski Kotar County	

Google Site Speed

<https://www.thinkwithgoogle.com/intl/en-gb/feature/testmysite/>
<https://developers.google.com/speed/pagespeed/insights/>
<https://developers.google.com/web/tools/lighthouse#devtools>

Brzina odgovora (učitavanje stranice) na korisnički upit može dovesti do porasta broja upita.

Optimise pages on your site

3. Get custom fixes to make each page on your site faster. ⓘ

Enter the URL of an individual page on your site (like an ads' landing page)

indomio.hr



PAGE SPEED

2.6 seconds

Your current page speed on 4G networks
is **slow**.

RECOMMENDED FIXES

Eliminate Render-Blocking Resources

Resources for page styling and functionality are delaying visibility of primary content on the page. Deliver critical JS/CSS inline and defer all non-critical JS/styles.



Google Analytics sadržaj i interakcije

<https://analytics.google.com>

Istraživanje ponašanja korisnika na stranici gdje bilježimo njihovu namjeru:

- Što traže
- Detaljna analiza pretrage
- Uspjeh



Stan na prodaju - Osijek,
Donji Grad

105 m² • Spavaće sobe: 3

Cijena

€ 135.000

Prikaži telefon

Opis

Objavljeno:

18/09/2019

Zadnje ažurirano:

18/09/2019

Kod oglasa:

8968938

PRODAJA: Osijek, Donji Grad, četverosobni stan (u izgradnji) s pogledom na Dravu, površine 105 m².

Stan se sastoji od: hodnika površine 9,47 m², kupaoice 6,74 m², sobe 12,46 m², spavaće sobe 13,10 m², kupaoice br. 2 6,61 m², sobe 11,88 m, dnevnog boravka sa kuhinjom i blagovaonicom površine 36,61 m te loggie površine 10 m² (koef. 0.75), sveukupno 104,67 m².

Cijena: 1290 EUR/m²

Vlastito parkirališno mjesto uključeno u cijenu stana.

Oprema stana:

-puni hrastov pod

-5 komorna PVC stolarija sa električnim roletama (3 slojna ISO stakla)

-Hans Grohe sanitarije

Kontaktirajte
oglašivača

LOFT

Ime*

Prezime*

Telefon*

Email

Poruka

Što pratiti?

Površina nekretnine

Broj soba

Grad

Dio grada

Cijena (po kvadratu?)

Tip objekta (soba, stan, kuća)

Hvala!

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