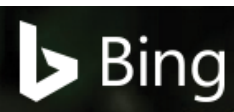


# 搜索引擎營銷 / Search Engine Marketing



橫幅廣告 /  
Banner Advertisement



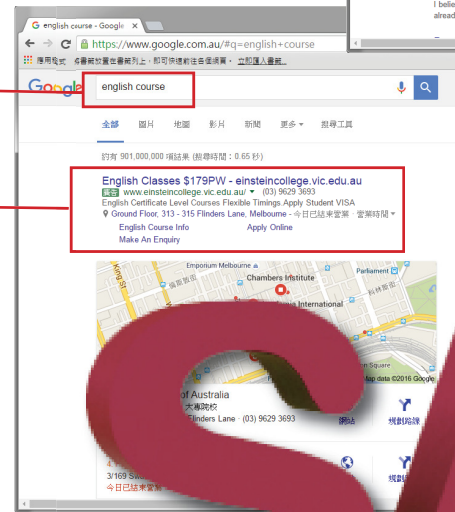
# 搜索引擎營銷 / Search Engine Marketing

優點:

- 廣告有效配對目標顧客/ focus to target customer
- 澳洲9成網民使用Google /  
over 90% Internet users using Google in Aus.
- 可針對個別地區客戶 / specify area
- 方便調整策略 / easy to change strategy
- 廣告關鍵字報告分析 / keywords analysis
- 提高知名度 / increase brand awareness

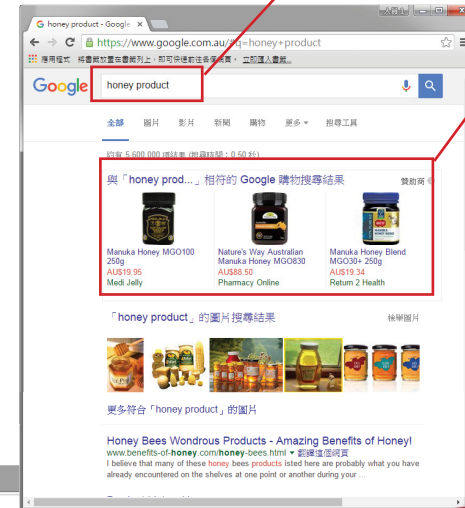
關鍵字 / Keywords  
English Course

出現廣告 /  
Text Advertisement



關鍵字 / Keywords  
Honey product

出現廣告 /  
advertisement



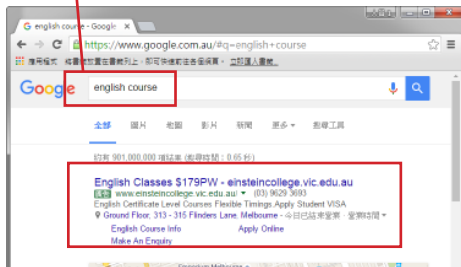
# SALES



Details  
Binary Web Idea  
Website: www.binarywebidea.com  
Mobile: 041 022 2468

# 搜索引擎營銷 / Search Engine Marketing

## 關鍵字 / Keywords English Course



from AUD\$16.8 (per day)

## Search Network Advertising / 搜尋引擎廣告

- estimate adv. display 1000 (per month) / 預計廣告出現次數1000 (每月)
- estimate new visitor to your website 200 (per month) / 預計網頁瀏覽增加200 (每月)



Sample banner

from AUD\$16.8 (per day)

## Banner Advertising / 橫幅廣告

- total new visitor to your website 2500 to 3800 user / 網頁瀏覽增加2500至3800次
- better advertising position / 最佳的廣告位置

15 x banner design fee AUD\$300

Banner size (Google standard)  
 120x600 px, 160x600 px, 200x200 px,  
 240x400 px, 250x250 px, 300x250 px,  
 300x600 px, 300x1050 px, 320x50 px,  
 320x100 px, 336x280 px, 468x60 px,  
 728x90 px, 970x90 px, 970x250 px



婚禮佈置【梁品製作】- 用心, 專業, 設計新穎  
 Ad [www.leung-creations.com](http://www.leung-creations.com)  
 提供盡善盡美的服務, 創新的設計意念, 專業設計師工為你打造出完美婚禮佈置!

## Sample Text Ads

### Length limits

	Max length (most languages)	Max length (double-width* languages)
Headline:	25 characters	12 characters
Display URL:	35 characters	17 characters
Description line 1:	35 characters	17 characters
Description line 2**:	35 characters	17 characters

\*Double-width languages include languages (like Chinese, Japanese, and Korean) with double-width characters.  
 \*\*The text in description line 2 may appear differently on mobile.



Sample banner

### 備註 / Remarks :

\* new visitor and adv. display is estimate only, there are a lot of factor will affect the result / 瀏覽量只是預測, 最終的數字取決於多項因素



Details  
 Binary Web Idea  
 Website: [www.binarywebidea.com](http://www.binarywebidea.com)  
 Mobile: 041 022 2468