

Google Suchmaschinenmarketing
 und Bedeutung von Domains
 in einer veränderten Wirtschafts- und
 Informationswelt

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Googles Mission



Die Informationen dieser Welt organisieren und sie allgemein zugänglich und nutzbar machen.



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Google ... Beyond Search



Google's growing product suite

Google's Mission:
„Organise the world's information
and make it
universally
accessible and
useful“



Search



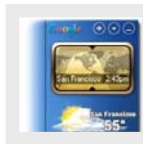
YouTube



Maps



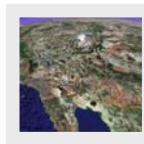
Mobile



Desktop Sidebar



Toolbar



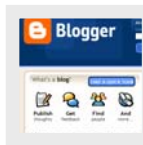
Earth



Gmail & Talk



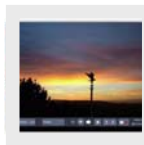
Calendar



Blogger



Groups



Picasa



iGoogle



More Coming...

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Von beinahe 0 Usern zu 1 Mrd. in nur 10 Jahren



Das Internet hat sich etabliert.

Internetnutzung in Österreich



Source: AIM Q2, 2007

Die Treiber der Veränderung



Speicher



Zugang



Produktionsmittel







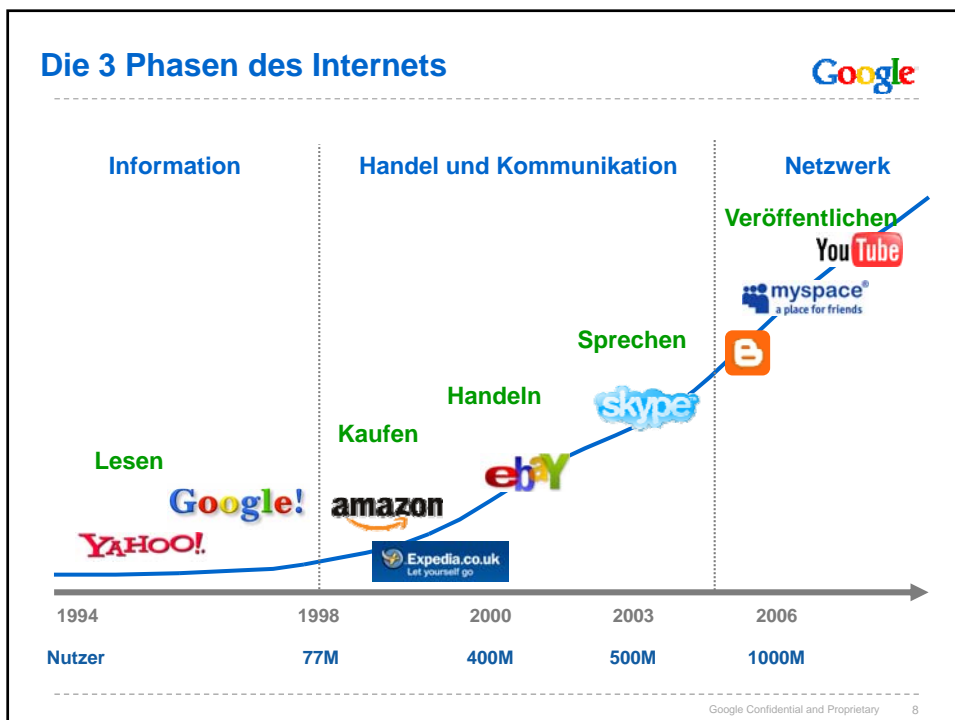
Broadcast Yourself™



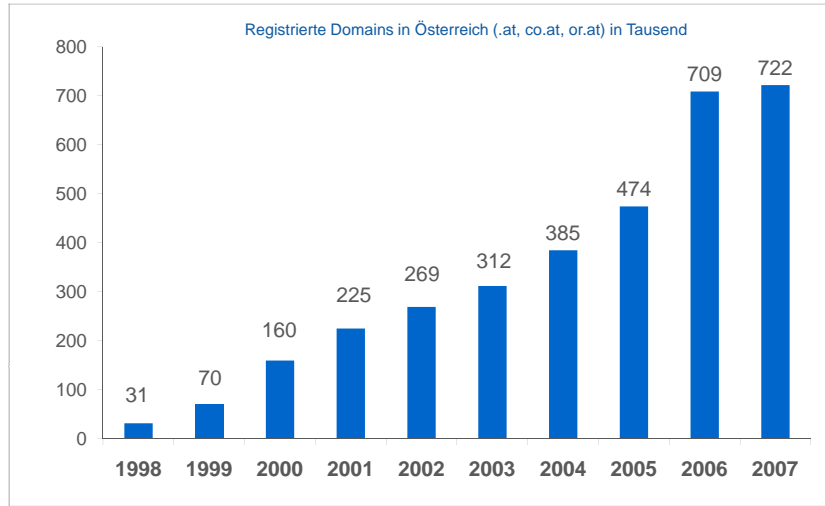
a place for friends..




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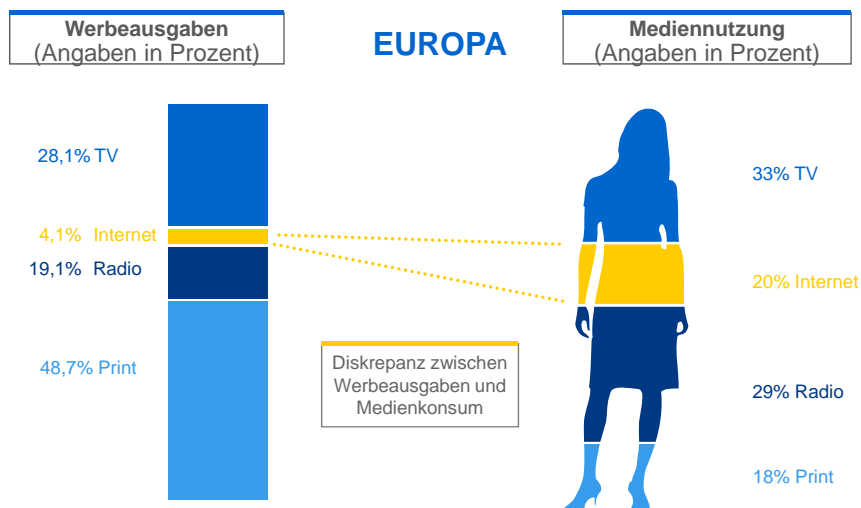
Domain Registrierungen



Source: nic.at

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Werbeausgaben vs. Medienkonsum



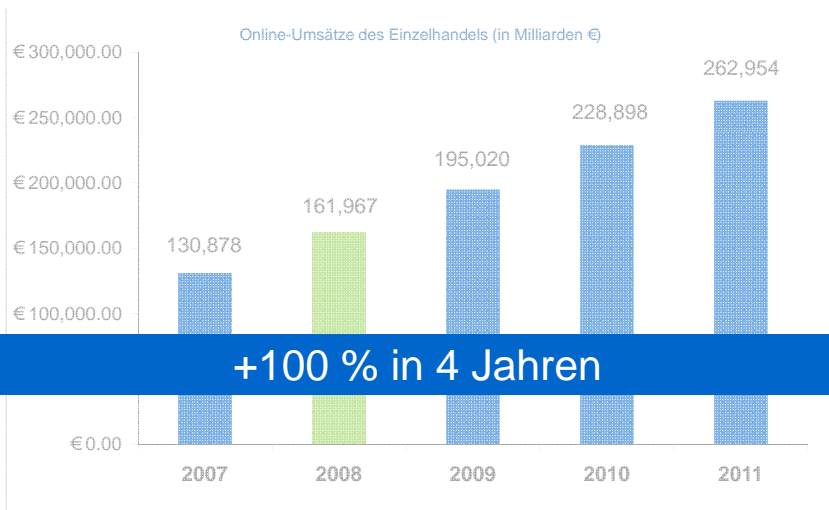
Source: Media Focus Research, AIM-Consumer, INTEGRAL Markt- und Meinungsforschung

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E-Commerce Trends

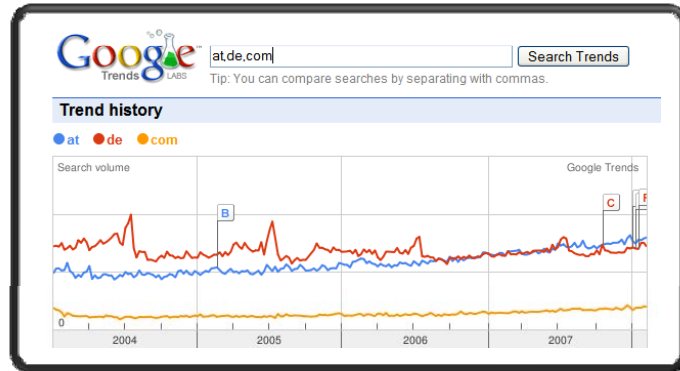
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E-Commerce Entwicklung in Europa



Quelle: Forrester Research
Europe's eCommerce Forecast: 2007 to 2011

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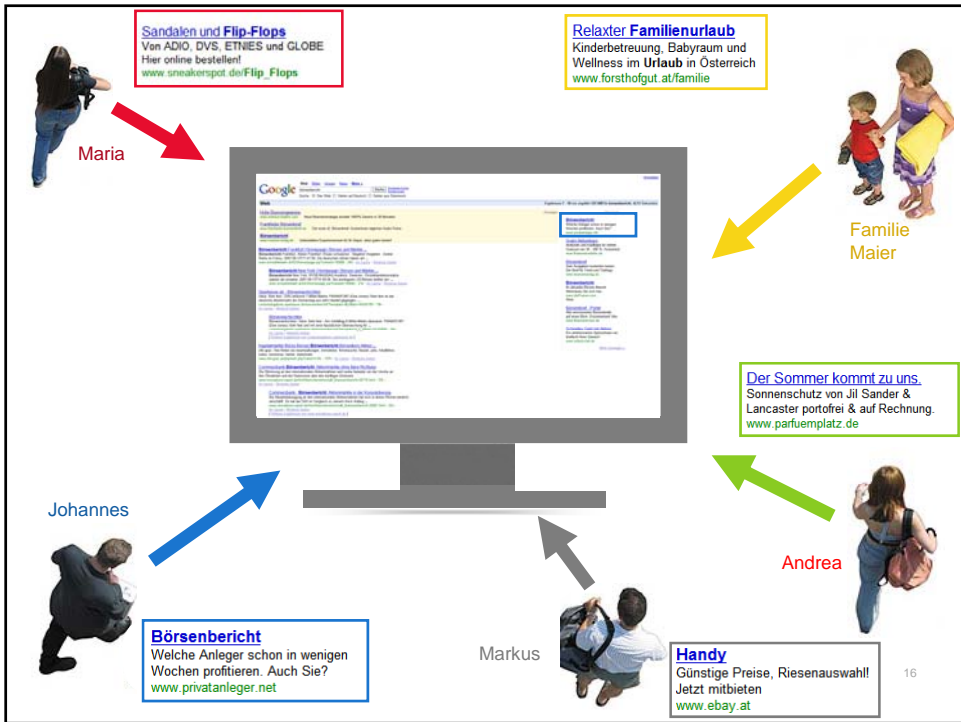
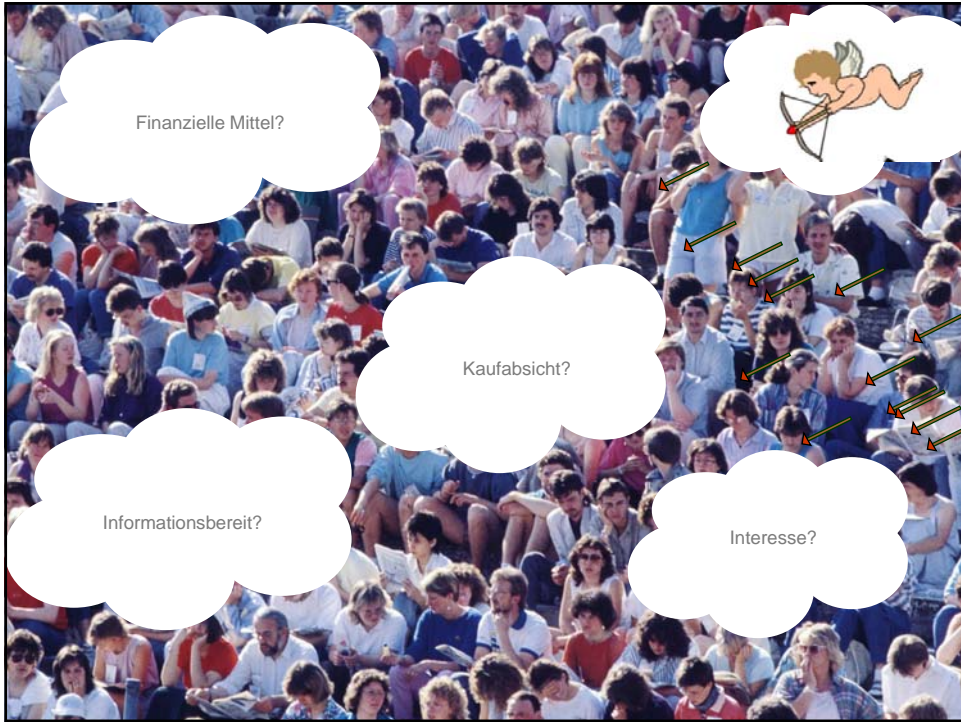


Quelle: google.at/trends

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Vom Push zum Pull Marketing

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Das Google Netzwerk – Wo erscheint die Anzeige?



Das Google Netzwerk erreicht **fast 2/3** der Internet-Nutzer in Österreich

Google Produkte	
Search Partner	
Content Partner	

Quelle: comScore media metrix (Jul 2007), ohne Search Partner

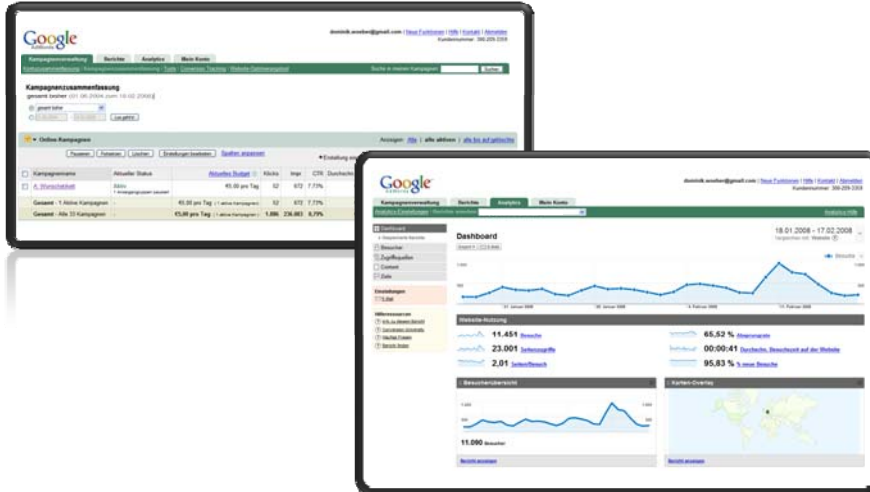
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VideoAds bei einer von Millionen Contentseiten

The screenshot shows a blog post titled 'Antonia Stuart-James' blog' with the subtitle 'JUST STUFF I WANT TO SHARE IN STORIES, NEWS ITEMS, IDEAS, PHOTOS, OPINIONS'. The main content includes a video player with a red play button, a text block about a family holiday in Austria, and a photo of a woman. The video player is overlaid on a video thumbnail from 'www.austria.info'.

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Messbarkeit und Transparenz



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Fragen und Antworten..



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