

# How to promote your brand with SEO and SEA

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# SUMMARY

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SEO and SEA in Odoo

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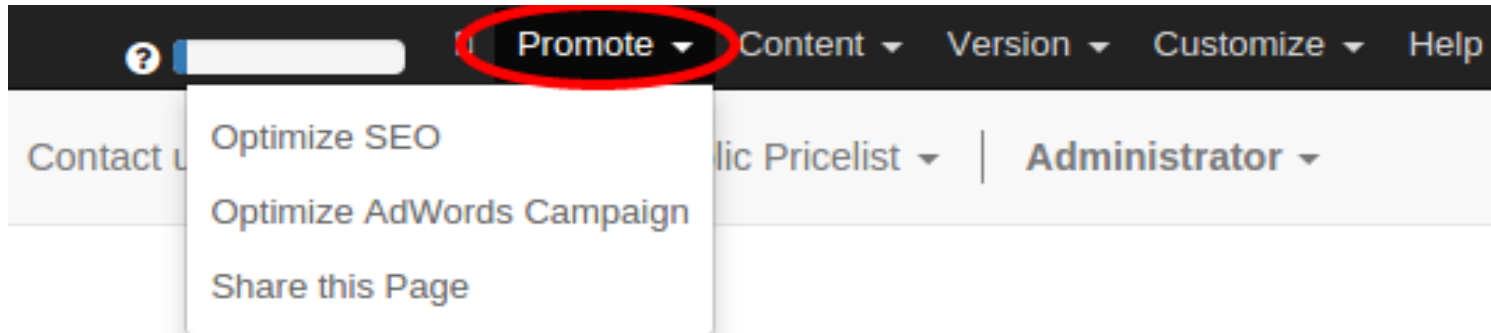
Optimize SEA

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Conclusion

# SEO and SEA in Odoo

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- Optimize SEO : increase your referencement on **organic** searches
- Optimize AdWords Campaign : increase your **commercial** referencement
- Share this Page : **track** your links

# Optimize SEO

**Promote This Page**  
Get this page efficiently referenced in Google to attract more visitors.

**1. Define Keywords** describing your page content

Add keyword:  Add

Most searched topics related to your keywords, ordered by importance:

open source, demo, vs openbravo, download, 7.0, wiki, module, documentation, default login, synology, software, video editing, shakespeare, crm, center, project management, pdf editor, projects, photoshop, music, odoo, review, erp, (demo), documentation, glassdoor, github, crm, apps, 8, 8, 8, online, calculator, timer, games, stopwatch, dictionary, graphing calculator, alarm clock, photo editor, piano, bible, business, cards, insider, casual, letter format, plan, card size, analyst, plan template, intelligence, administration, apps, like tinder, gone free, backpack, store, for android, for apple watch, to make money, that pay you, like aboutyou, like snapchat, saas, definition, companies, examples, platform, metrics, business model, stock, fee, vs cloud, paas iaaS, cloud, atlas, computing, storage, print, types, seeding, rate, foundry, bread

**2. Reference Your Page** using above suggested keywords

Title:

Description:

**3. Preview** how your page will be listed on Google

Open Source ERP and CRM | Odoo  
<https://www.odoo.com/>  
Free ERP and CRM. Download Odoo or use it in the cloud. Grow Your Business.

- Metadata on your website pages
- Keywords, page title, description, etc.
- Used by search engines
- Improve your referencement for free

# Optimize SEA with AdSpike

USED BY 500+ USERS WORLDWIDE

# First steps with AdSpike

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Log in with your  
AdWords (Google)  
account

# First steps with AdSpike

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Set up your  
account to fill  
your needs

# First steps with AdSpike

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Benchmark your account



# First steps with AdSpike

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Launch your proposed optimizations

# Day to day AdSpike management

## Running optimizations

<b>Bids Optimization</b> <span>Completed</span> Gain: +4.87% Trial version campaigns <a>Report</a> <a>Archive</a>	<b>Bids Optimization</b> <span>Completed</span> Gain: +22.24% Branded campaigns <a>Report</a> <a>Archive</a>	
<b>Budget Optimization</b> <span>Completed</span> Gain: -0.89% Non-branded campaigns <a>Report</a> <a>Archive</a>	<b>Bids Optimization</b> <span>Completed</span> Gain: +17.8% Non-branded campaigns <a>Report</a> <a>Archive</a>	<b>Bids Optimization</b> <span>Completed</span> Gain: +2.22% Non-branded campaigns <a>Report</a> <a>Archive</a>

## Suggested optimizations

<b>Bids Optimization</b> <span>Ready for launch!</span> Estimated gain: +25% 21 day(s) required <a>More Info &gt;</a>	<b>Reach Long Tail with New Keywords</b> <span>Ready for launch!</span> Estimated gain: +22% 21 day(s) required <a>More Info &gt;</a>
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# Live demo of AdSpike

# Features

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## AdWords Performance Grader

Benchmark your AdWords performance and see where you can improve



## Optimization Strategies

Review optimization strategies and launch algorithms to optimize PPC



## One-Click Undo

Track every changes and easily undo strategies in just a click



## Quality Tests

Track 404 URLs, find duplicate keywords, set ads extensions, etc.



## Automate Best Practices

Adapt bidding to quality score, avoid limited by budget campaigns, etc.



## Budget Control

Set global budgets for your campaign and adapt Max.CPC accordingly

# Thank You

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