Technical Facts of Bangla News

Prepared for Honorable Participants in Online Auction of <u>www.Bangla.News</u>

> Prepared by www.Bangla.News

Verified Data Source: www.Google.com/adwords/

Date: February 21, 2016

Objective of this report

To provide authenticated number-oriented information to facilitate learned decision during Bidding online for <u>www.bangla.news</u>

Technical Value of Bangla News Keyword Value

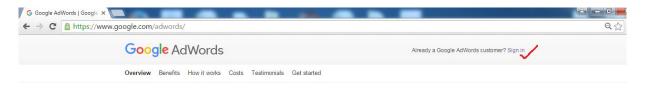
We are going to show you the international method, which is widely used, to evaluate domain names internationally. Domain names basically based on two most important fact

- i) Keyword Value,
- ii) Brandablility.

We are going to show you how you can valuate keyword "Bangla News"

Here goes the steps with screenshots as follows:

Step 1: Please go to <u>www.Google.com/adwords/</u> And Click on Sign-in and Login with your free Google Account



Step 2: Click on Tools and click Keyword Planner

Google AdWords	Home Campaigns Opportunit	ies Reports	Tools				Cust	omer ID: 606-135-1025 - 🗘
Search Q «	All campaigns		Change History Conversions					
II campaigns	Campaigns Ad groups P	roduct groups	Attribution	ords	Video targeting	Dimensions	Display Network	
IntriguelT	All but removed campaigns 👻	Segment -	Google Analytics Google Merchant Center	<u>+</u>	Find campaign	S	Q View Cha	inge History
	Clicks - VS None -	Daily 🕶	Keyword Planner					
	1		Display Planner Ad Preview and Diagnosis					

Step 3: Click on "Get Search Volume Data and Trends" and write keyword Bangla News. Then, Click on Get Search Volume. Search Volume will give real data from Google Database about search volume for the given keyword Bangla News

Option 1: Enter keywords		
	·	
Bangla News		
Option 2: Upload file		
Choose file		
CSV, TSV or text files accepted	Learn more	
Targeting ?		Date range 👔
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All locations	1	
All locations	-	Show avg. monthly searches for: last 12 months
All locations Google		Show avg. monthly searches for: last 12 months

Step 4: Bingo! Here goes the REAL data from Google month-wise (for last one year) tells us how much searches are taken place on Google for keyword Bangla News.

Search volume	e trends ≑							
Average mont	thly searches							
600K								
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Above data can be used to valuate the keyword "Bangla News" on Google:

- Avg. monthly searches for last one year is **368,000**.
- That means yearly searches takes place for Bangla News are $(368,000 \times 12) = 44,16,000$
- Per click cost as per Google.com is **\$0.22** Bangla News
- Highest real-time Google's asking price to advertise for Bangla News <u>per year</u> is: 44,16,000 x 0.22 = USD 9,71,520. Unbelievable, yet its proven by Google.com

This is how exactly a keyword is valued internationally.

Why www.Bangla.News is the right Choice?

- i) Keyword Value Data verified by Google.com
- ii) Highly Brandable
- iii) Highly Memorable
- iv) Highly Searched Keyword for News in Bangladesh
- v) .News Domain is specifically for News or Media Industry

Final Words:

The objective of this Technical Report is not to influence is Bid's decision. The report intends to give you the idea about the underlying value for advertising on Google.com for Bangla News keyword.