

# Technical Facts of **Bangla News**

*Prepared for*  
Honorable Participants in Online Auction of [www.Bangla.News](http://www.Bangla.News)

*Prepared by*  
[www.Bangla.News](http://www.Bangla.News)

*Verified Data Source:*  
[www.Google.com/adwords/](http://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 [www.bangla.news](http://www.bangla.news)

## **Technical Value of Bangla News Keyword Value**

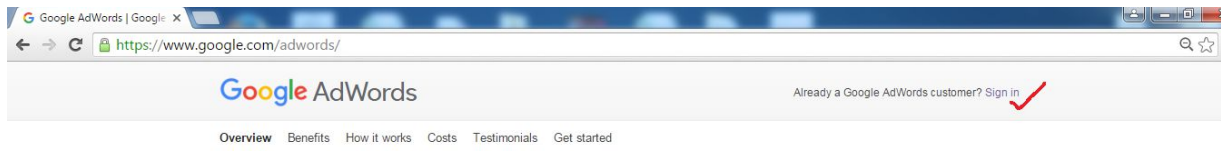
We are going to show you the international method, which is widely used, to evaluate domain names internationally. Domain names basically based on two most important fact

- i) Keyword Value,
- ii) Brandability.

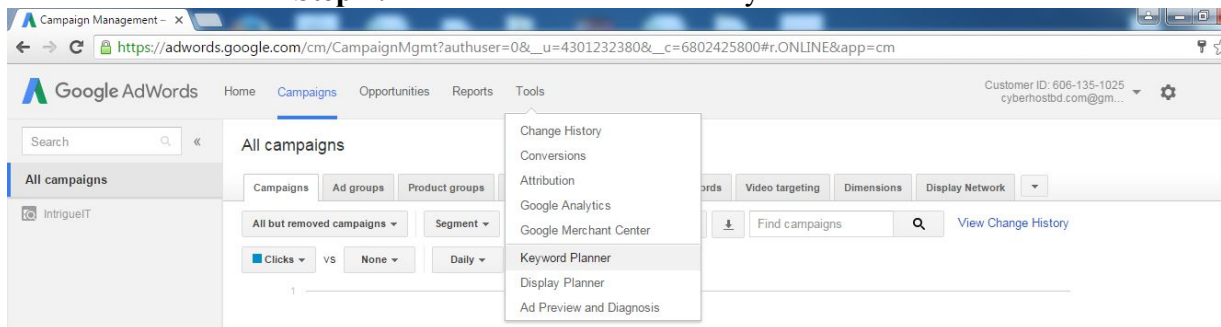
We are going to show you how you can valuate keyword “Bangla News”

Here goes the steps with screenshots as follows:

**Step 1:** Please go to [www.Google.com/adwords/](http://www.Google.com/adwords/)  
And Click on Sign-in and Login with your free Google Account



**Step 2:** Click on Tools and click Keyword Planner



**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

Search for new keywords using a phrase, website or category

**Get search volume data and trends**

Option 1: Enter keywords

Bangla News

Option 2: Upload file

[Choose file...](#)

CSV, TSV or text files accepted [Learn more](#)

Targeting [?](#)      Date range [?](#)

All locations [✎](#)

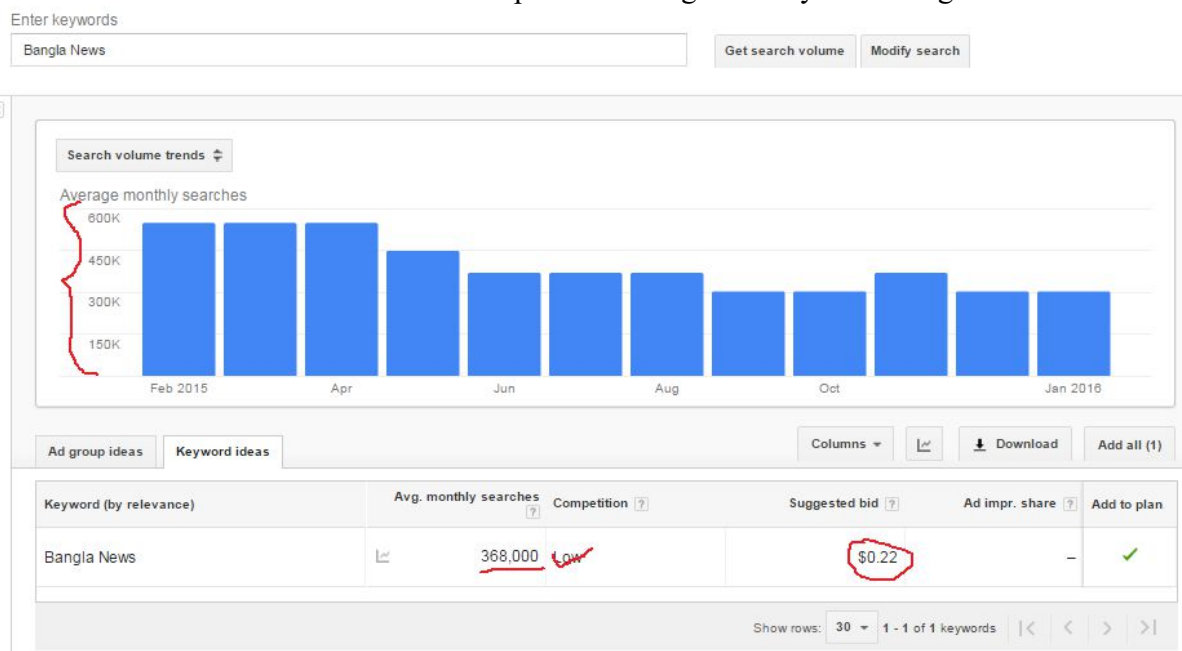
Google [✎](#)

Negative keywords [✎](#)

Show avg. monthly searches for: last 12 months [✎](#)

[Get search volume](#)

**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.



Above data can be used to value 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 per year is:  
 **$44,16,000 \times 0.22 = \text{USD } 9,71,520$**  . 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.