ISCAP

Thank You

Jorge Pacheco
Digital Marketing Strategist
& Marketing Professor

jpacheco@iscap.ipp.pt

jorgedanielpacheco

Allianz

SYMINGTON
Family Estates

P.PORTO

SURREAL.

& WHAT DID YOU DO TODAY WHEN YOU WAKE UP?

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

we are social

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.615	4.087	3.297	5.061	3.087
BILLION	BILLION	BILLION	BILLION	BILLION
URBANISATION:	PENETRATION:	PENETRATION:	PENETRATION:	PENETRATION:
55%	54%	43%	66%	41%

Sources: Population: UN US Census Bureau; Internet: ITU, InternetWorldStats, CIA, national government ministries and industry associations;
• Social & Mobile Social: Facebook, Tencent, Vkontakte, LiveInternet.ru, Nikkei, VentureBeat, Niki Aghaei; Mobile: GSMAIntelligence.

PORTUGAL

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION	MOBILE SUBSCRIPTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE SOCIAL MEDIA USERS
10.27	15.76	8.02	6.70	6.00
MILLION	MILLION	MILLION	MILLION	MILLION
URBANISATION:	vs. POPULATION:	PENETRATION:	PENETRATION:	PENETRATION:
66%	153%	78%	65%	58%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]

MOBILE PHONE (ANY TYPE)

94%

SMART PHONE

67%

LAPTOP OR DESKTOP COMPUTER

63%

TABLET DEVICE

32%

TELEVISION (ANY KIND)

96%

DEVICE FOR STREAMING INTERNET CONTENT TO TV

7%

E-READER DEVICE

1%

WEARABLE TECH DEVICE

4%

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). ***NOTE:** PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE DETAILS OF HOW GOOGLE DEFINES 'ADULT POPULATION'. **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE

6H 31M

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE

2H 10M

AVERAGE DAILY TV VIEWING TIME (BROADCAST, STREAMING AND VIDEO ON DEMAND)

2H 34M

AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC

0H 41M

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMAINTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

we are social

TIME PER DAY SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]

SOURCE: GLOBALWEBINDEX Q2 & Q3 2011 | FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16–64

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INTERNET USE

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER OF ACTIVE INTERNET USERS

8.02

MILLION

we are social

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

78%

global web index

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

7.13

MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

69%

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. MOBILE SHARE DATA: GLOBALWEBINDEX (Q2 & Q3 2018); AND EXTRAPOLATIONS OF DATA PUBLISHED BY THE WORLD'S LARGEST SOCIAL MEDIA PLATFORMS VIA EARNINGS RELEASES AND SELF-SERVE ADVERTISING TOOLS. GLOBALWEBINDEX FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

EVERY DAY	AT LEAST ONCE PER WEEK	AT LEAST ONCE PER MONTH	LESS THAN ONCE PER MONTH
85%	10%	4%	1%

SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS

#	WEBSITE	TIME / DAY	PAGES/ VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	FACEBOOK.COM	09M 43S	4.03
04	GOOGLE.PT	05M 17S	7.12
05	SAPO.PT	06M 28S	3.15
06	WIKIPEDIA.ORG	04M 15S	3.15
07	LIVE.COM	03M 53S	3.76
08	OLX.PT	08M 27S	7.48
09	REDDIT.COM	11M 40S	7.54
10	INSTAGRAM.COM	05M 47S	3.86

#	WEBSITE	TIME / DAY	PAGES/ VISIT
11	ABOLA.PT	12M 02S	4.78
12	TWITTER.COM	06M 23S	3.21
13	RECORD.PT	10M 30S	3.26
14	BLOGSPOT.COM	03M 07S	2.43
15	ALIEXPRESS.COM	12M 55S	10.48
16	TWITCH.TV	05M 36S	2.78
17	IMDB.COM	03M 30S	3.97
18	CGD.PT	06M 30S	6.22
19	PORTALDASFINANCAS.GOV.PT	08M 05S	7.71
20	PORNHUB.COM	08M 43S	3.35

E-COMMERCE USE

E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

FASHION & BEAUTY

$777.0 MILLION

ELECTRONICS & PHYSICAL MEDIA

$592.0 MILLION

FOOD & PERSONAL CARE

$240.0 MILLION

FURNITURE & APPLIANCES

$452.0 MILLION

TOYS, DIY & HOBBIES

$897.0 MILLION

TRAVEL (INCLUDING ACCOMMODATION)

$2.226 BILLION

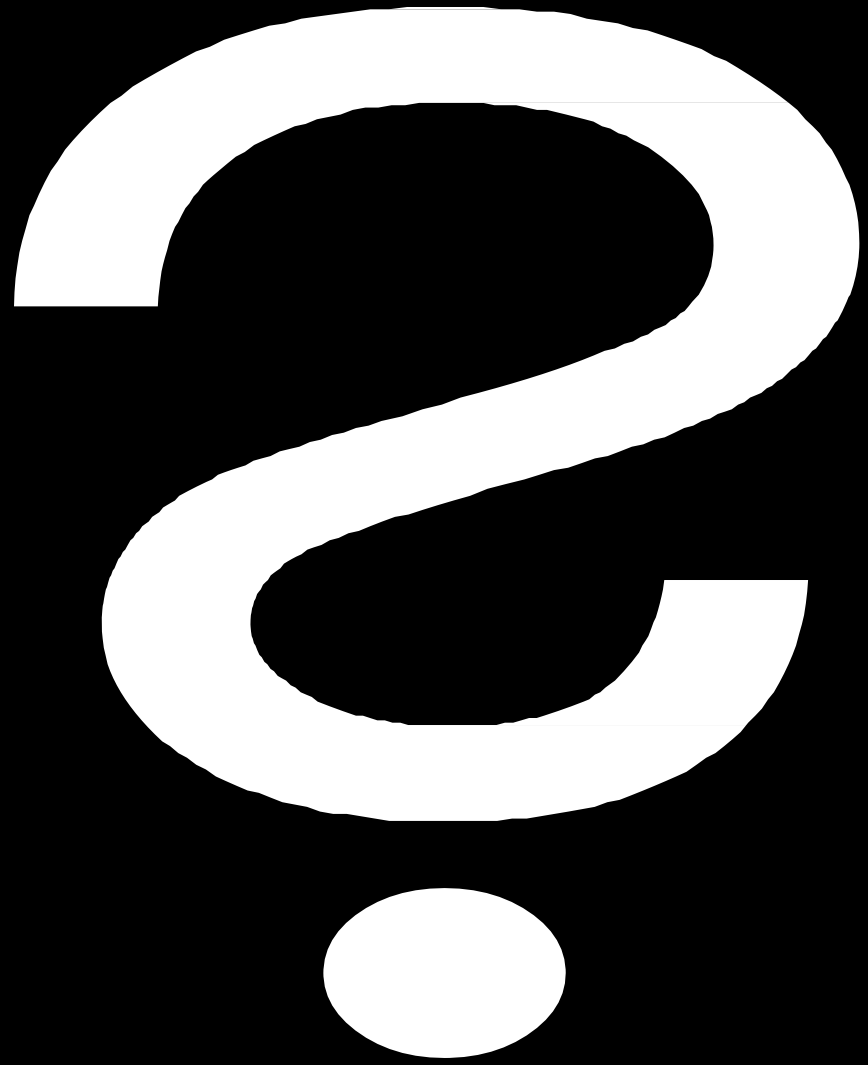
DIGITAL MUSIC

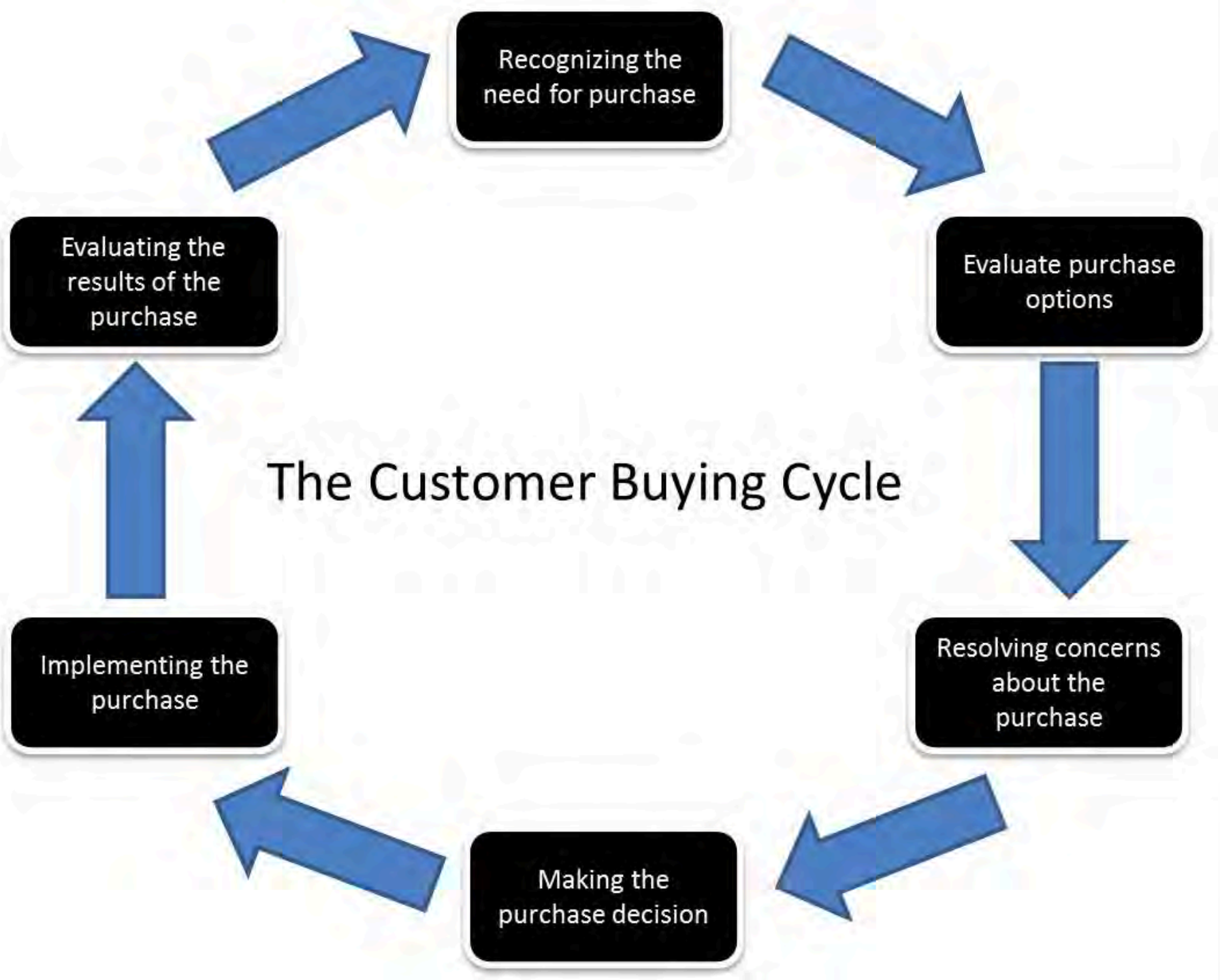
$20.00 MILLION

VIDEO GAMES

$61.00 MILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL AND DIGITAL MEDIA INDUSTRIES (ACCESSED JANUARY 2019). **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.




Recognizing the need for purchase
Evaluate purchase options
Resolving concerns about the purchase
Making the purchase decision
Implementing the purchase
Evaluating the results of the purchase
The Customer Buying Cycle

THE "CLASSIC" RULES OF MARKETING

Marketing = advertising or sales

Advertising had to appeal to the masses

Advertising had to "interrupt" people to get attention and deliver the message

One way: company → consumer

Advertising = sell products / services

Make People Want Things

So cial

Lo cal

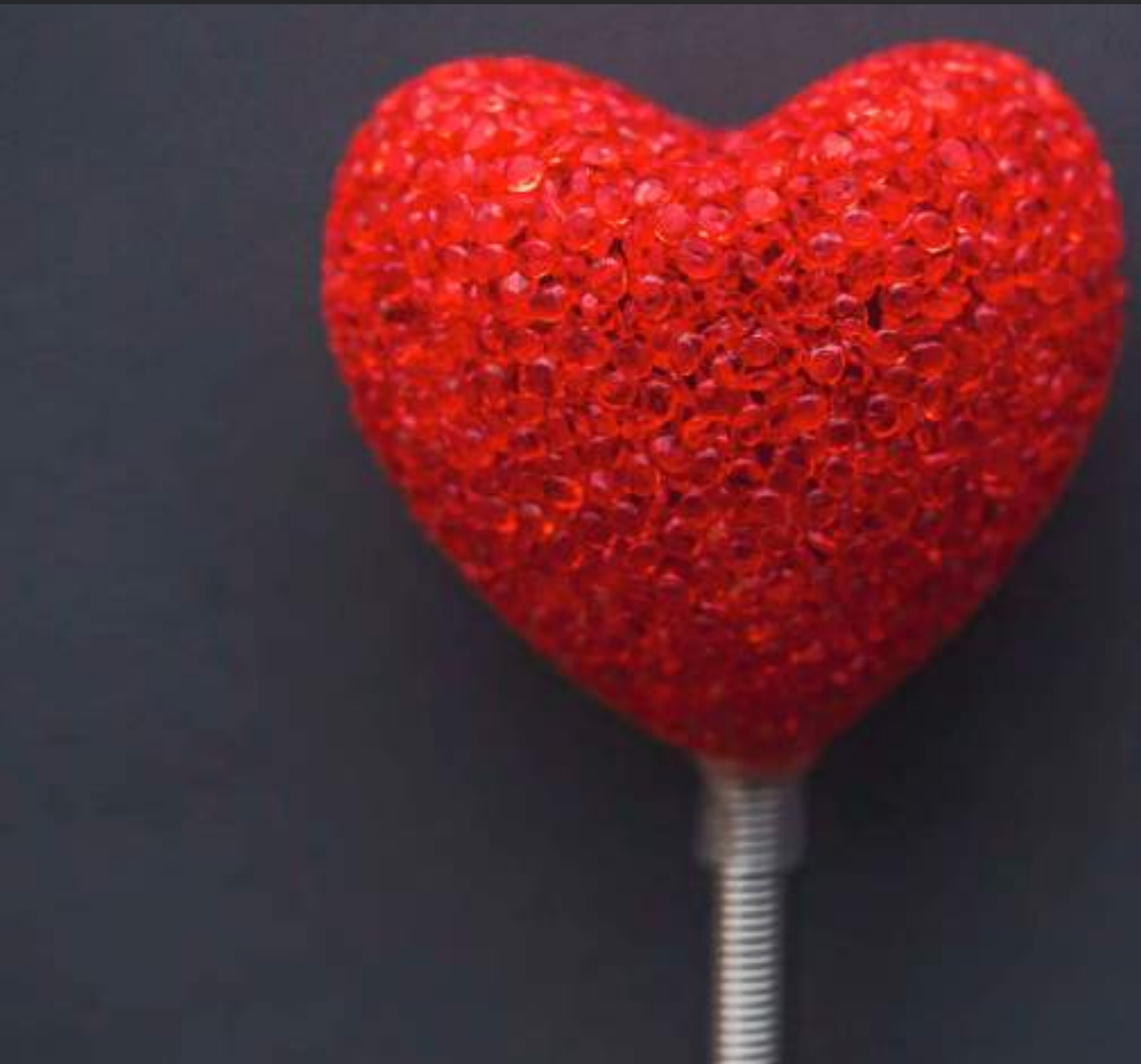
Mo bile

IT CHANGED FROM A MONOLOGUE

TO A
DIALOGUE

TO ME, YOU ARE
PERFEC

The New Rules of Marketing



Marketing is +++ more than Advertising & Sales.

People want to participate.

Two ways:
Company Consumer.

Published content dictates your image.

People want authenticity (not spin).

Make Things People Want

THE
LEVI'S®
TAILOR SHOP

THE
LEVI'S®
TAILOR SHOP

HYATT
PRESENTED BY :- VIKAS GUPTA
ROLL NO. :- 9209
PROGRAMME :- MHMCT IIIrd SEM.

Marriott

airbnb

2x

ACCOR HOTELS
Feel Welcome
RAFFLES
BANYAN TREE
LEGEND
Fairmont
SOFITEL
pullman
swissôtel
ANGSANA
Art Series
GRAND MERCURE
NOVOTEL
Mercure
adagio
MAMA
ibis

3X

TOTAL

7X

AIRBUS

Google

$560B

Uber

$62B

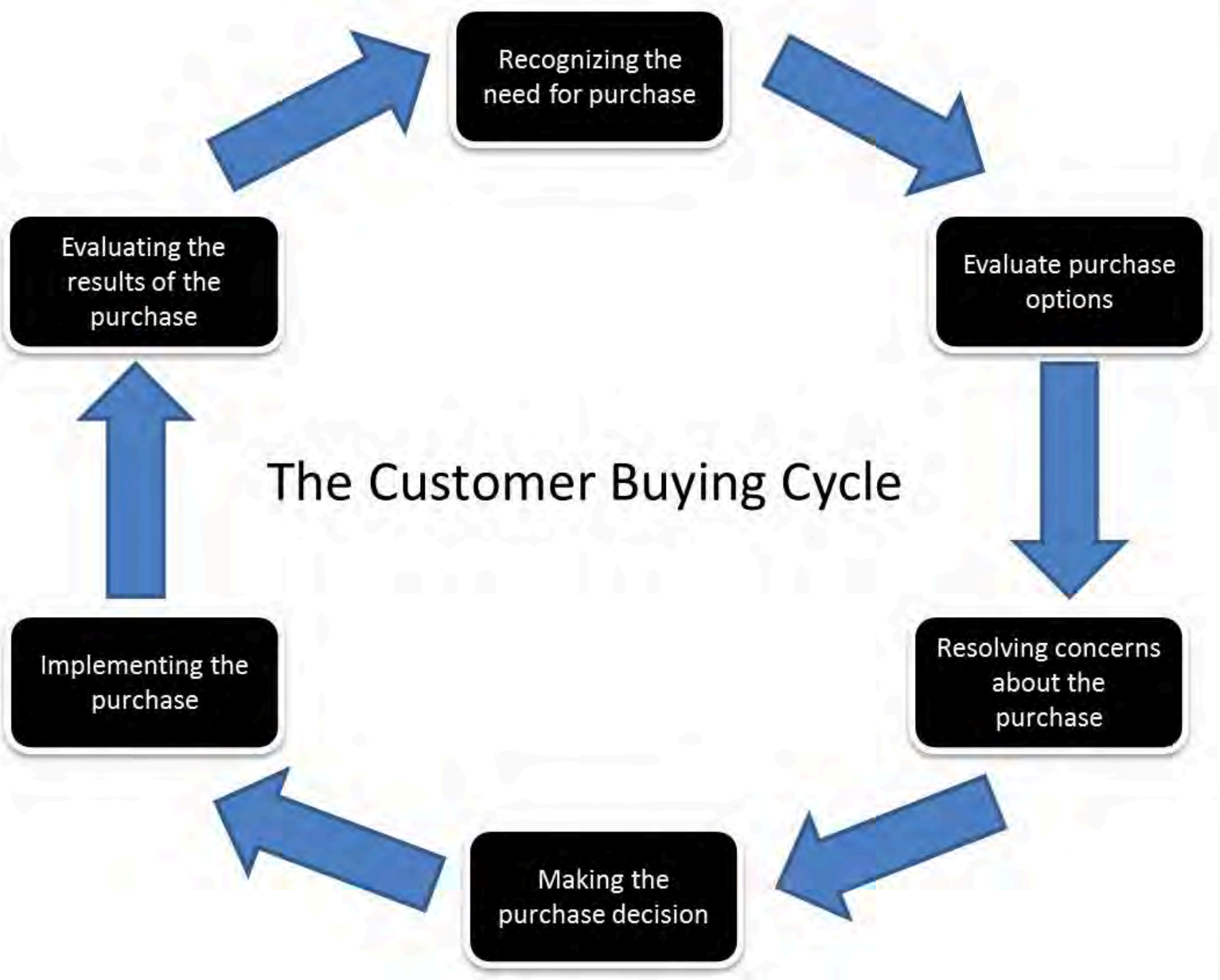
RENAULT

Microsoft

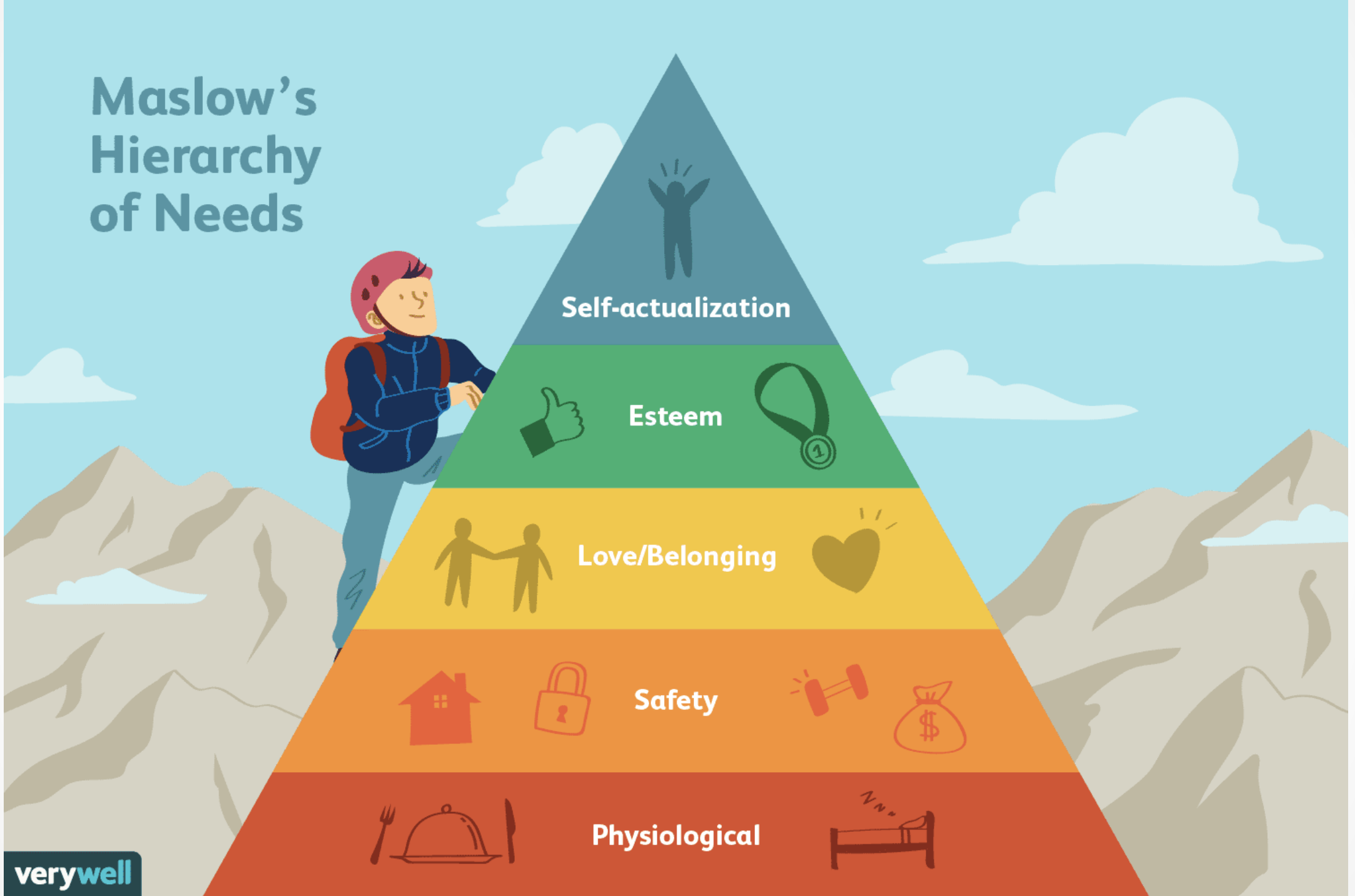
$26B

MICHELIN

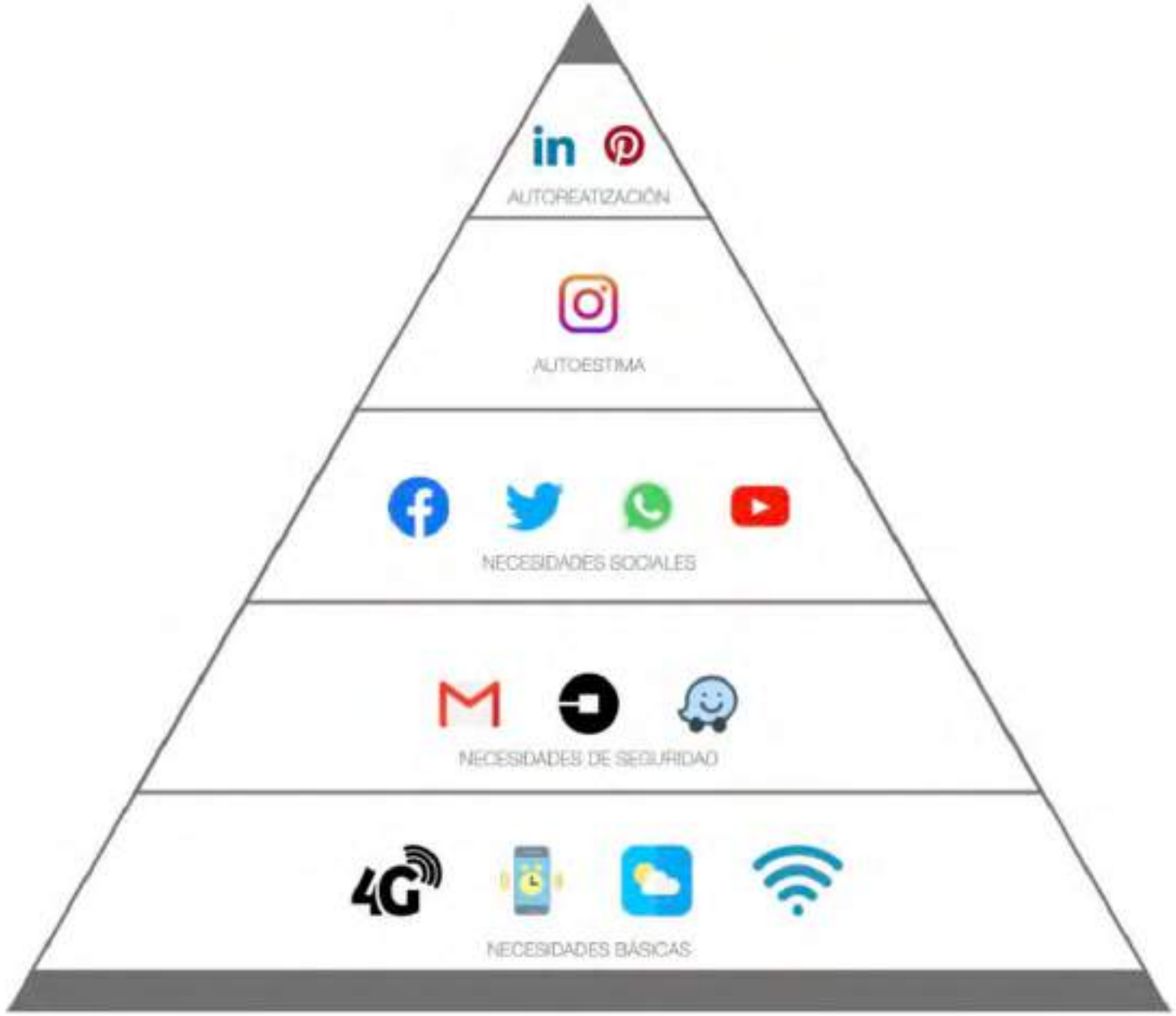
MARKET (ING)


Recognizing the need for purchase
Evaluate purchase options
Resolving concerns about the purchase
Making the purchase decision
Implementing the purchase
Evaluating the results of the purchase
The Customer Buying Cycle

EVALUATION
3
Commerce
PURCHASE
2
Pre-
Commerce
Engagement • Expert • Reviews • Word of Month
Self-expression Feedback
CONSIDERATION
Brand Strength • Introduction • Interruption • Discovery
INFLUENCE LOOP
4
Post-
Commerce
Sentiment • Post-Purchase Research • Validation
AWARENESS
EXPERIENCE
Experimentation • Reconsideration • Interruption
PASSIVE
Commitment • Sentiment • Advocate
LOYALIST
1
Formulation
ADVOCATE
LOYALTY
© Brian Solis of Altimeter
Illustrated by PROSAR Inbound Inc.


Maslow's Hierarchy of Needs
Self-actualization
Esteem
Love/Belonging
Safety
Physiological
verywell

MASLOW 2019


AUTOREALIZACIÓN
AUTOESTIMA
NECESIDADES SOCIALES
NECESIDADES DE SEGURIDAD
NECESIDADES BÁSICAS

RESEARCH
WEB
DATA
TECH
1000000 USERS
COMMERCE
ANALYTICS

Cup
1
3/4

HELP

UBER
EATS

uci

NETFLIX

232
240

ESPORTS
VIEWERS IN THE UNITED STATES
In the U.S., esports will have more viewers than every professional sports league but the NFL by 2021.
NFL
141M
Esports
84M
MLB
79M
NBA
63M
NHL
32M
MLS
16M
0
30M
60M
90M
120M
150M
VIEWERS
Source: https://www.slideshare.net/Activateinc/activate-tech-media-outlook-2018
Created by MBA@Syracuse, Syracuse University's online MBA program

WATCHING ESPORTS TOURNAMENTS

PERCENTAGE OF INTERNET USERS WHO SAY THEY'VE RECENTLY WATCHED AN ESPORTS TOURNAMENT

SOURCE: GLOBALWEBINDEX (Q1 2019). FIGURES REPRESENT THE AVERAGE OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64.

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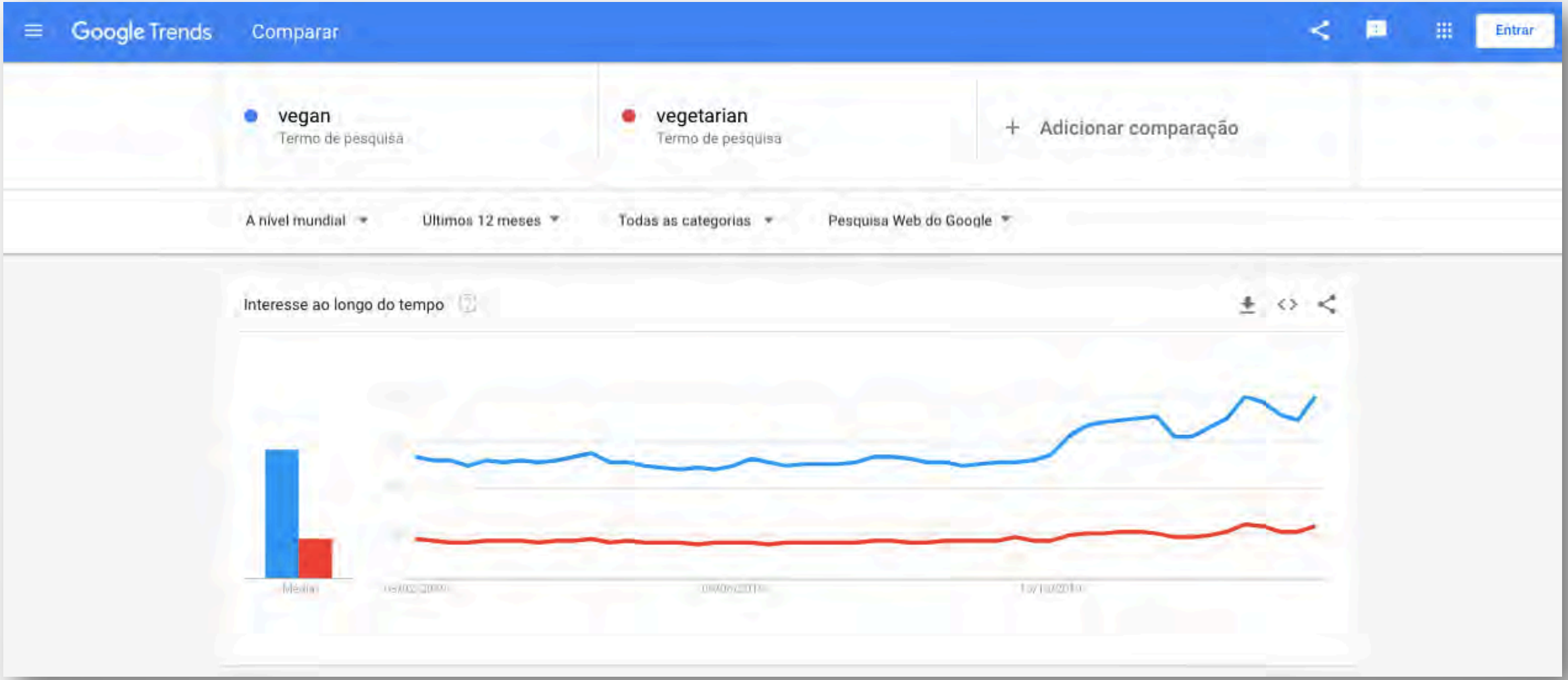
PRODUCER
CONSUMER
PROSUMER

What can I help you with?

START

CONTENT

CONTENT
IS
KING



https://trends.google.pt/trends/explore?q=vegan,vegetarian

Jorge Pacheco

Análise detalhada comparada por região

Região

vegan vegetarian

A intensidade da cor representa a percentagem das pesquisas. SAIBA MAIS

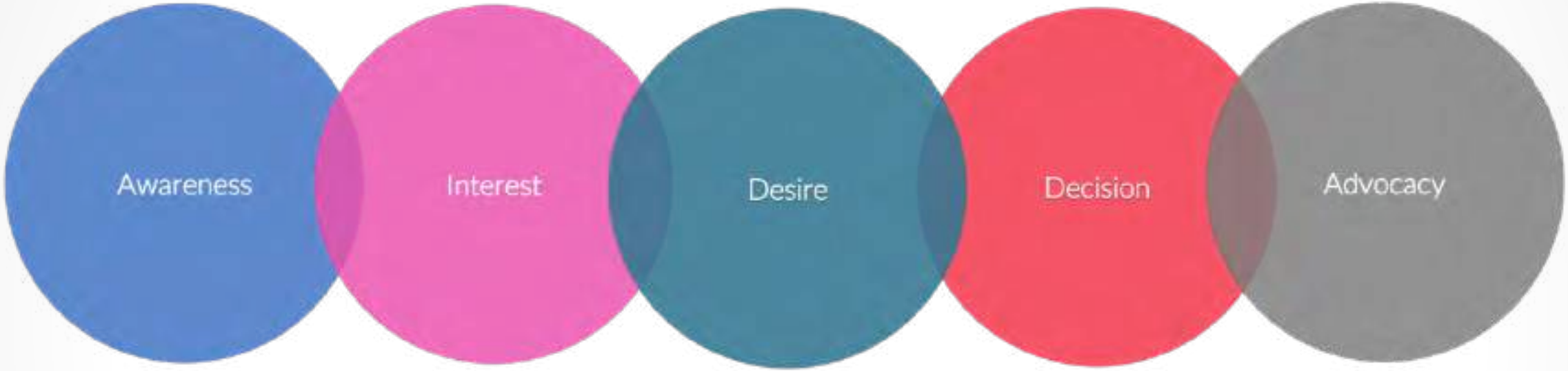
Ordenar Interesse em vegan

1	Alemanha	
2	Áustria	
3	França	
4	Turquia	
5	Suíça	

Incluir regiões com baixo volume de pesquisa

A mostrar 1 – 5 de 41 regiões

Type of Content Mapped to Customer Journey



Inspirational Content:

Tell a great story that instantly elevates brand image and fosters strong brand affinity among their fans.

Examples: Case studies, brand videos testimonials company stories

Educational Content:

Answer the most commonly asked questions, or features of the product that are unique.

Examples: Whitepapers, Product use cases, ebooks, Explainer videos, Community forums

Testimonial Content:

Generate and publish reviews and testimonials.

Promotional Content:

Weave announcement about news, events, product launches into nicely packaged posts that entire fans to take actions.

Examples: Company and product news, events

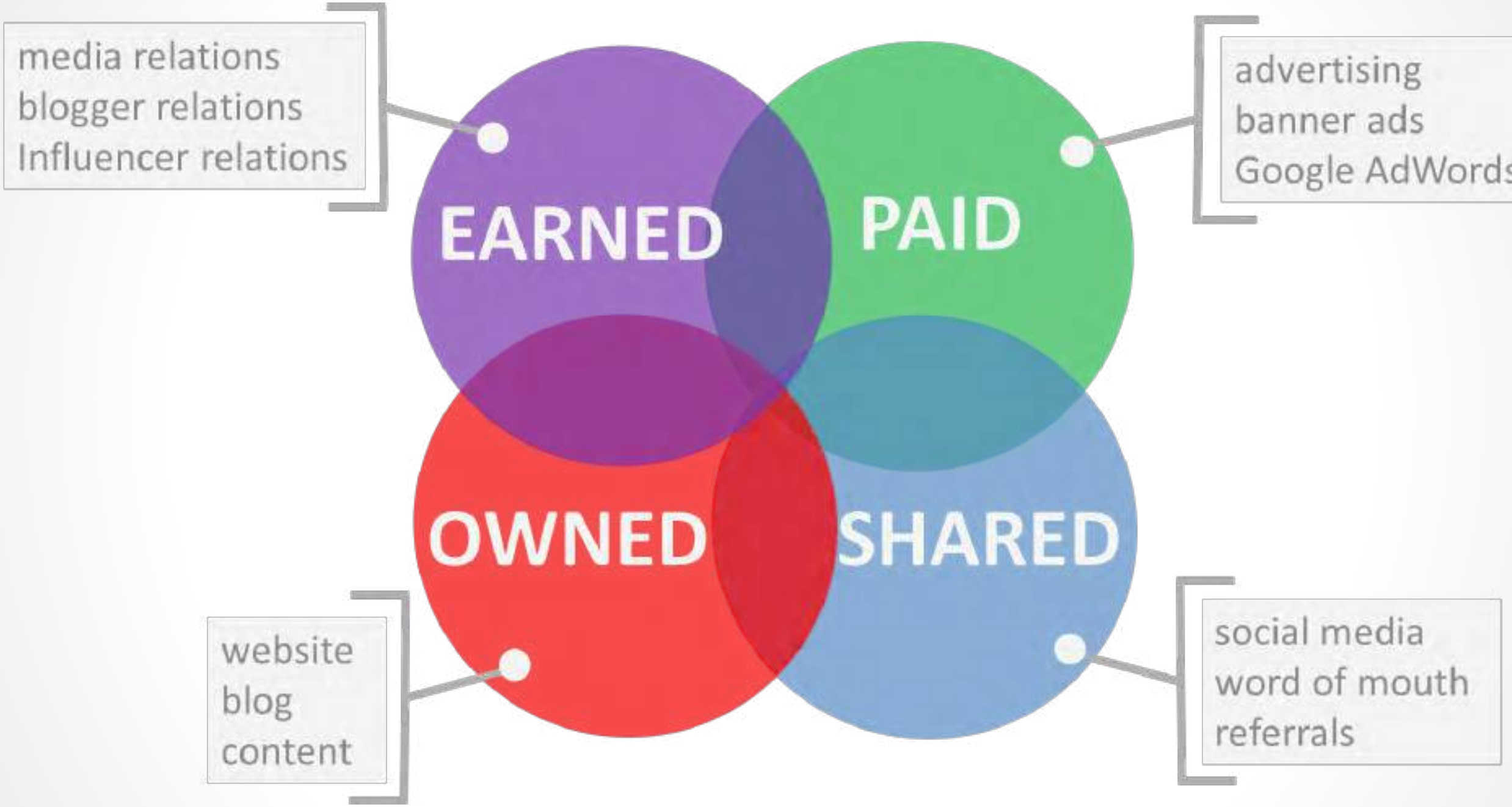
Delightful Content:

Turning the customer into advocate. When customers engage actively and spread the word they become great ambassadors.

Examples: Leverage surveys to improve your content and engage your advocates.

syb

sparkyourbrand.co


media relations
blogger relations
Influencer relations
EARNED
PAID
advertising
banner ads
Google AdWords
OWNED
SHARED
website
blog
content
social media
word of mouth
referrals

SUNDAE
BLOODY
SUNDAE
1 = 2
Na compra de 1 Sundae
oferta de outro

MyLimes Na gCopaleen
@bigmonsterlove

Portugal is cancelled.

♡ 4.881 17:15 - 30 de out de 2019

998 pessoas estão falando sobre isso

mcdonald's pede desculpa

Dificuldade da palavra-chave: 62.42% (para google.com branco de dados) — Exibir relatório completo para esta palavra-chave

Tudo | Imagens | Notícias | Vídeos | Mapas | Mais | Definições | Ferramentas

Cerca de 481 000 resultados (0,38 segundos)

Notícias principais

Halloween. McDonald's Portugal pede desculpa por cartaz sobre massacre do Doming...
Observador
há 2 dias

McDonald's pede desculpas por promoção 'Sundae Sangrento'
BBC
há 2 dias

McDonald's Portugal pede desculpa por campanha polémica de Halloween
Zap - aeiou
há 2 dias

→ Mais sobre mcdonald's pede desculpa

1. McDonald's Portugal pede desculpa por ... - Expresso
https://expresso.pt › economia › 2019-10-31-McDonalds-Portugal-pede-de...
há 3 dias - O slogan "Sundae Bloody Sundae" motivou um pedido de desculpas da cadeia de fast-food por remeter para a canção "Sunday Bloody ...

2. McDonald's pede desculpas por promoção 'Bloody Sundae ...
https://www.bbc.com › portuguese › internacional-50243190
há 3 dias - A rede de lanchonetes McDonald's pediu desculpas por uma campanha de marketing de Halloween realizada em Portugal que promovia uma ...

3. McDonald's pede desculpa e suspende campanha polémica ...
https://marketeer.sapo.pt › Revista › Notícias
McDonald's pede desculpa e suspende campanha polémica. em 15:10, 31 Out, 2019. "Sundae Bloody Sundae" é o mote da campanha que está a dar que falar ...

WEBSITE

HOTEL AFONSO V

Aveiro cidade da àgua " Veneza portuguesa"

Nós utilizamos cookies neste site para melhor a sua experiência

Eu, Concordo

Não, dê-me mais informações

MELHOR PREÇO DISPONÍVEL

RESERVE ONLINE

TARIFA REEMBOLSÁVEL

Pague apenas no momento de check-out...

CLIQUE PARA MAIS INFORMAÇÕES

https://pro.similarweb.com/#/website/audience-interests/iscap.ipp.pt/*/999/3m

Search

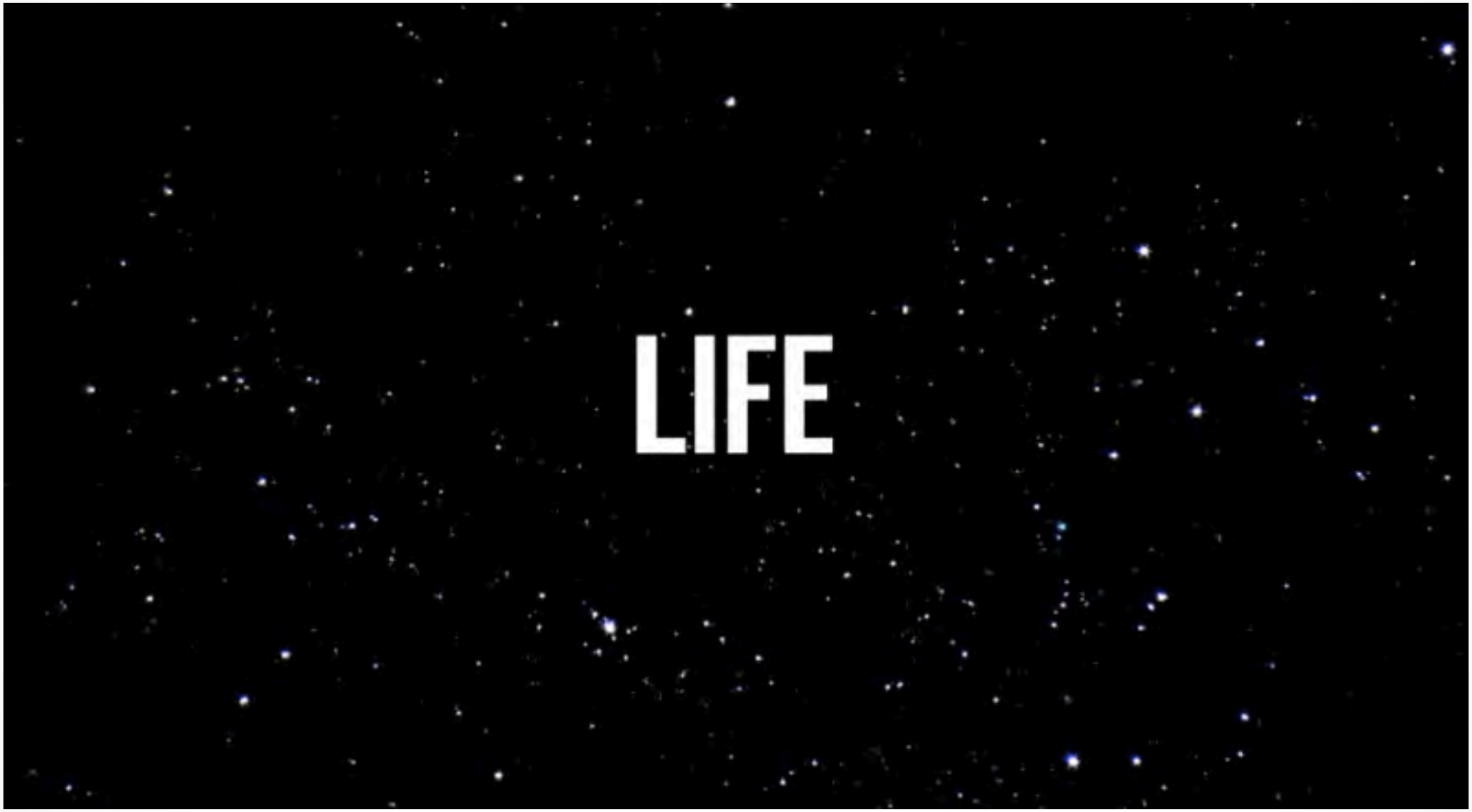
Social

Outgoing Traffic

https://pro.similarweb.com/#/website/audience-interests/iscap.ipp.pt/*/999/3m

THE INTERNET MARKETING TREE
VERSION 2.1
EMAIL MARKETING
LANDING PAGES
LIST BUILDING
DESIGN & DEPLOYMENT
PRESS RELEASES
PUBLIC RELATIONS
SOCIAL MEDIA
SHARED MEDIA
SOCIAL NETWORKS
ARTICLES
BOOKMARKING
BLOGGING
WHITE PAPERS
ADVERTISING
DIRECTORY LISTINGS
PAID LISTINGS
LEAD GENERATION
BLOGS
AD NETWORKS
AFFILIATES
FREE LISTINGS
RATINGS & REVIEWS
PPC
MASS MEDIA
PRINT
SEARCH ENGINE MARKETING
TRADITIONAL MARKETING
SEO
EVENTS
WEB SITE
MOTION
CMS
COLORS & PATTERNS
LAYOUT
DEVELOPMENT
FONTS
ECOMMERCE
RICH MEDIA
DESIGN
IMAGES & ILLUSTRATION
RESPONSIVE
PHOTOGRAPHY
CALL TO-ACTION
AUDIENCE
BENEFITS
CREDIBILITY
SITUATION
COMPETITION
CONTENT
ATTRACT
POSITION
CLARITY
CONVERT
RESEARCH
ENGAGE
INFORM
MESSAGE
RELEVANCE
STRATEGY
BRANDING

&
SEM


LIFE

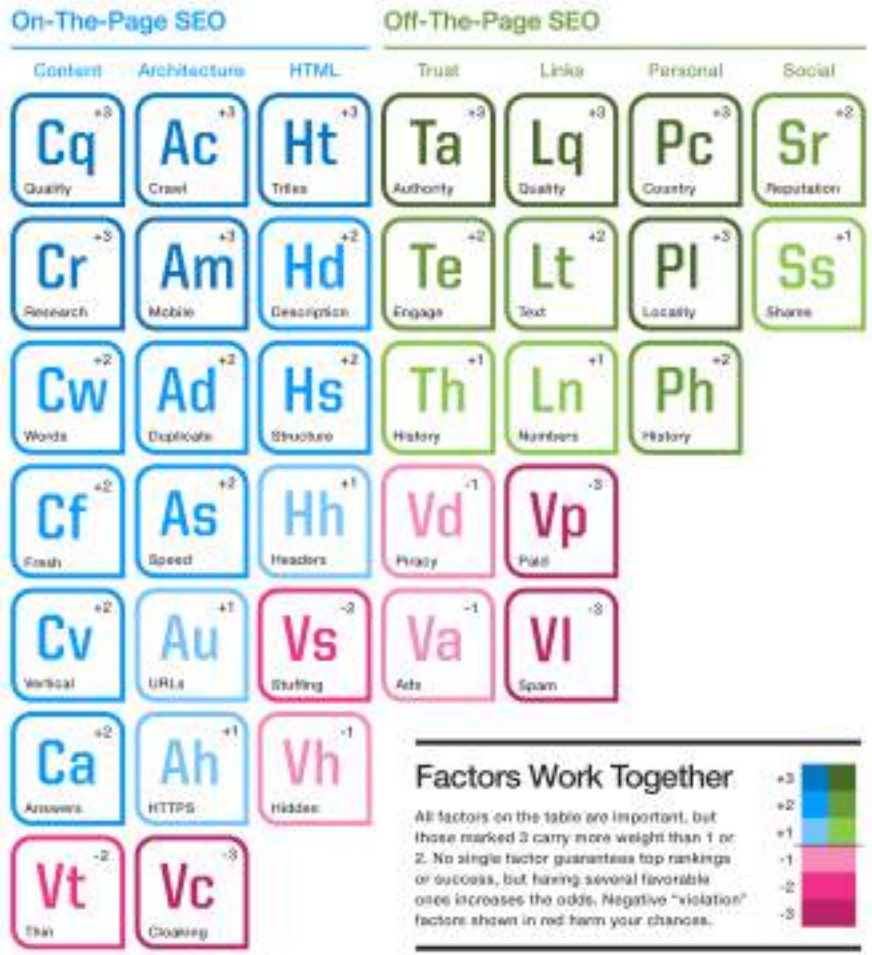
LIFE

SEO

Search Engine Optimization

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

On-The-Page Factors

These elements are in the direct control of the publisher

Content

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?

Architecture

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Am	MOBILE	Does your site work well for mobile devices?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords in page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

Trust

Ta	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Vd	PRIVACY	Has site been flagged for hosting pirated content?
Va	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?

Links

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vl	SPAM	Have you created links by spamming blogs, forums or other places?

Personal

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site?

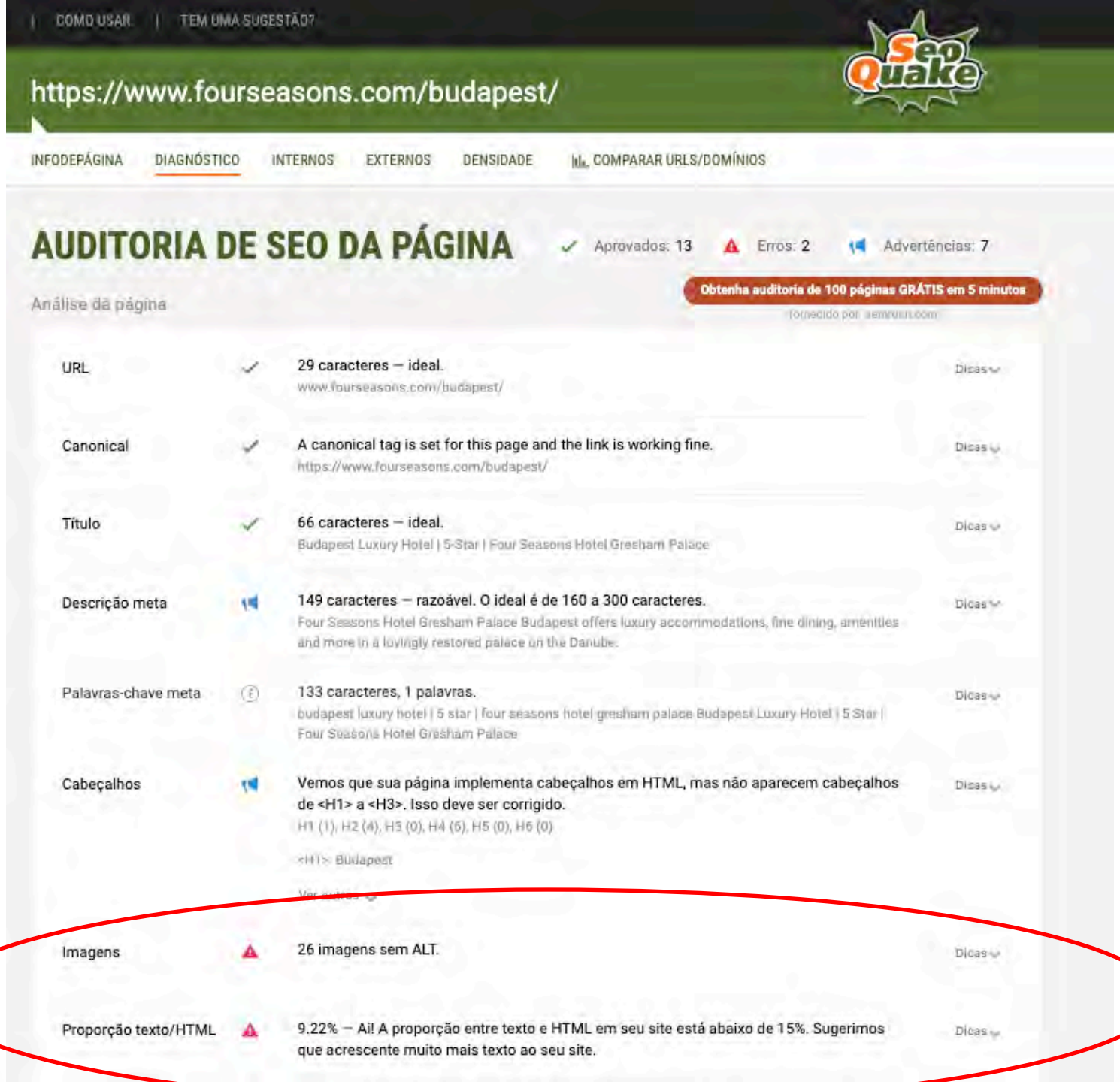
Social

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

WRITTEN BY: Search Engine Land
CREATED BY: COLUMN FIVE
LEARN MORE: http://selnd.com/seotable

© 2017 Third Door Media

https://www.fourseasons.com/budapest/


COMO USAR | TEM UMA SUGESTÃO?
https://www.fourseasons.com/budapest/
INFODEPÁGINA DIAGNÓSTICO INTERNOS EXTERNOS DENSIDADE COMPARAR URLS/DOMÍNIOS
AUDITORIA DE SEO DA PÁGINA
Aprovados: 13
Erros: 2
Advertências: 7
Obtenha auditoria de 100 páginas GRÁTIS em 5 minutos
Análise da página
URL
29 caracteres — ideal.
www.fourseasons.com/budapest/
Dicas
Canonical
A canonical tag is set for this page and the link is working fine.
https://www.fourseasons.com/budapest/
Dicas
Título
66 caracteres — ideal.
Budapest Luxury Hotel | 5-Star | Four Seasons Hotel Gresham Palace
Dicas
Descrição meta
149 caracteres — razoável. O ideal é de 160 a 300 caracteres.
Four Seasons Hotel Gresham Palace Budapest offers luxury accommodations, fine dining, amenities and more in a lovingly restored palace on the Danube.
Dicas
Palavras-chave meta
133 caracteres, 1 palavras.
budapest luxury hotel | 5 star | four seasons hotel gresham palace Budapest Luxury Hotel | 5 Star | Four Seasons Hotel Gresham Palace
Dicas
Cabeçalhos
Vemos que sua página implementa cabeçalhos em HTML, mas não aparecem cabeçalhos de <H1> a <H3>. Isso deve ser corrigido.
H1 (1), H2 (4), H3 (0), H4 (6), H5 (0), H6 (0)
<H1>: Budapest
Dicas
Imagens
26 imagens sem ALT.
Dicas
Proporção texto/HTML
9.22% — Ai! A proporção entre texto e HTML em seu site está abaixo de 15%. Sugerimos que acrescente muito mais texto ao seu site.
Dicas

wish you were here.

Dream.
Plan. Go.

Lights, Camera, Flavor Hollywood

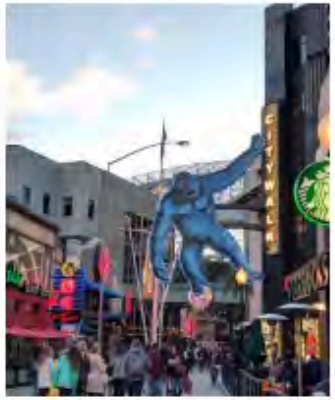
HOLLYWOOD

Nashville's Top 10 Instagrammable Spots

NASHVILLE

Best Montreal Spots for Beer Lovers

MONTREAL



A Night at Universal CityWalk Hollywood

HOLLYWOOD

Try the Locals Only Cocktail in Santa Monica

SANTA MONICA

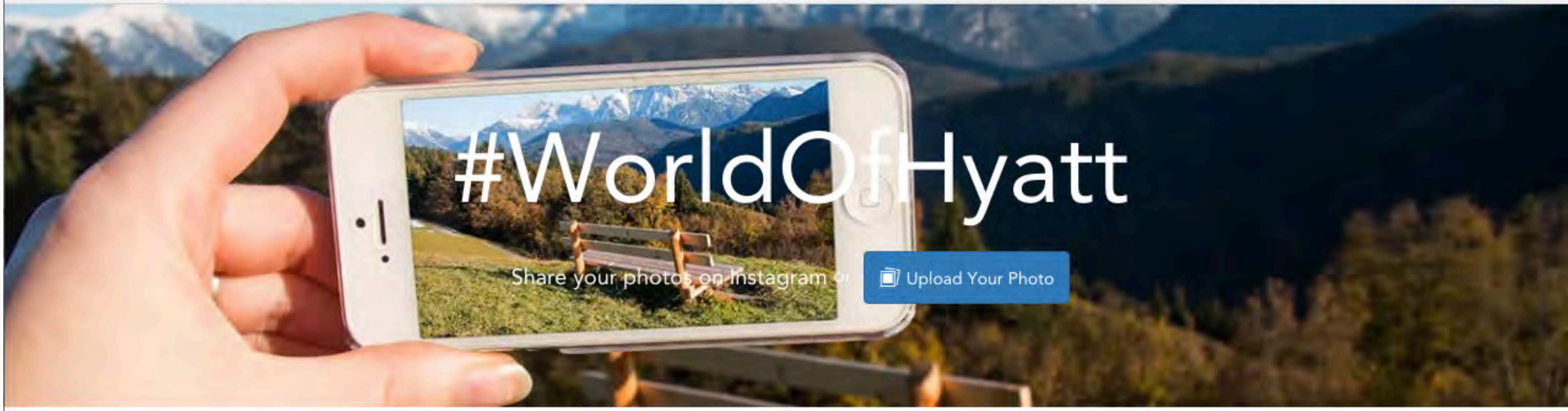
Art Installations Not To Be Missed In Rosemont

CHICAGO O'HARE

Exploring Minneapolis by Bike

MINNEAPOLIS

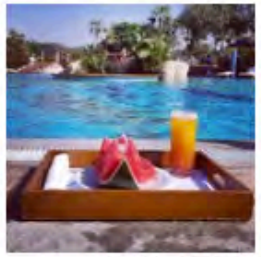
Seguro | https://social.hyatt.com/guest-photos.html



DESTINATION INSPIRATION

- Beaches
- Meetings
- Hotel Pictures
- Family Friendly
- Golf
- Food & Drinks
- Pool
- Spa
- Weddings
- Pets

OUR LOCATIONS



Feedback

Seguro | https://www.hyatt.com/partnerlandingpage/en/corporate/global/destinations.html

FEATURED DESTINATIONS

Hyatt has hotels and resorts in the world's most sought-after destinations, from the dazzling modern skyscrapers of Dubai to the historic haunts of the French Quarter in New Orleans. Explore a new favorite city or visit an old friend. Whether you're traveling for business or pleasure, you'll find a Hyatt to welcome you in these top travel destinations.

Atlanta
Get your fill of Southern comfort at Atlanta's BBQ spots, open-air markets, and sprawling parks. Hyatt's hotels are conveniently located Atlanta's top neighborhoods, including Midtown and Buckhead.

Chicago
Experience the Windy City's cultural landmarks and culinary adventures from Hyatt's hotels in prime Chicago locations, including The Loop, the Gold Coast, the Magnificent Mile, and more.

NEILPATEL | EN

Sign in with Google

Menu

Dashboard

UBERSUGGEST

Overview

Keyword Ideas

Content Ideas

TRAFFIC ANALYZER

Overview

Top Pages

Keywords

SEO ANALYZER

Site Audit

Backlinks

You are 3 steps away from growing your SEO traffic

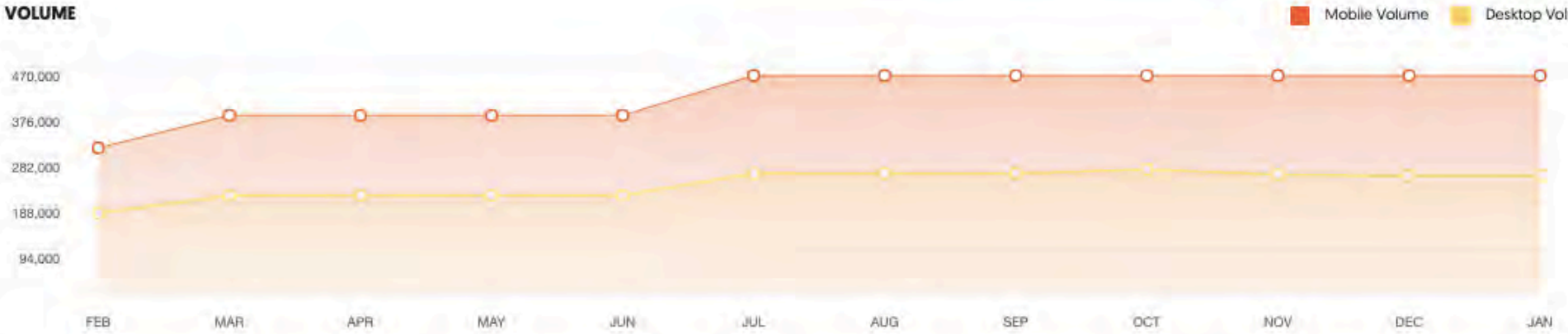
1 SIGN UP 2 CREATE A PROJECT 3 ADD KEYWORDS

Keyword Overview: vegan

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
368,000 HIGH	61	3 EASY	$2.42

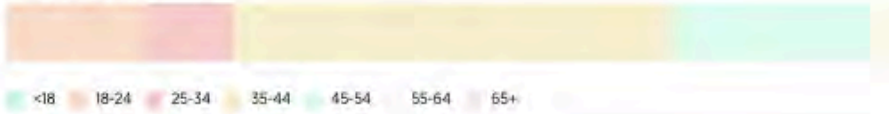
The average web page that ranks in the top 10 has **449 backlinks** and a **domain score of 84**.

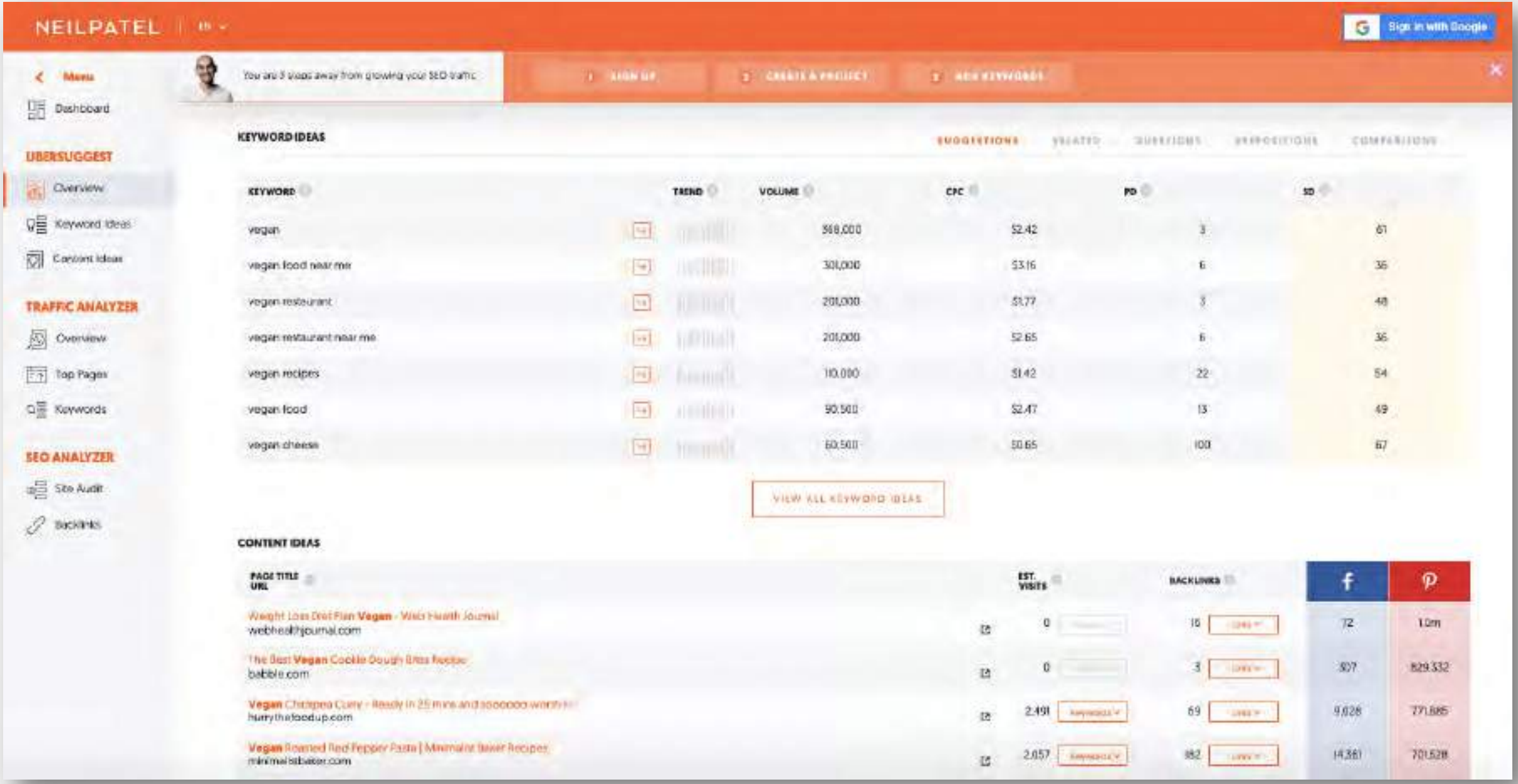
VOLUME



125,688 PEOPLE CLICK ON SEO RESULTS

SEARCHERS' AGE RANGE




NEILPATEL
Sign in with Google
Menu
Dashboard
UBERSUGGEST
Overview
Keyword Ideas
Content Ideas
TRAFFIC ANALYZER
Overview
Top Pages
Keywords
SEO ANALYZER
Site Audit
Backlinks
You are 3 steps away from growing your SEO traffic
KEYWORD IDEAS
SUGGESTIONS
KEYWORD
TREND
VOLUME
CPC
PD
SD
vegan 368,000 $2.42 3 61
vegan food near me 301,000 $3.16 6 36
vegan restaurant 201,000 $3.77 3 48
vegan restaurant near me 201,000 $2.65 6 36
vegan recipes 110,000 $1.42 22 54
vegan food 90,500 $2.47 13 49
vegan cheese 60,500 $0.65 100 67
VIEW ALL KEYWORD IDEAS
CONTENT IDEAS
PAGE TITLE
URL
EST. VISITS
BACKLINKS
webhealthjournal.com 0 16 72 1.0m
babble.com 0 3 307 829,332
hurrythefoodup.com 2,491 69 9,028 771,885
minimalistbaker.com 2,057 882 14,361 701,528

USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF INTERNET USERS IN EACH AGE GROUP WHO REPORT USING VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS

USE OF VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS: 16-24 YEAR OLDS

52%

USE OF VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS: 25-34 YEAR OLDS

49%

USE OF VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS: 35-44 YEAR OLDS

43%

USE OF VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS: 45-54 YEAR OLDS

31%

USE OF VOICE SEARCH OR VOICE COMMANDS IN THE PAST 30 DAYS: 55-64 YEAR OLDS

24%

SOURCE: GLOBALWEBINDEX (Q1 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64.

TOP SOURCES OF BRAND DISCOVERY

PERCENTAGE OF GLOBAL INTERNET USERS WHO DISCOVER NEW BRANDS VIA EACH ACTIVITY / CHANNEL [SURVEY BASED]

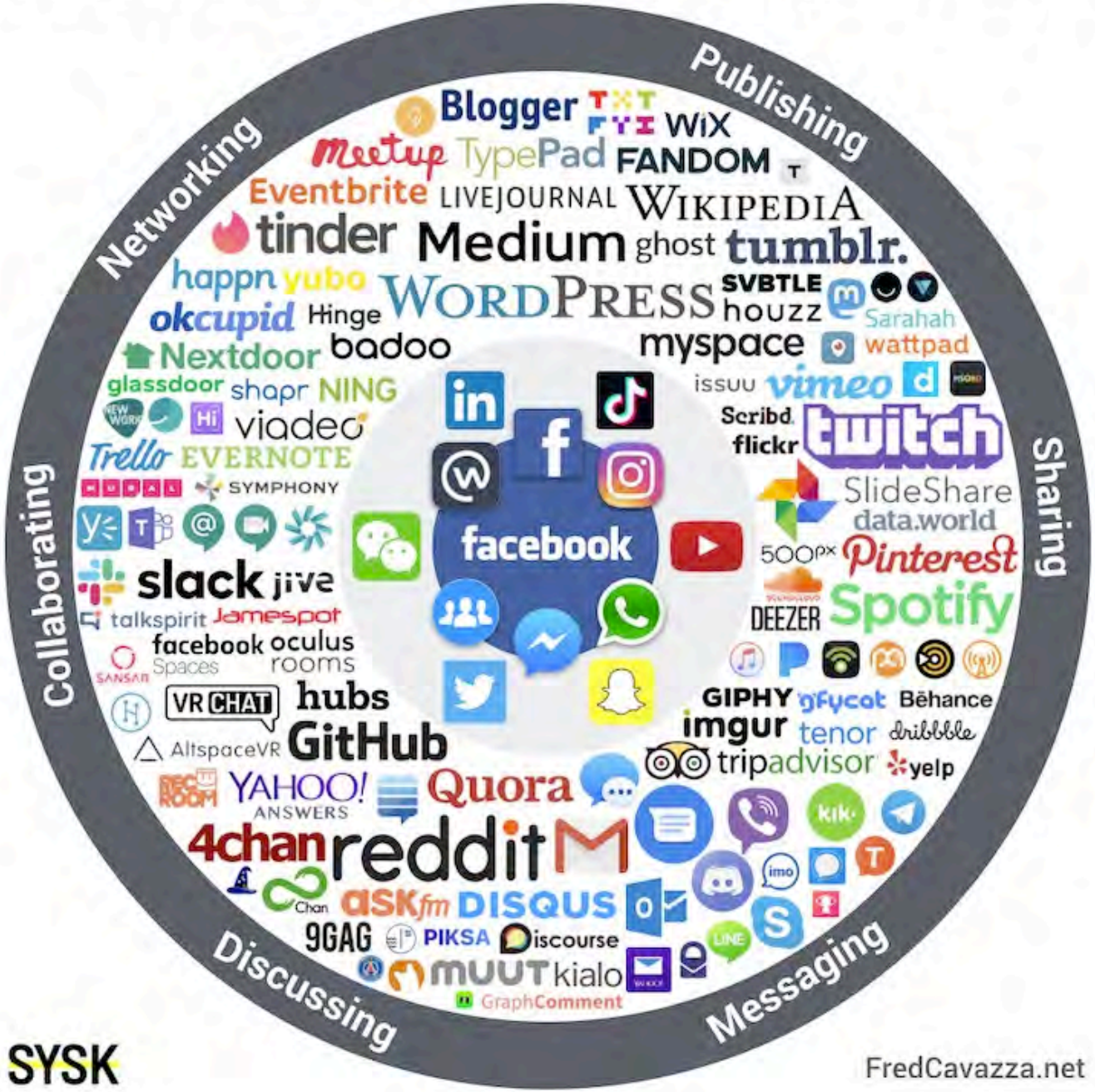
SOURCE:

SMO

Social Media Optimization

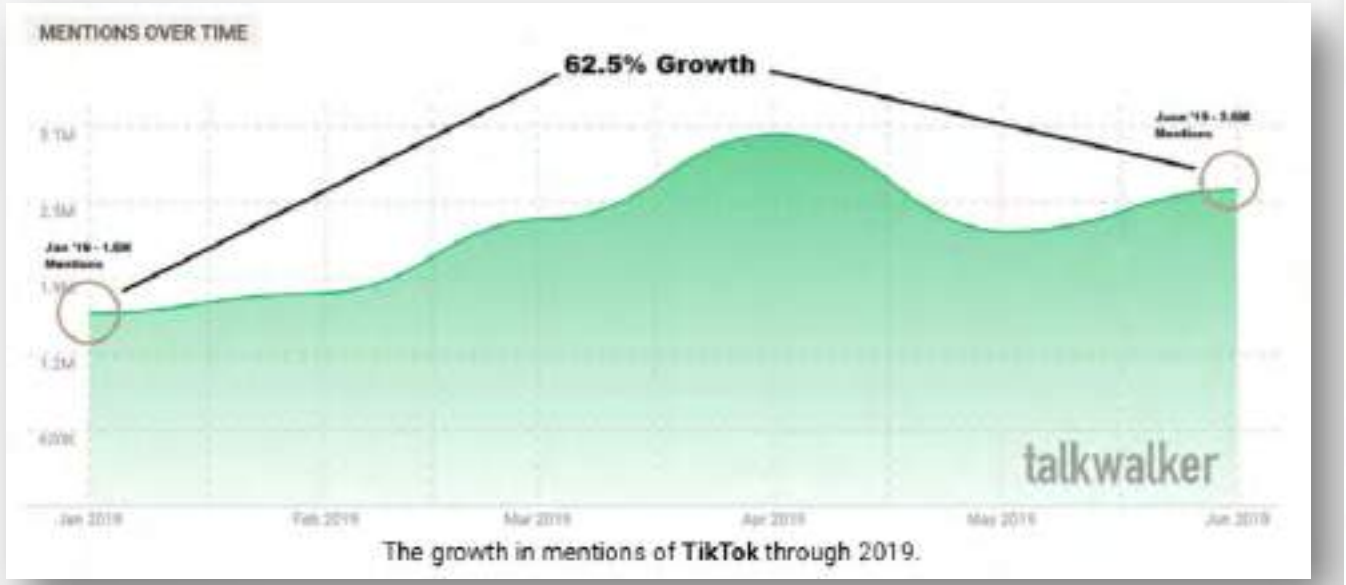
Social Media Landscape 2012

Social Media Landscape 2019

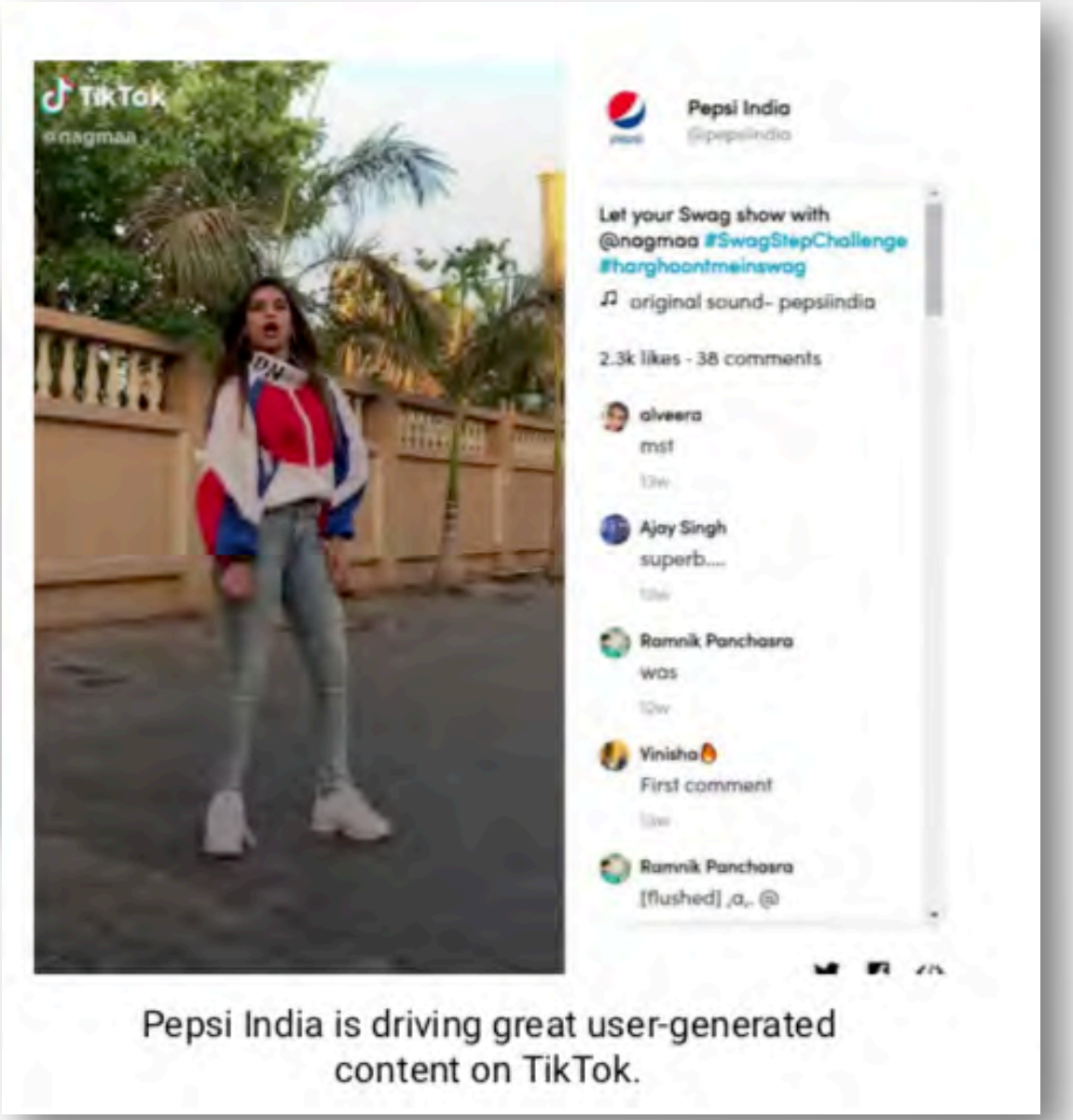


SYSK

FredCavazza.net



The growth in mentions of **TikTok** through 2019.



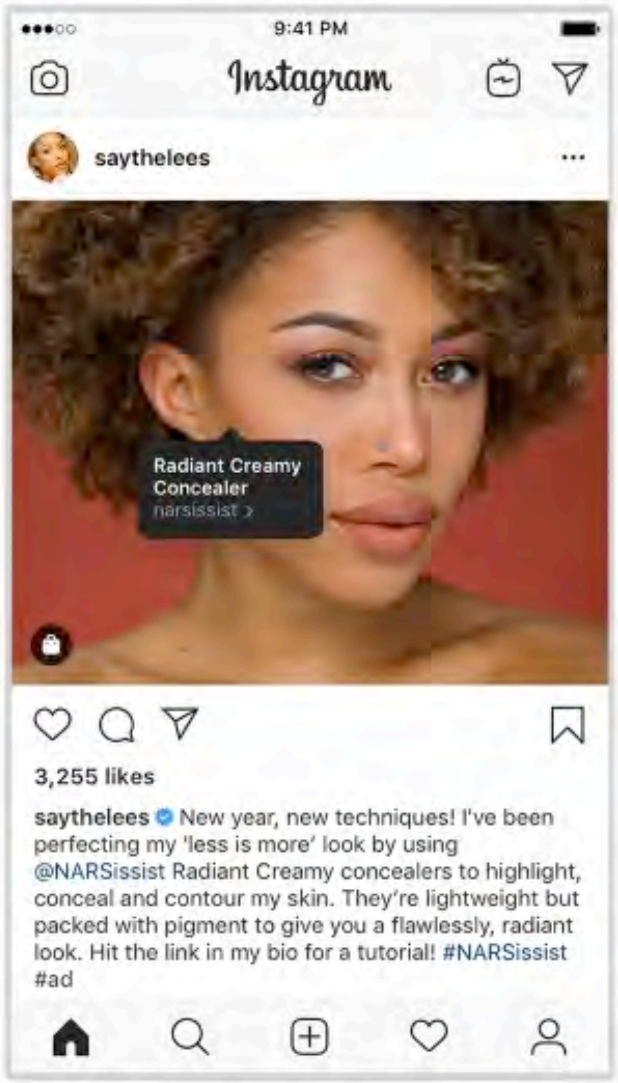
Pepsi India is driving great user-generated content on TikTok.

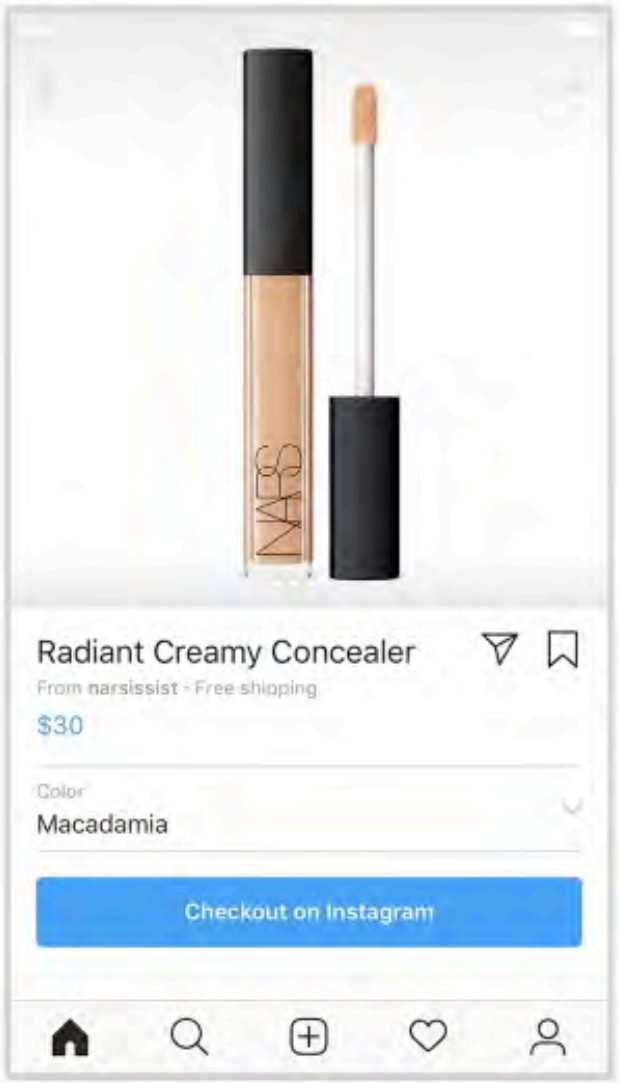
Fonte: hubspot, 2019

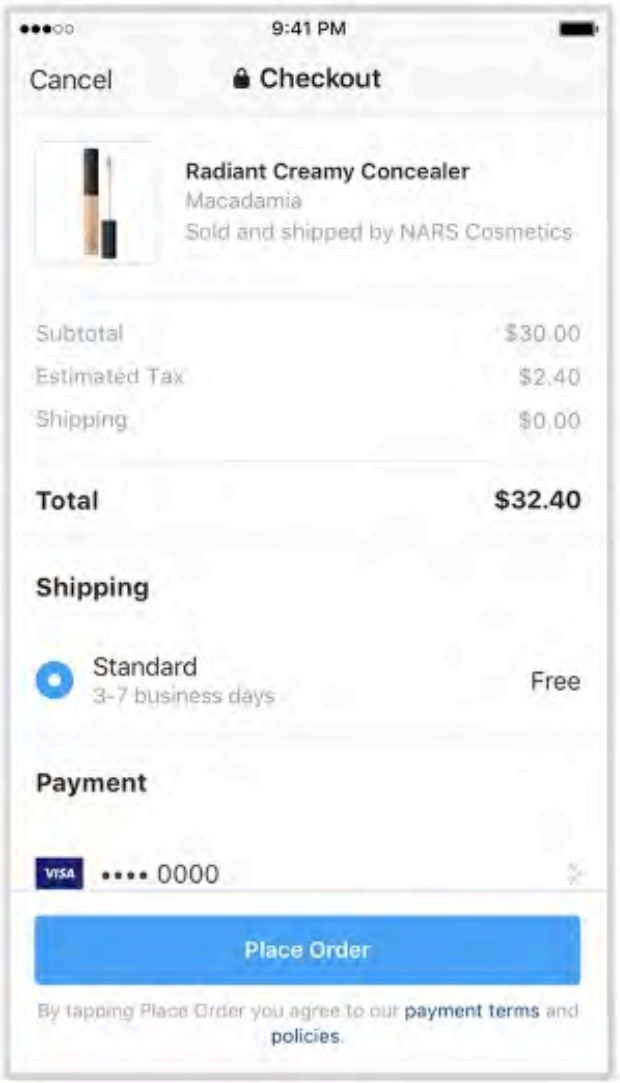
“In Europe, 31% of 15 to 24 year olds trust social media, compared to the average of 19% across all age brackets[8]. Trust is growing from the generation that matters most - the next generation of buyers” *Hubspot, 2019.*

Starbucks are masters at making Instagrammable products. This tweet about their new reusable cups led to 240K engagements. From one piece of UGC.

Fonte: hubspot, 2019


9:41 PM
Instagram
saythelees
Radiant Creamy Concealer
narsissist
3,255 likes
saythelees New year, new techniques! I've been perfecting my 'less is more' look by using @NARSissist Radiant Creamy concealers to highlight, conceal and contour my skin. They're lightweight but packed with pigment to give you a flawlessly, radiant look. Hit the link in my bio for a tutorial! #NARSissist #ad


Radiant Creamy Concealer
From narsissist · Free shipping
$30
Color
Macadamia
Checkout on Instagram


9:41 PM
Cancel
Checkout
Radiant Creamy Concealer
Macadamia
Sold and shipped by NARS Cosmetics
Subtotal $30.00
Estimated Tax $2.40
Shipping $0.00
Total $32.40
Shipping
Standard
3-7 business days
Free
Payment
VISA •••• 0000
Place Order
By tapping Place Order you agree to our payment terms and policies.

16%
PUBLIC SOCIAL
THE MAJORITY OF SHARING HAPPENS VIA EMAIL, IM & TEXT
84%
DARK SOCIAL

Dark Social Media
WeChat
LINE

DARK SOCIAL

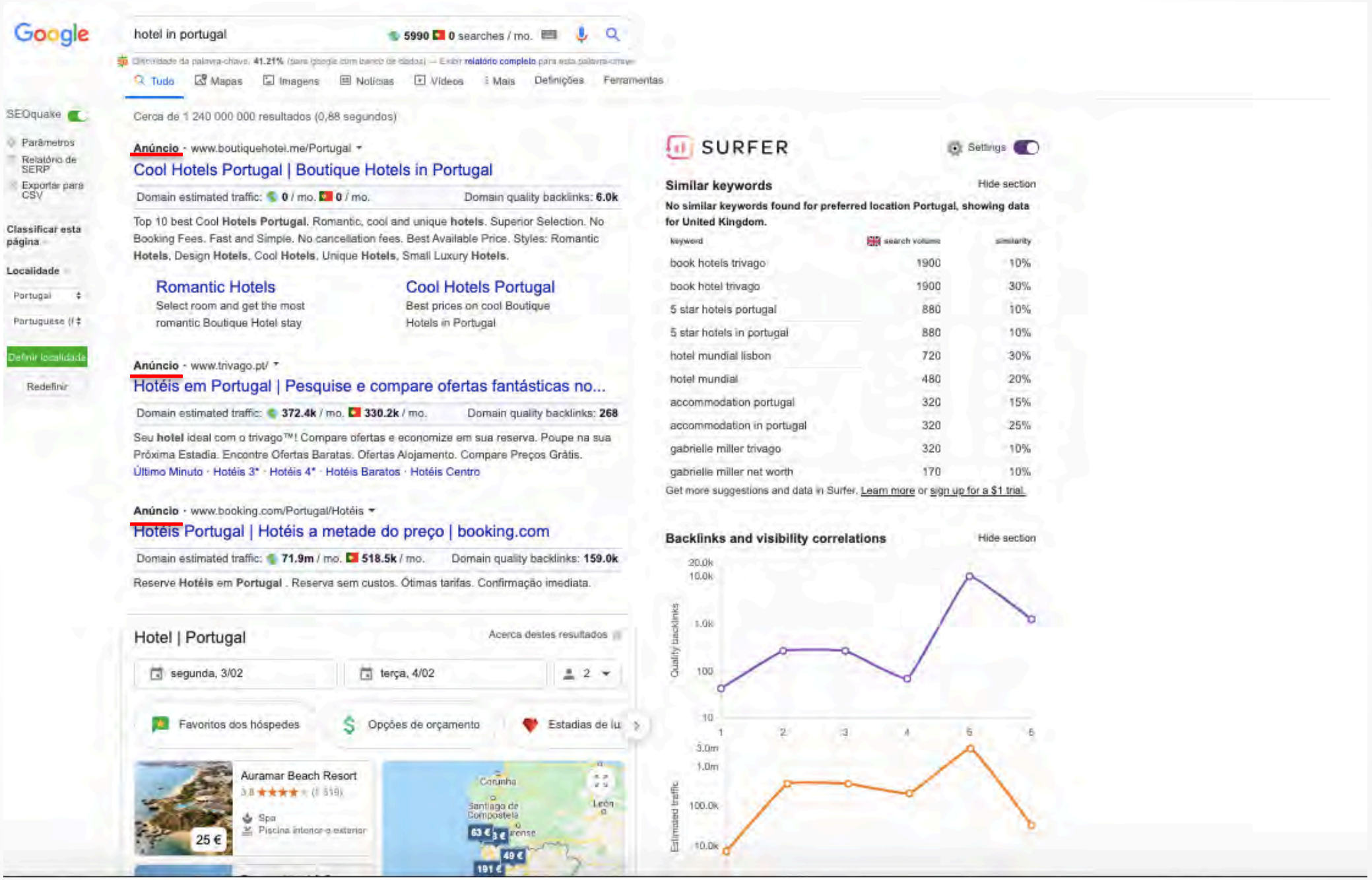
DIGITAL
DETOX

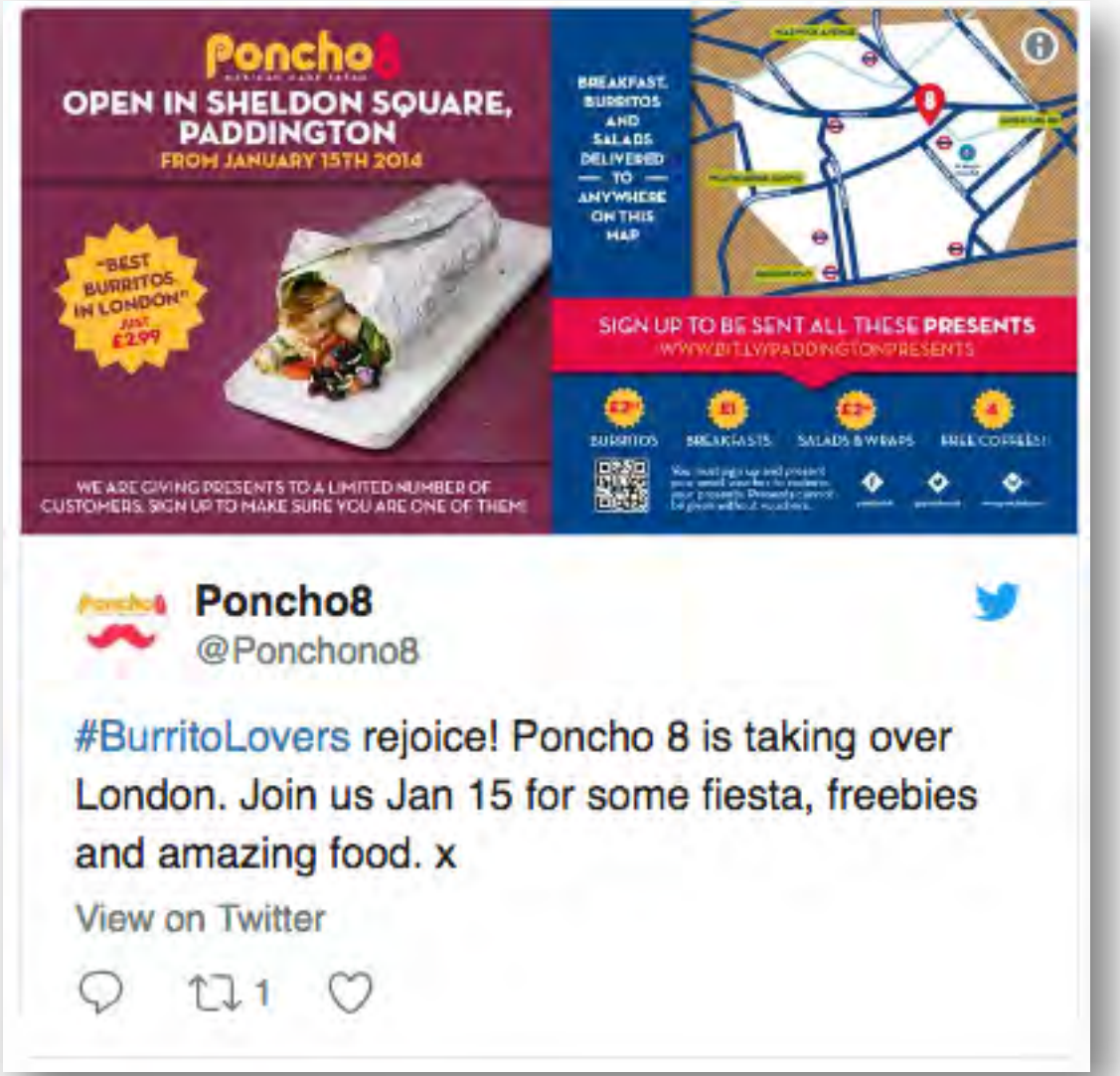
SEA

Search Engine Advertising

PAY
PER
CLICK

Jorge Pacheco




Poncho8
OPEN IN SHELDON SQUARE, PADDINGTON
FROM JANUARY 15TH 2014
"BEST BURRITOS IN LONDON" JUST £2.99
BREAKFAST, BURRITOS AND SALADS DELIVERED — TO — ANYWHERE ON THIS MAP
SIGN UP TO BE SENT ALL THESE PRESENTS
WWW.BIT.LY/PADDINGTONPRESENTS
BURRITOS
BREAKFASTS
SALADS & WRAPS
FREE COFFEES!
WE ARE GIVING PRESENTS TO A LIMITED NUMBER OF CUSTOMERS. SIGN UP TO MAKE SURE YOU ARE ONE OF THEM!
Poncho8
@Ponchono8
#BurritoLovers rejoice! Poncho 8 is taking over London. Join us Jan 15 for some fiesta, freebies and amazing food. x
View on Twitter
1

Super Bock
Patrocinado
Todos têm aquele amigo que se recusa a declarar independência. Hoje, conquista a esplanada com os cravas da trupe.
Traz uma para mim também!
SUPER BOCK
Seja responsável. Beba com moderação.
53

Promoção Domínios Baratos
Email e ferramenta de criação de sites. Compre o seu Domínio já

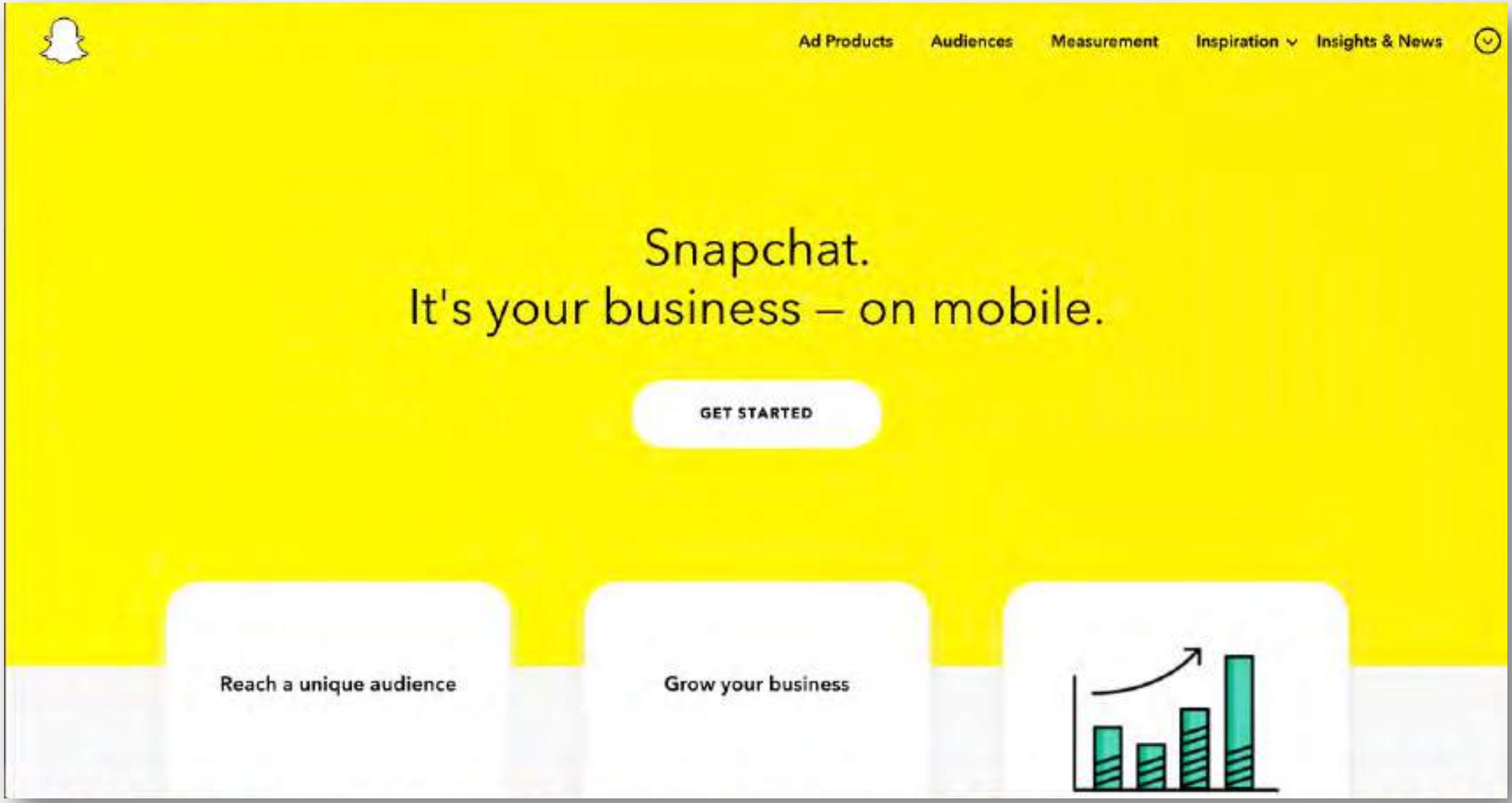
vodafone P
13:24
59%
Início
11
2
GoToSouthAfrica @GoToSouth...
One tweet can't show you South Africa. So we made a film. #MeetSouthAfrica. A Story at Every Turn. southafrica.net
MEET SOUTH AFRICA
A STORY AT EVERY POST
297
830
2 719
Promovido

vodafone P
13:24
59%
Instagram
Ver todos os 3 comentários
vaniaramalho7 @ponto.de.cor não... Mt melhores estes
HÁ 5 DIAS
licor_beirao
Patrocinada
Rui.
Visitar Perfil do Instagram
139 768 visualizações
licor_beirao Abre.
Ver todos os 76 comentários

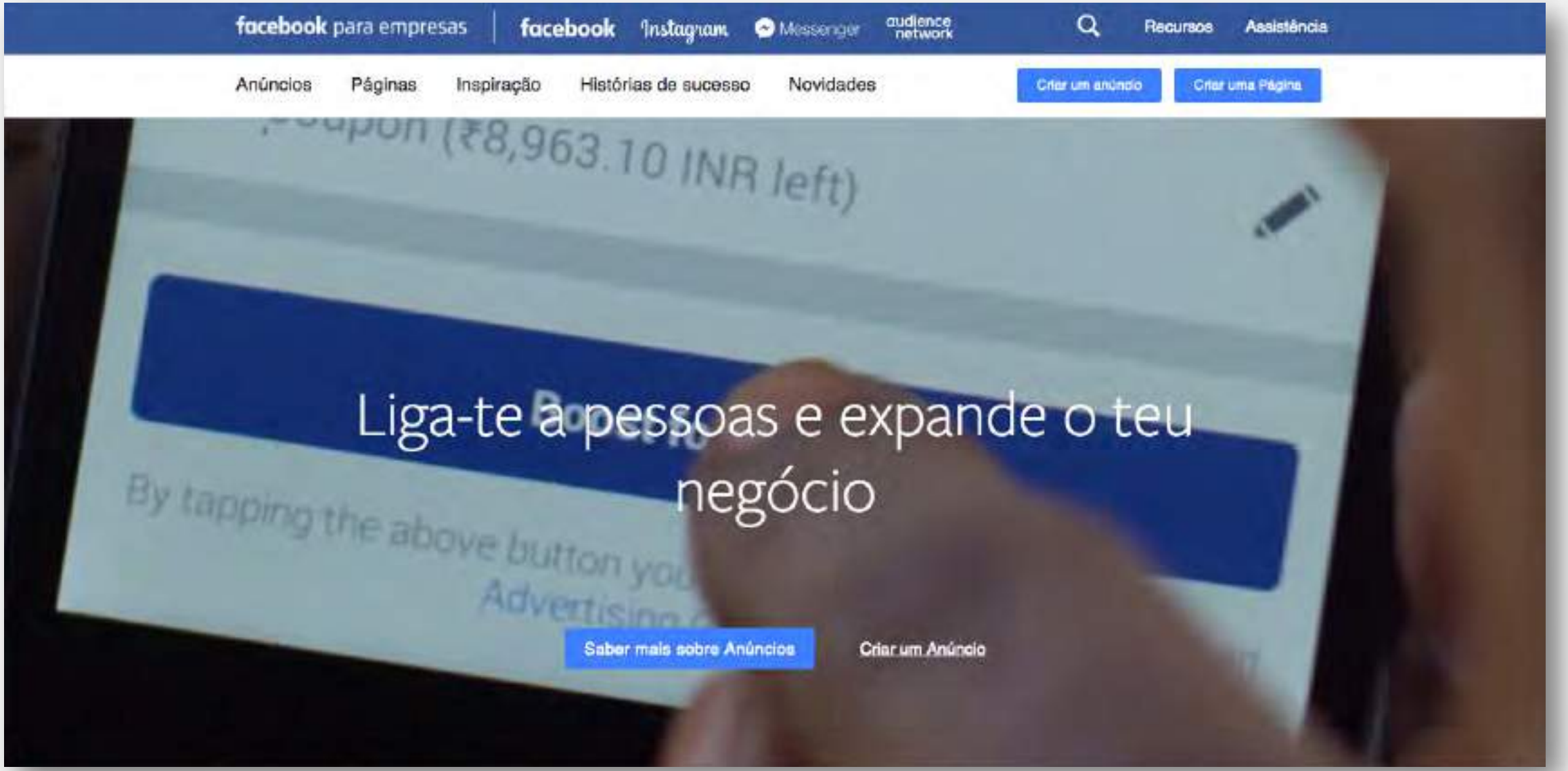
https://business.instagram.com/advertising

https://business.twitter.com/pt.html

https://business.linkedin.com/pt-br/marketing-solutions/ads



https://forbusiness.snapchat.com/



https://www.facebook.com/business

GOAL ACHIEVED
0%
100%

AWARENESS
Create awareness through events, blogs and other content
INTEREST
Nurture leads with targeted content such as email marketing and newsletters
CONSIDERATION
Provide product information to prospects: case studies, free trials, and email campaigns
INTENT
Focus on unique value proposition: demos and walkthroughs
BUY
Prospects become clients after a sales transaction. The process of retention starts.

Digital Marketing Sales Funnel

Awareness

Primary Tools: *Content marketing, Social Media, Paid Advertisements, SEO/SEM, Public Relations*

Interest

Primary Tools: *Landing Pages, E-books, Newsletter, Free Tools, Case Studies, Retargeting*

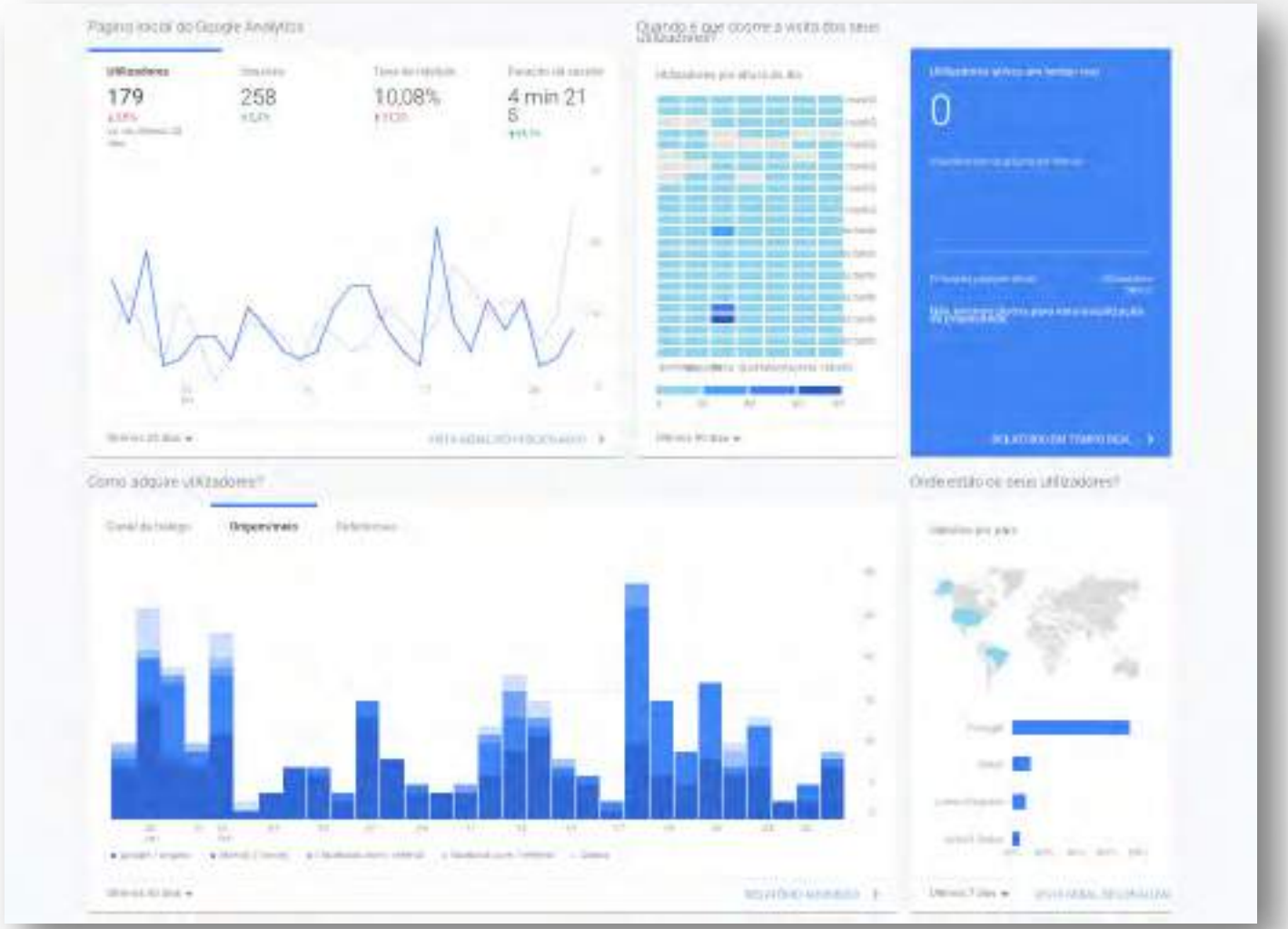
Decision

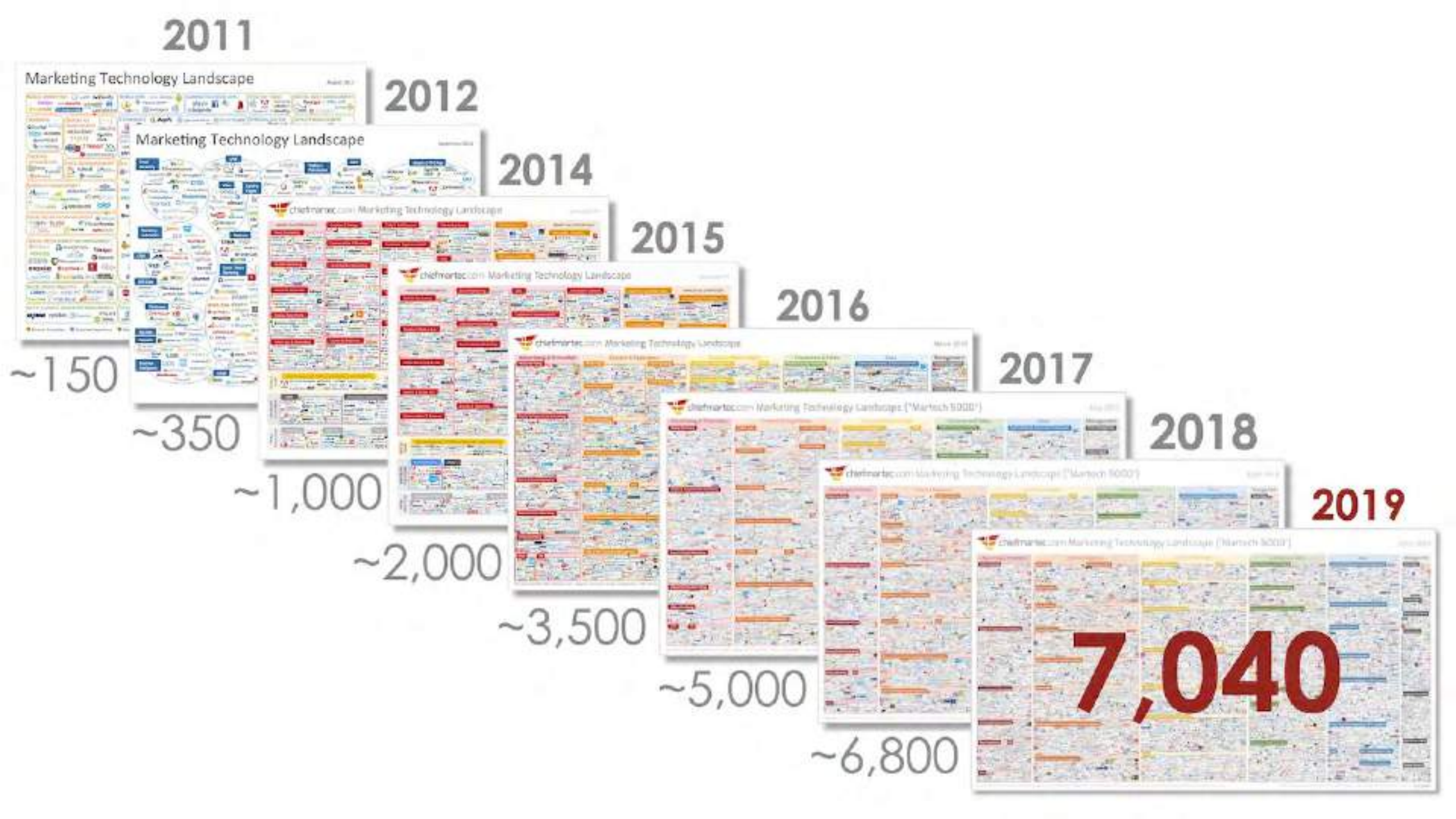
Primary Tools: *Sales Pages, Free Consultation, Trust Signs, Promotions, Free Trials, Demos, Email Marketing*

Action

Primary Tools: *Payment System, Shopping Cart, Reviews and Referrals*

A
AWARENESS
I
INTEREST
D
DESIRE
A
ACTION


Página inicial do Google Analytics
Utilizadores
179
258
10,08%
4 min 21 s
Quando é que ocorre a visita dos seus utilizadores?
Utilizadores em tempo real
0
Como adquire utilizadores?
Onde estão os seus utilizadores?


2011
Marketing Technology Landscape
2012
Marketing Technology Landscape
2014
chiefmartec.com Marketing Technology Landscape
2015
chiefmartec.com Marketing Technology Landscape
2016
chiefmartec.com Marketing Technology Landscape
2017
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
2018
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
2019
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
~150
~350
~1,000
~2,000
~3,500
~5,000
~6,800
7,040

"Strategy without tactics is
the slowest route to victory.

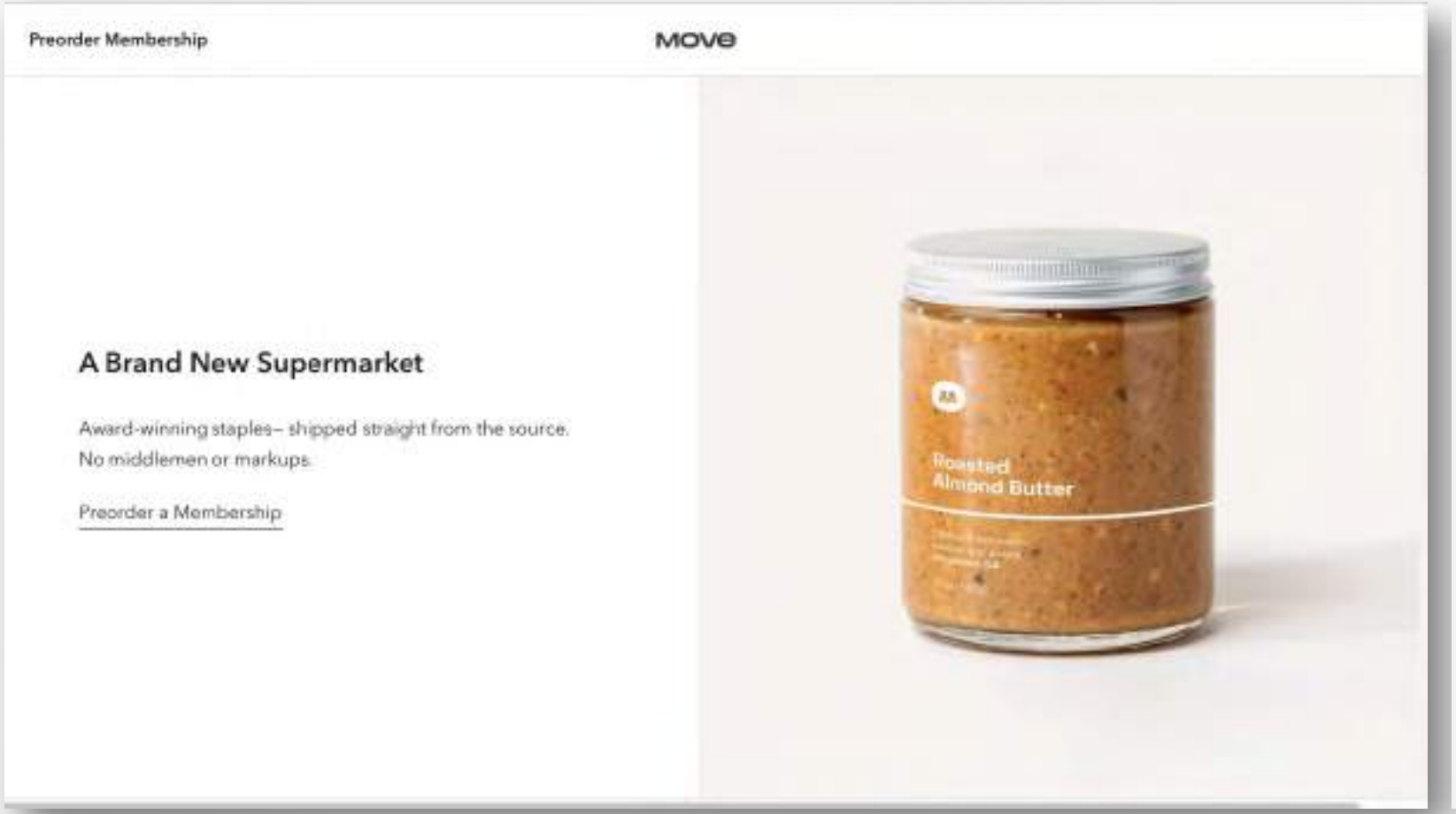
Tactics without Strategy is
the noise before defeat."

Sun Tzu

Jorge Pacheco

+ CREATE VALUE

The first supermarket from producer to consumer



About Move

Two years ago, we set out to build the supermarket of the future. Since then, we've partnered with the greatest artisans in America, built a community of 100,000 people and designed a revolutionary online experience. But we're just getting started. In 2019, we're going to bring Move to the World. This year, we're going to change how you buy household products forever.

© Move

Designed in San Francisco and New York. 2019.

https://shopmove.co/

Lego wants to rent bricks

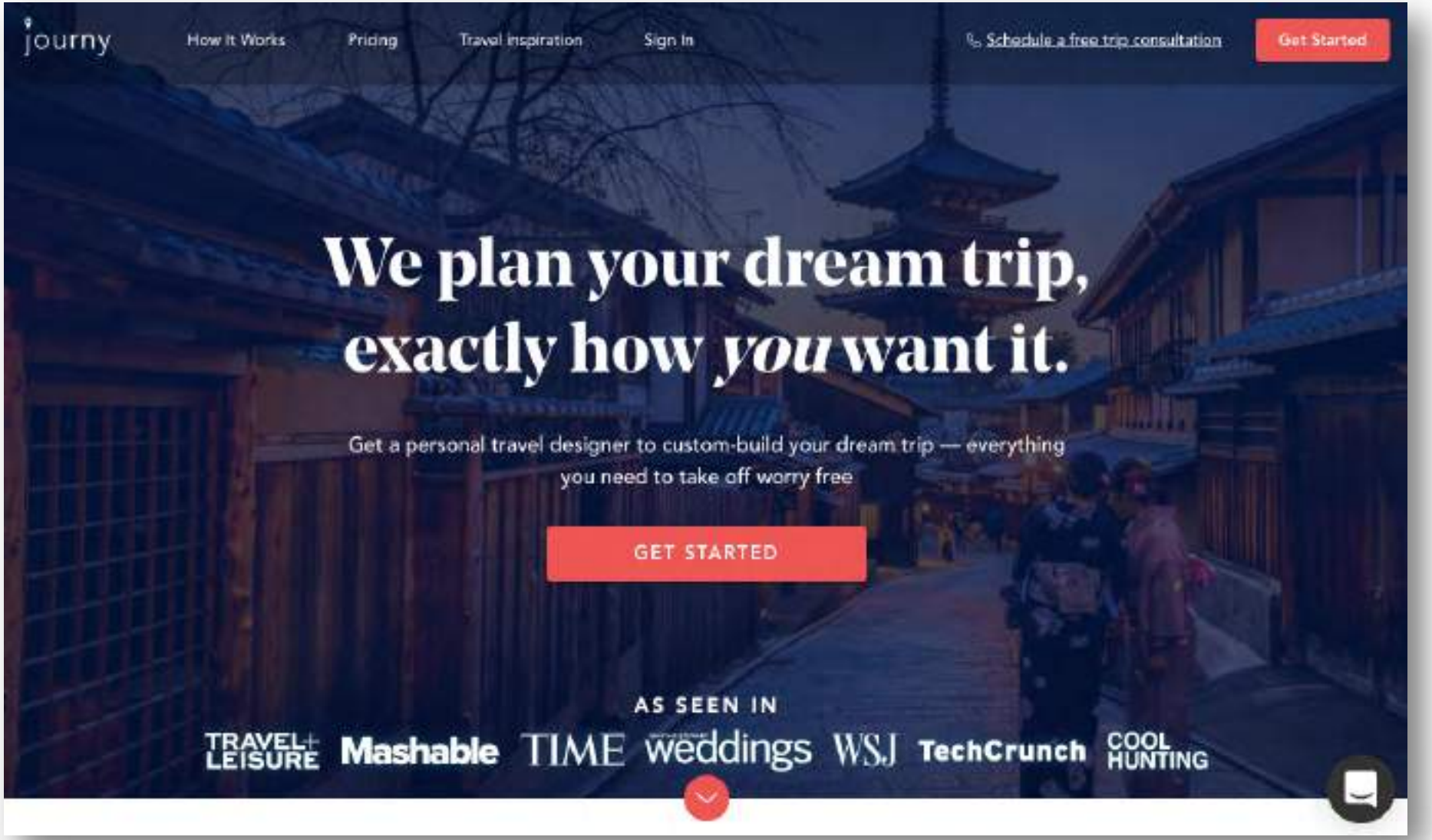
KitKat & Origami

The World Wastes Tons of Food.
A Grocery ‘Happy Hour’ Is One Answer.

https://www.nytimes.com/2019/09/08/business/food-waste-climate-change.html

Selina is made up of places to stay, bars and restaurants, tours, wellness and education offerings, co-working and community

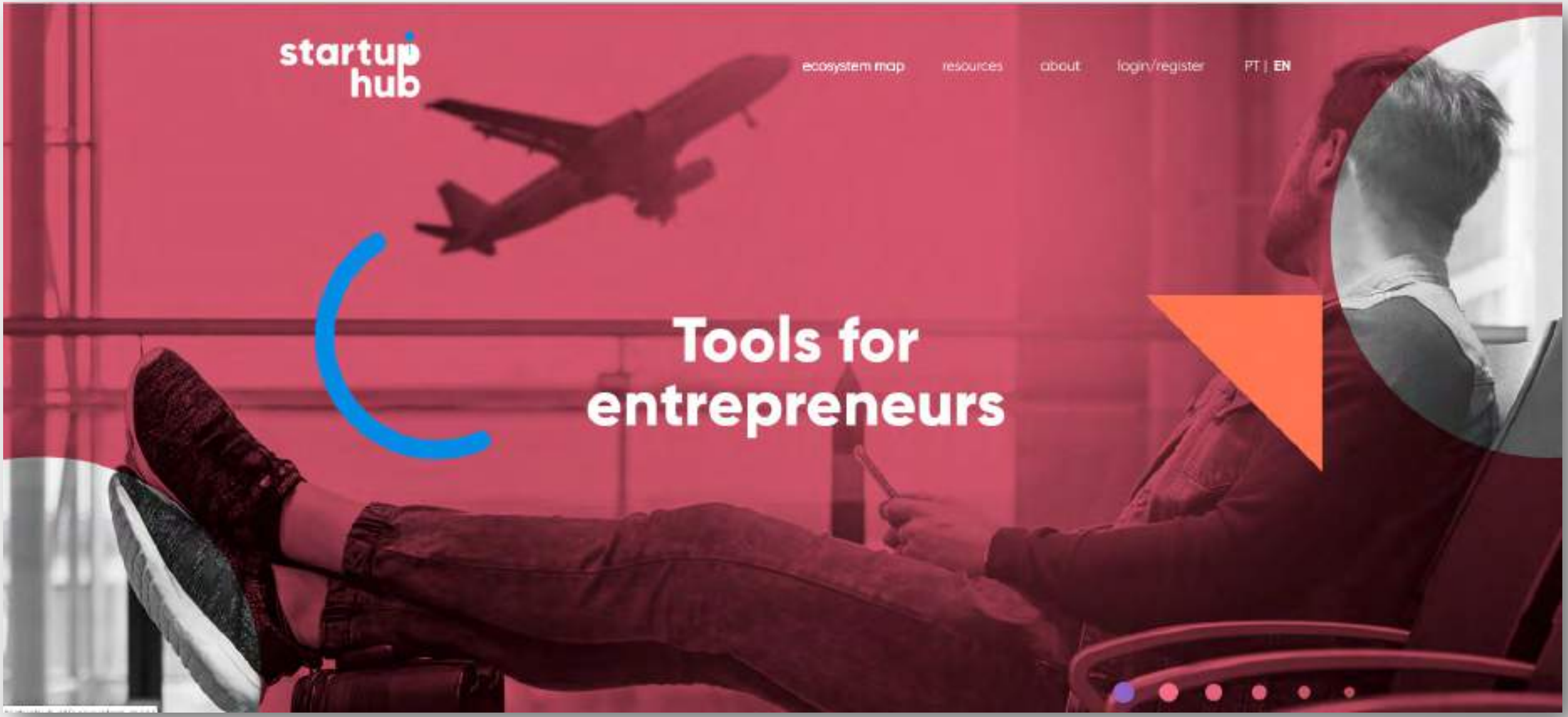
Online concierge offers travel planning at an affordable price



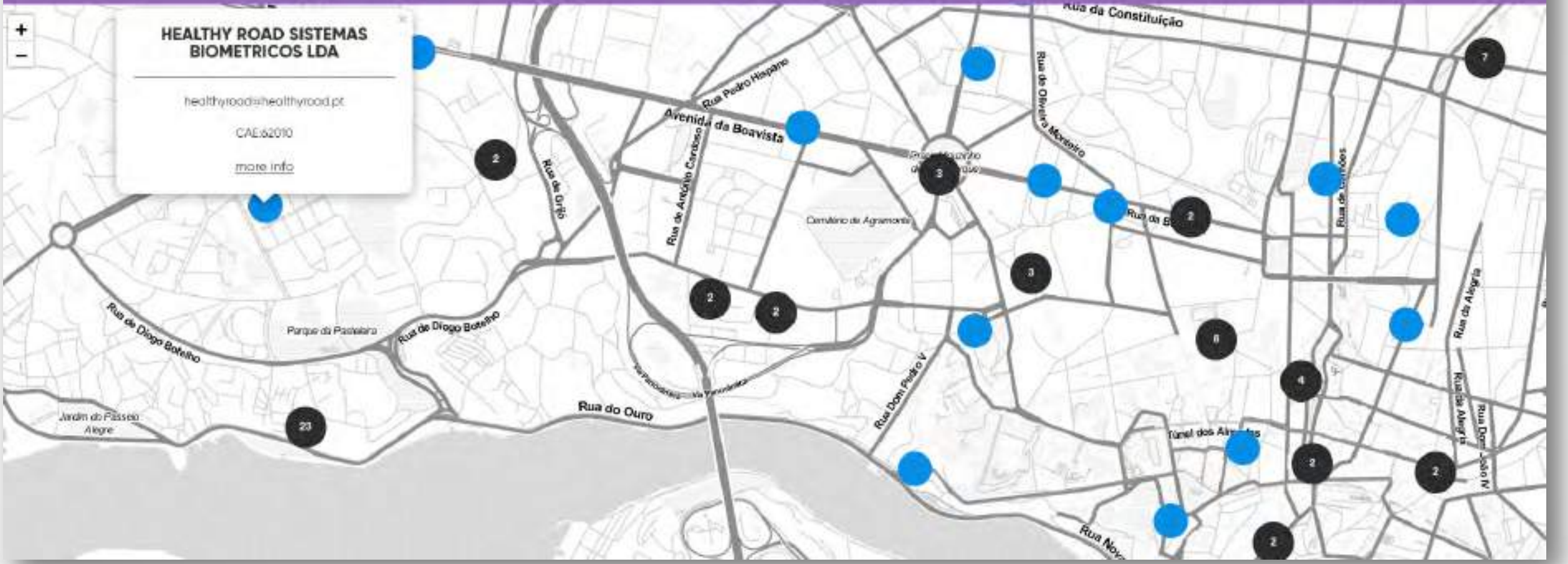
https://www.gojourny.com/#

First Store in a Game + snapchat

http://adidasbaseballsnextlevel.com/


startup hub
ecosystem map
resources
about
login/register
PT | EN
Tools for entrepreneurs

ecosystem map



http://startuphub.pt/ecosystem-map/

Jorge Pacheco

Women Men Kids

FARFETCH

Please select a gender to shop

Search

SHOP THE BIGGEST EDIT OF NEW SEASON

Free returns with pick-up service | Fast Shipping | Duties included in final price

FARFETCH

Bloomberg
Technology

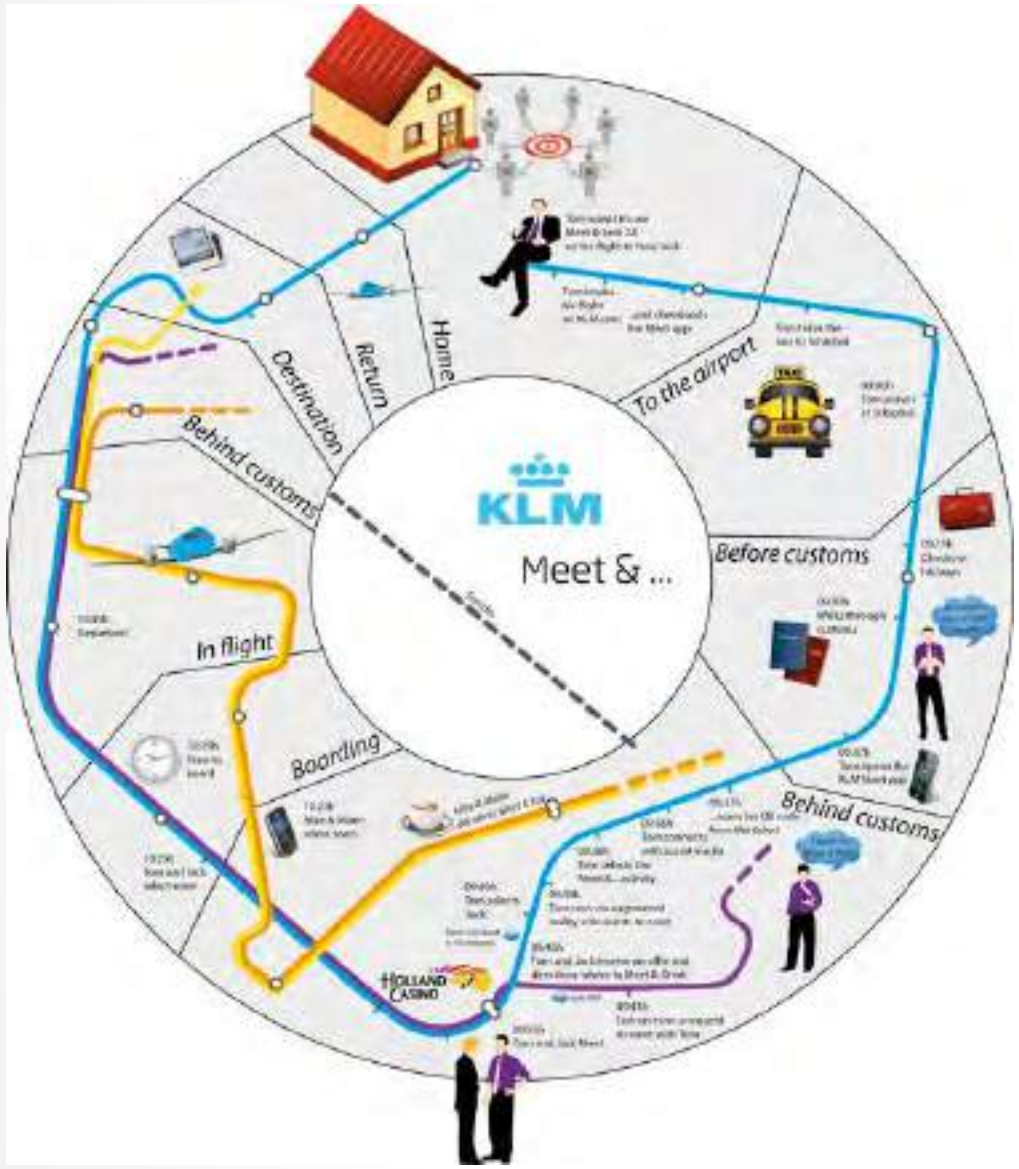
Jorge Pacheco

talkdesk

Jorge Pacheco

Jorge Pacheco

INTRO
RUNNING
ON
EXPERIENCE


KLM
Meet & ...
Home
To the airport
Before customs
Behind customs
Boarding
In flight
Behind customs
Return
Destination
HOLLAND CASINO

IKEA
Showroom
First Floor
Markethall
Ground Floor
Entrance
Exit
EMAIL METRICS
SALES RESULTS
IKEA

smaply
FEATURES
PRICING
FAQ
LEARN
ABOUT
BLOG
LOG IN
SIGN UP
USE A WEB-BASED SOFTWARE TO
VISUALIZE CUSTOMER EXPERIENCE
Create professional personas, journey maps, stakeholder maps in minutes!
First name
Organization
Email address
SIGN UP, 14 DAYS FREE
No credit card required, completely free for 14 days. Still insecure? Just schedule a free demo.
SCHEDULE A PERSONAL DEMO

Stimulus
ZMOT
First Moment of Truth
Second Moment of Truth

“ THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT. ”

— PETER DRUCKER

jpacheco@iscap.ipp.pt

jorgedanielpacheco