

MARKETING DIGITAL

Publicidade e Marketing
Aula 5

HOJE NO MENU



**PRIMEIROS
PASSOS**



**PRINCIPAIS
MEDIDAS**



**NÚMEROS E
CONCLUSÕES**

HOJE NO MENU



**PRIMEIROS
PASSOS**



**PRINCIPAIS
MEDIDAS**



**NÚMEROS E
CONCLUSÕES**

CONTEXTUALIZAÇÃO

UM FRANCHISE PARA OS ADEPTOS DO DESPORTO-REI



PES, ou Pro Evolution Soccer, foi desenvolvido pela Konami e originalmente lançado para a PlayStation 2 em 2001.

Desde então, a empresa decidiu produzir um novo jogo todos os anos, com as equipas atualizadas e melhorias de jogabilidade.

PES 2019, o 18º jogo da franquia, foi lançado a 28 de agosto de 2018 para PS4, Xbox One e PC.

PES VS FIFA

UMA RIVALIDADE COM DÉCADAS

A série FIFA chegou primeiro aos videojogos, na Mega Drive (FIFA International Soccer, 1993). A Konami reagiu pouco depois, lançando o seu primeiro jogo de futebol (Winning Eleven) em 1995, para a PlayStation 1.

Atualmente, o franchise da EA partilha o pódio de vendas com títulos como Call of Duty ou Grand Theft Auto.

Mas nem sempre foi assim...

PES VS FIFA

VENDAS ENTRE 2002 E 2008

| Título FIFA | Vendas FIFA | Título PES | Vendas PES |
|-------------|-------------|------------|------------|
| FIFA 2002 | 0.96M | PES | 2.2M |
| FIFA 2003 | 4.16M | PES 2 | 2.99M |
| FIFA 2004 | 4.4M | PES 3 | 3.68M |
| FIFA 2005 | 4.89M | PES 4 | 4.41M |
| FIFA 06 | 5.27M | PES 5 | 5.76M |
| FIFA 07 | 6.38M | PES 6 | 6.53M |
| FIFA 08 | 9.49M | PES 2008 | 8.56M |

PES VS FIFA

VENDAS ENTRE 2009 E 2019

| Título FIFA | Vendas FIFA | Título PES | Vendas PES |
|-------------|-------------|------------|------------|
| FIFA 09 | 9.56M | PES 2009 | 6.87M |
| FIFA 10 | 10.72M | PES 2010 | 5.98M |
| FIFA 11 | 12.53M | PES 2011 | 4.88M |
| FIFA 12 | 13.06M | PES 2012 | 3.66M |
| FIFA 13 | 15.36M | PES 2013 | 2.45M |
| FIFA 14 | 17.31M | PES 2014 | 1.61M |
| FIFA 15 | 18.03M | PES 2015 | 1.7M |
| FIFA 16 | 15.82M | PES 2016 | 1.56M |
| FIFA 17 | 17.02M | PES 2017 | 1.26M |
| FIFA 18 | 16.92M | PES 2018 | 1M |
| FIFA 19 | 12.22M | PES 2019 | 0.55M |

PES VS FIFA

O QUE MUDOU?

O ponto de viragem aconteceu em 2009, quando a EA decidiu lançar um novo modo de jogo online – Ultimate Team – dando a hipótese de qualquer jogador construir uma equipa de sonho.

A Konami demorou a reagir; o modo de jogo equivalente, intitulado myClub, só surgiu no PES 2015.

Anos depois, muitos jogadores de PES ainda achavam o modo confuso, preferindo jogar *offline*.

SURGE ASSIM UMA OPORTUNIDADE

O GRANDE OBJETIVO

CONSTRUIR UM SITE DEDICADO AO MODO DE JOGO “MYCLUB”

Criar um guia completo, que responda às questões mais frequentes dos iniciados e partilhe as melhores dicas que conheço.

PORQUÊ?

Não foi ainda criado um guia exaustivo sobre o tópico. As respostas são encontradas no Reddit (ou outros fóruns) ou em sites já desatualizados há vários anos.

PREOCUPAÇÕES

SITE TERÁ DE SER FÁCIL DE MANTER ATUALIZADO

Conteúdo terá de ser o mais *evergreen* possível, para garantir que o trabalho em manter o site atualizado será mínimo. Não existirá presença oficial nas redes sociais.

Deverá ser rico em texto e não tanto em imagens, que rapidamente poderão ficar desatualizadas.

HISTORICAMENTE, A KONAMI APENAS INTRODUZ ALTERAÇÕES NOS LANÇAMENTOS ANUAIS 👍

DOMÍNIO + HOSTING

DOMÍNIO

O domínio pesmyclubguide.com foi adquirido no dia 22/12/2018 por 14.64 euros.

ALOJAMENTO

Como o site não utilizaria um Content Management System como o WordPress, optei pela plataforma Netlify, cujo plano gratuito é muito generoso (100 GB de consumos por mês).



PRIMEIRA VERSÃO

**O SITE FOI DESENVOLVIDO E LANÇADO
ENTRE 21 E 26 DE DEZEMBRO DE 2018**

PES 2019 MYCLUB GUIDE

I have always been a fan of Pro Evolution Soccer - ever since the early ISS days - but I really only gave myClub a chance this year.

When I was just starting out, I noticed information was sparse, so this guide is my attempt of condensing everything you should know regarding PES myClub.

I am by no means a myClub veteran/guru, so if you would like to contribute, please **contact me** - I'll be more than happy to credit you for your help.

I would like this guide to be as complete as possible, so that newcomers to myClub don't feel overwhelmed. **BTW, if you're coming from FIFA's Ultimate Team, you may want to read this first.**

I did my best to break everything into chapters, but at times I will introduce new things that haven't been covered yet - if you feel confused, I encourage you to read further. Everything is connected in the game and I promise you in the end it will (hopefully!) all make sense :)

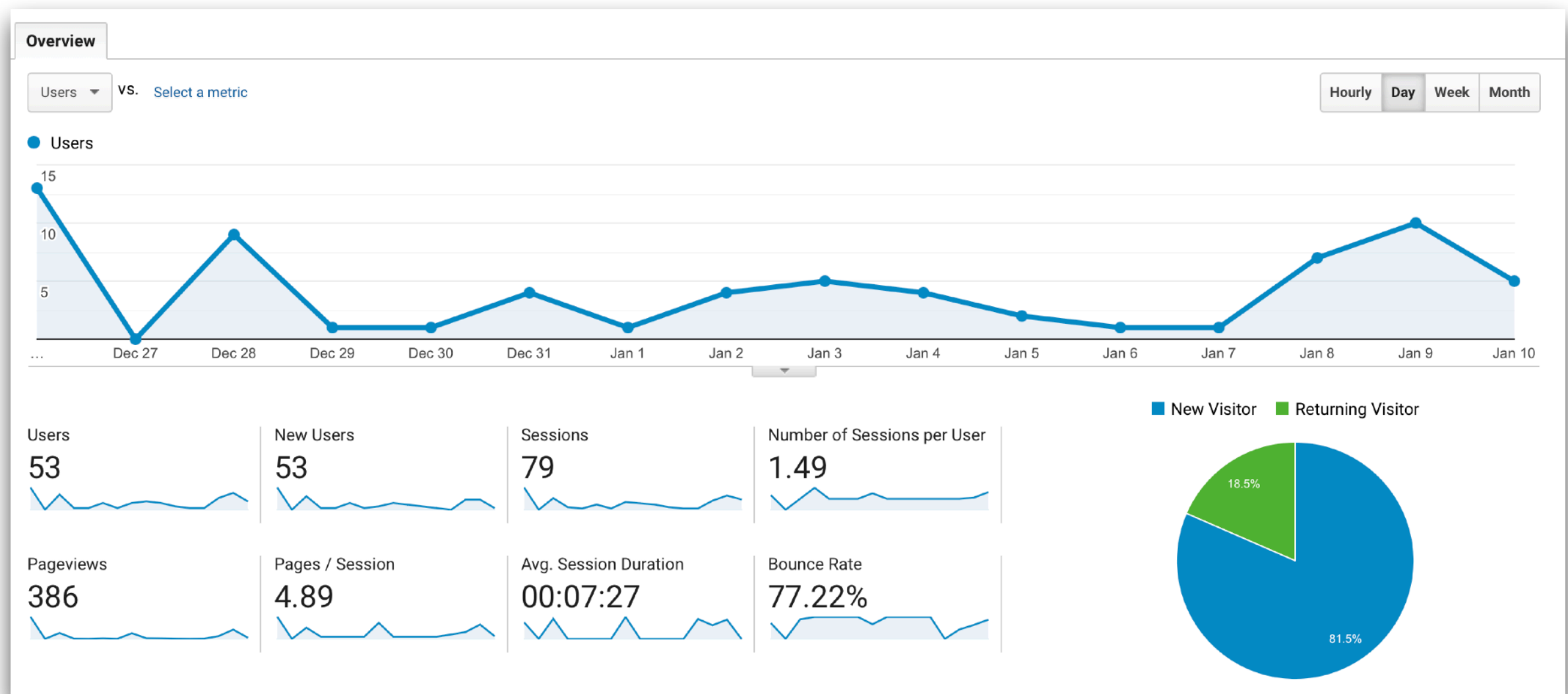
Finally, I will avoid mentioning game controls, so hopefully this guide will make sense to any PS4/XBOX/PC gamer.

All right, let's start!

[MENU ↗](#)

SEMANA 1

MUITOS TESTES EM VARIADOS DISPOSITIVOS E ALGUMAS PARTILHAS COM AMIGOS



**AQUI
VAMOS
NÓS**



HOJE NO MENU



**PRIMEIROS
PASSOS**



**PRINCIPAIS
MEDIDAS**



**NÚMEROS E
CONCLUSÕES**

1. REDDIT

PASSO #1 - PEDIR PERMISSÃO AOS ADMINISTRADORES

PES myClub:

to [/u/TheDIsilentHilbilly](#) sent 3 years ago

Hey man, hope you're doing well!

I wanted to start by thanking you for the awesome spreadsheets you have made for the PES community. I only started playing myClub this year, and those were a huge help (still are!).

I have been playing PES my whole life, but I felt like myClub was a bit overwhelming when I started out. Reddit was often the best resource, and I tried to create the "ultimate" myClub guide in my Christmas break - <https://pesmyclubguide.com> .

It's a very long guide (over 7500 words) with everything I found/learned since October. I have been showing it to some friends and the feedback has been pretty good!

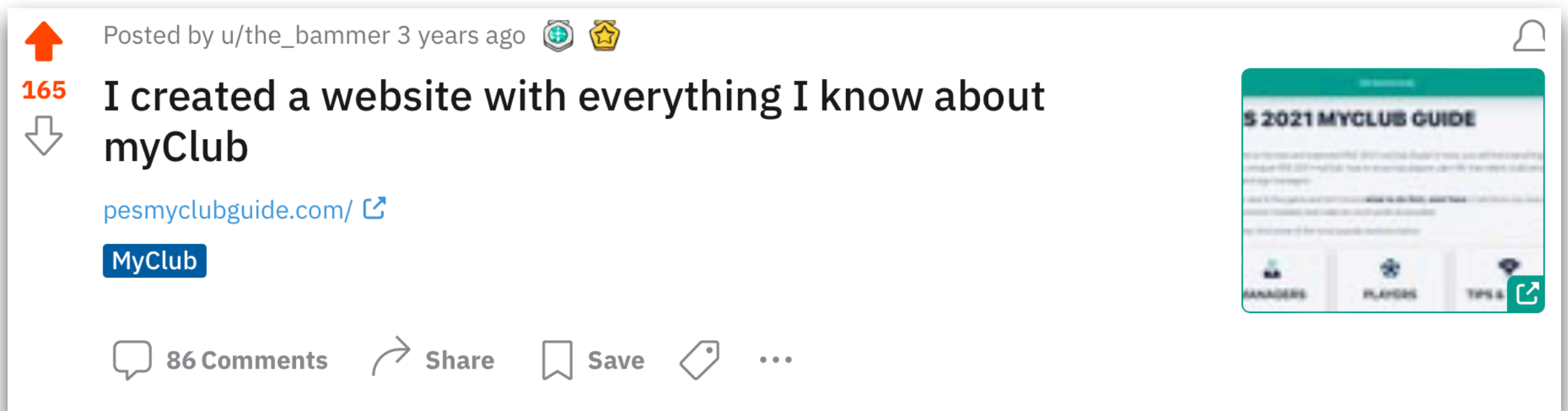
I have included links to your spreadsheets of course, and credited you. Still, I wanted to double-check with you if that's fine. I would also like to know if you're cool with me posting this guide on WEPES one of these days.

Finally, I read a while ago that you wanted to create something like Pesdb with extra stuff - maybe I can help with that (I'm a freelance web developer and I teach Online Marketing in my former university). I'm not sure a website would be better than Excel for the calculators etc, but maybe you have different ideas :)



Cheers from Portugal! Bruno

1. REDDIT


PASSO #2 - PUBLICAR E OUVIR A COMUNIDADE







The image shows a screenshot of a Reddit post. At the top left, there is an orange upvote arrow with the number '165' next to it, and a grey downvote arrow below it. The post text reads: 'I created a website with everything I know about myClub'. Below the text is a link to 'pesmyclubguide.com/' with an external link icon. A blue pill-shaped tag labeled 'MyClub' is positioned below the link. To the right of the text is a thumbnail image of a website titled '2021 MYCLUB GUIDE' with navigation buttons for 'MANAGERS', 'PLAYERS', and 'TIPS &'. At the top of the post, it says 'Posted by u/the_bammer 3 years ago' followed by two icons: a shield with a plus sign and a gold star. At the bottom of the post, there are icons for '86 Comments', 'Share', 'Save', and a three-dot menu.


Posted by u/the_bammer 3 years ago  

165 I created a website with everything I know about myClub

pesmyclubguide.com/ 

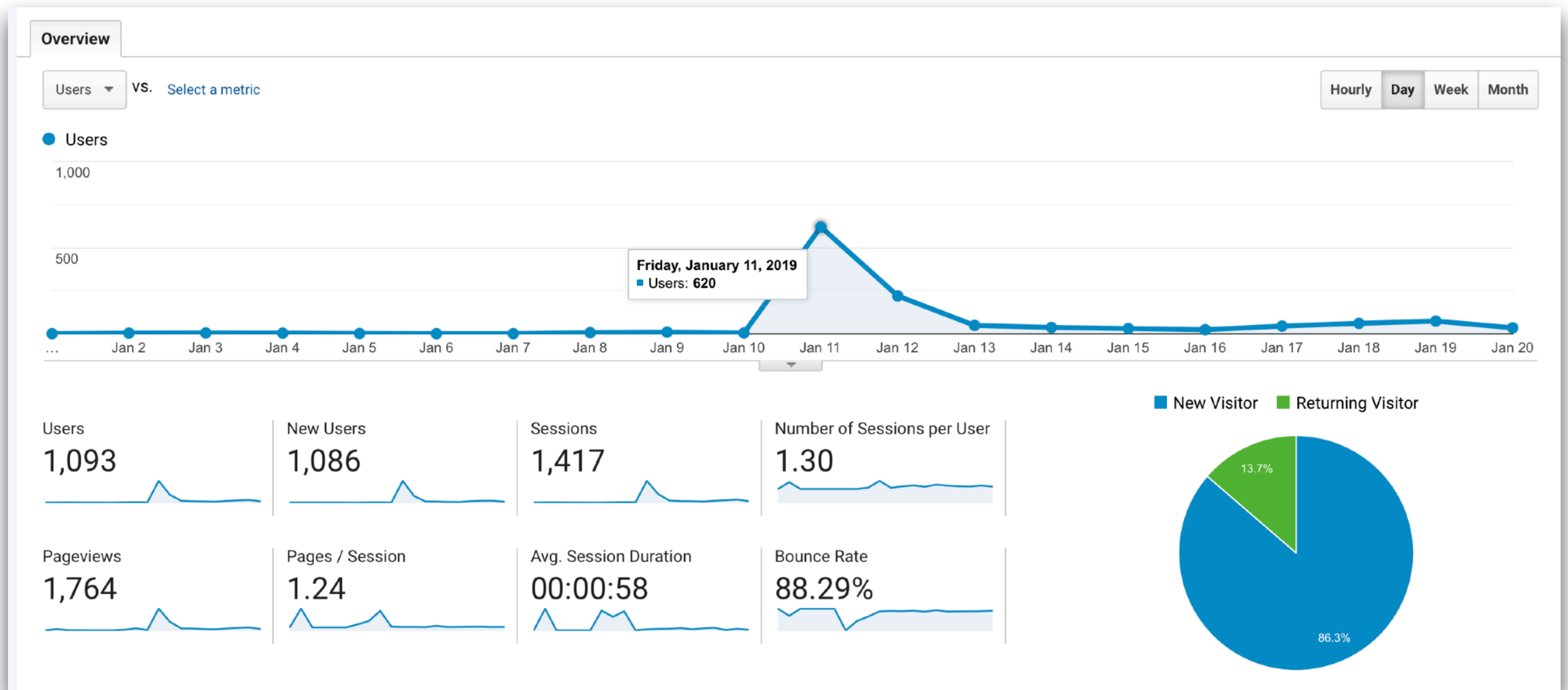
MyClub

 86 Comments  Share  Save  ...



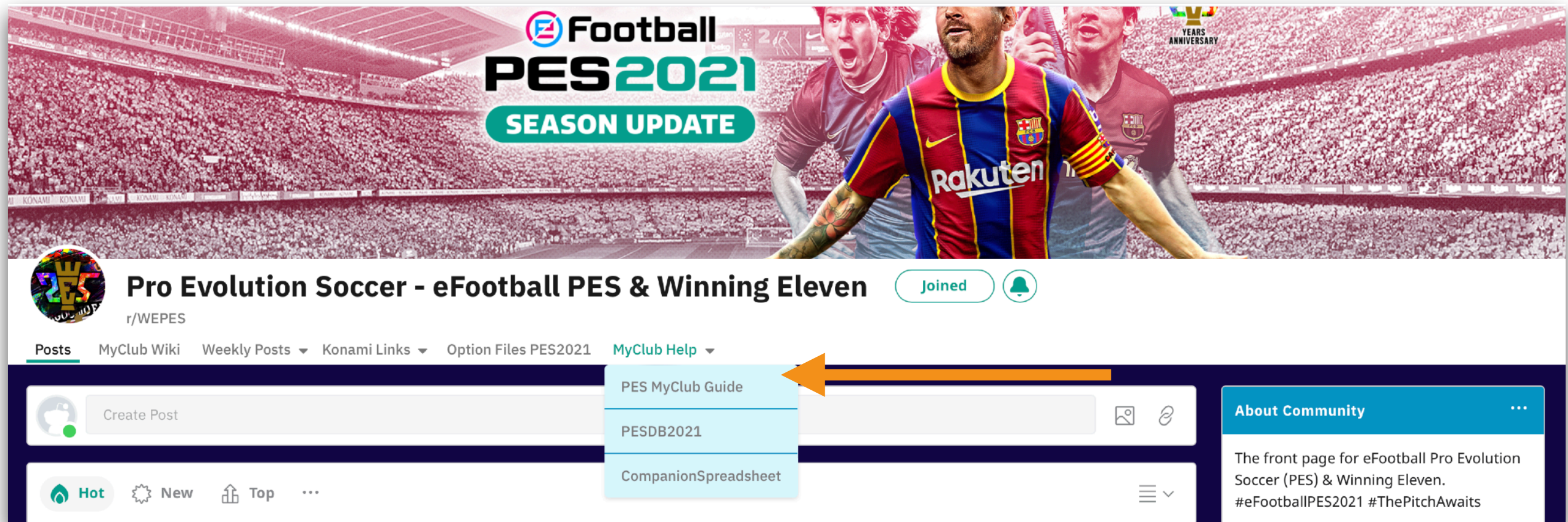
1. REDDIT

O PRIMEIRO “PICO”



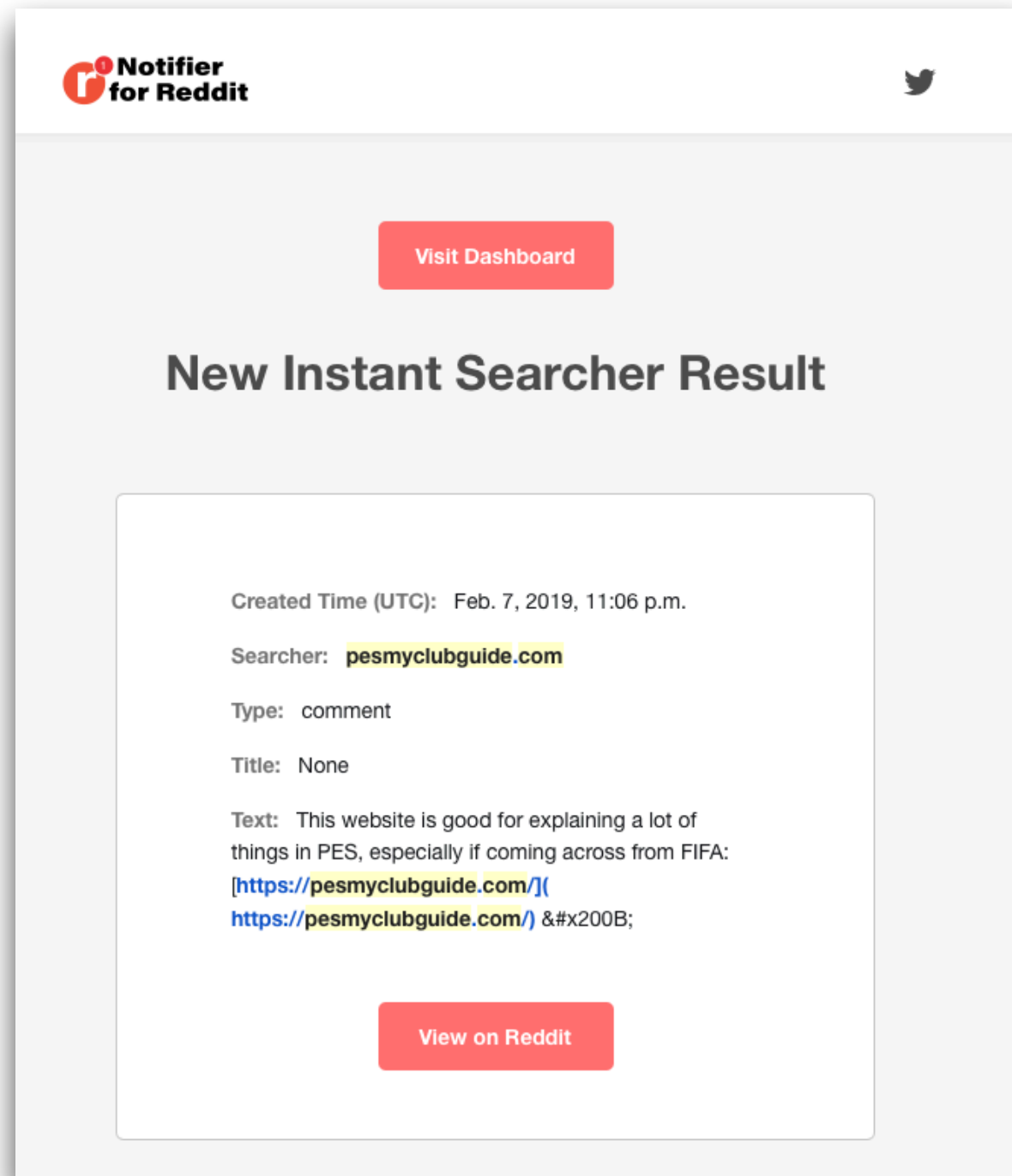
1. REDDIT

WEBSITE PASSOU A PERTENCER AO MENU DO SUBREDDIT



1. REDDIT

“NOTIFIER” PARA ESTAR ATENTO AO QUE É DITO



The screenshot displays the 'Notifier for Reddit' interface. At the top left is the logo 'Notifier for Reddit' and a Twitter icon at the top right. A red button labeled 'Visit Dashboard' is centered below the header. The main heading is 'New Instant Searcher Result'. Below this, a white box contains the following details:

- Created Time (UTC): Feb. 7, 2019, 11:06 p.m.
- Searcher: pesmyclubguide.com
- Type: comment
- Title: None
- Text: This website is good for explaining a lot of things in PES, especially if coming across from FIFA:
[\[https://pesmyclubguide.com/\]](https://pesmyclubguide.com/)
<https://pesmyclubguide.com/> ​

A red button labeled 'View on Reddit' is centered at the bottom of the white box.

2. MAIS COMUNIDADES

UM EXEMPLO DE UM PEDIDO

PES myClub Guide Inbox x

Bruno Brito
to ilbasileus88
Tue, Jan 22, 2019, 6:21 PM

Hey there Basileus,

I noticed you're a fan of PES, so that's why I'm writing you this message.

I'm also a big fan of the game and this year I decided to contribute to the community by writing a guide to myClub - <https://pesmyclubguide.com>

It's over 8.000 words, and right now I'm on a mission to spread the word. If you like it, I was wondering if you could share it, either by linking to the guide, posting it on FB, tweeting, RTing (https://twitter.com/the_bammer/status/1087685444618330115) or simply showing it to friends, whatever you find appropriate :)

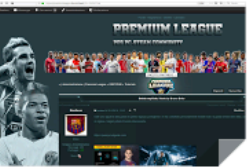
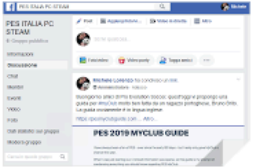
It was well received on Reddit and I'd love some more feedback to improve it as much as I can.

Cheers from Portugal!
Bruno

Basileus
to me
Fri, Jan 25, 2019, 12:56 PM

Hello Bruno, i shared it on my facebook group where you can join to post your tutorials, links and others(PES ITALIA PC STEAM - 271 members), and i shared it on my clan forum, we are 50 members
Have a nice day

2 Attachments



Bruno Brito
to Basileus
Fri, Jan 25, 2019, 1:34 PM

Thank you so much Basileus, I really appreciate it! I hope your community finds it useful!

Keep up with the great work and have a nice weekend! :)

Bruno

3. CRIADORES

AJUDA DO YOUTUBER MAIS RESPEITADO

22 January 2019



Hello mate, what's up?

12:09

Hey Spooky, thanks for following me back so quickly! Greetings from Portugal :)

I'd like to start by congratulating you on your YouTube channel. I'm a longtime PES fan and your channel is my favourite spot to learn tactics and check out some advanced gameplay tips :)

I'm mostly a Master League player, but I started playing myClub this year and, at first, it seemed like a lot to learn, so I started taking notes along the way. I ended up developing this website - pesmyclubguide.com - my attempt of creating the complete guide for PES myClub.

I'm in the process of spreading the message - I started by sharing it on Reddit ([reddit.com/r/WEPES/comments/](https://www.reddit.com/r/WEPES/comments/)) and the reviews were very positive. If you feel like sharing it with a tweet or any other form, I'd appreciate it! (there's a link to your channel in the footer of my website) :)

Thanks and keep up with your great work!

Cheers,
Bruno

12:11 ✓

Hey dude, I've only had a brief look but this is great stuff for the PES community. I'll share on Twitter and drop a video too and credit you too if that helps?

I love how clean it looks, the font and ease of navigation. Great work mate.

My parents live in Portugal, out in the sticks (Nr. Portalegre - Barretos). Thanks for the mention on your website. Very kind of you.

Cheers mate,

SpoonyPizzas



12:16



I'll put a new video out on this for you for 2020 once you've updated it, so just let me know when :)

15:04

4. PESDB

BANNER NO SITE MAIS VISITADO DA COMUNIDADE

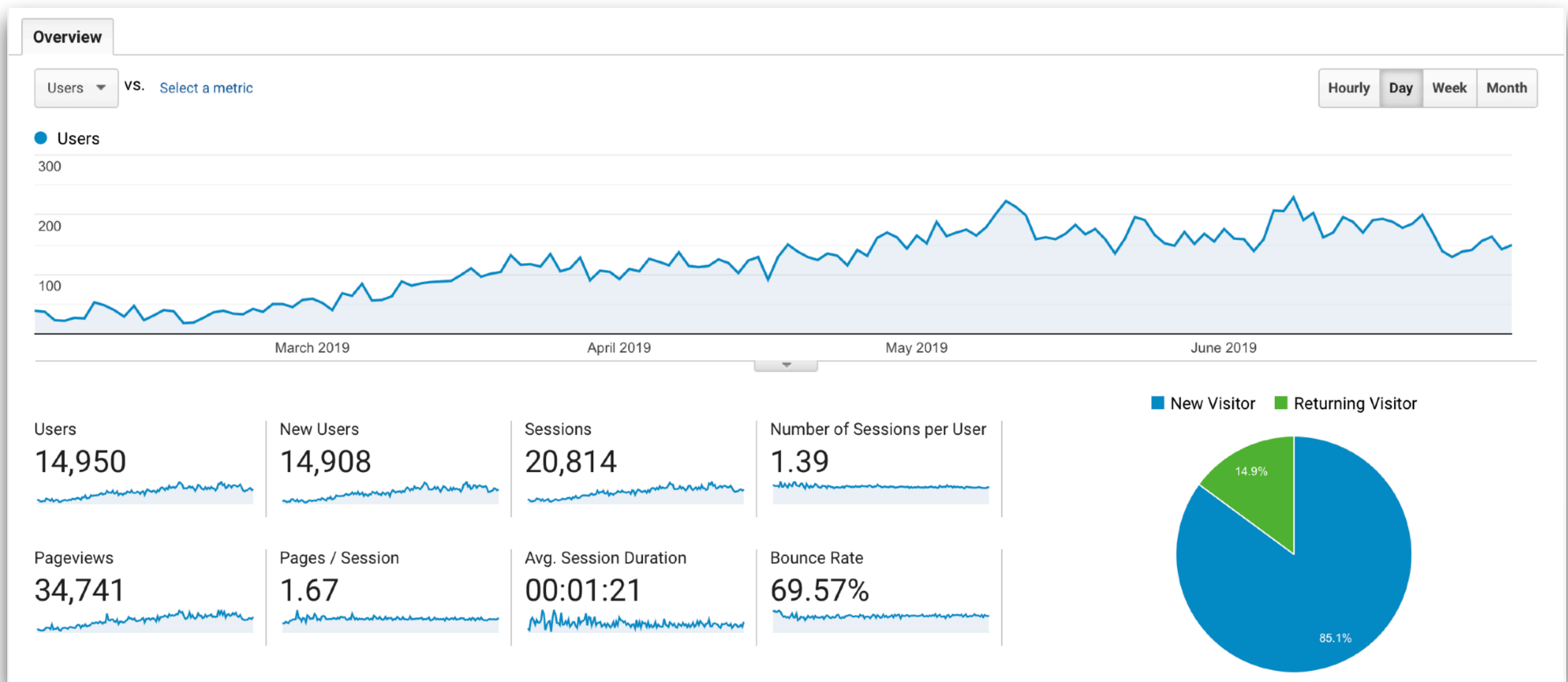


The image shows a screenshot of the PES DB 2021 website. At the top, there is a language dropdown menu set to 'English'. The main header features the 'PES DB 2021' logo. Below the logo, there is a 'Featured Players' button. The main content is a table listing various players with their attributes.

| Position | Player Name | Team Name | Nationality | Height | Weight | Age | Condition | Overall Rating |
|----------|-------------------|--------------------|-------------|--------|--------|-----|-----------|----------------|
| RWF | L. MESSI | FC BARCELONA | ARGENTINA | 170 | 72 | 33 | C | 94 |
| LWF | CRISTIANO RONALDO | JUVENTUS | PORTUGAL | 187 | 83 | 35 | C | 93 |
| CF | R. LEWANDOWSKI | FC BAYERN MÜNCHEN | POLAND | 185 | 81 | 32 | C | 93 |
| LWF | NEYMAR | PSG | BRAZIL | 175 | 68 | 28 | C | 92 |
| AMF | K. DE BRUYNE | MANCHESTER B | BELGIUM | 181 | 68 | 29 | C | 92 |
| GK | J. OBLAK | MADRID ROSAS RB | SLOVENIA | 188 | 87 | 27 | C | 91 |
| CB | V. VAN DIJK | LIVERPOOL R | NETHERLANDS | 193 | 92 | 29 | C | 91 |
| CF | K. MBAPPÉ | PSG | FRANCE | 178 | 73 | 22 | C | 91 |
| CB | SERGIO RAMOS | MADRID CHAMARTIN B | SPAIN | 184 | 82 | 34 | C | 90 |
| CF | S. AGÜERO | MANCHESTER B | ARGENTINA | 173 | 70 | 32 | C | 90 |
| CF | H. KANE | TOTTENHAM WB | ENGLAND | 188 | 76 | 27 | C | 90 |
| LWF | S. MANÉ | LIVERPOOL R | SENEGAL | 175 | 69 | 28 | C | 90 |
| GK | ALISSON | LIVERPOOL R | BRAZIL | 191 | 91 | 28 | C | 90 |
| GK | M. NEUER | FC BAYERN MÜNCHEN | GERMANY | 193 | 93 | 34 | C | 89 |
| CF | L. SUÁREZ | MADRID ROSAS RB | URUGUAY | 182 | 86 | 33 | C | 89 |
| CF | P. AUBAMEYANG | ARSENAL | GABON | 187 | 80 | 31 | C | 89 |
| DMF | CASEMIRO | MADRID CHAMARTIN B | BRAZIL | 185 | 84 | 28 | C | 89 |
| GK | T. COURTOIS | MADRID CHAMARTIN B | BELGIUM | 199 | 96 | 28 | C | 89 |
| RWF | M. SALAH | LIVERPOOL R | EGYPT | 175 | 71 | 28 | C | 89 |
| GK | M. TER STEGEN | FC BARCELONA | GERMANY | 187 | 85 | 28 | C | 89 |
| DMF | J. KIMMICH | FC BAYERN MÜNCHEN | GERMANY | 177 | 75 | 25 | C | 89 |
| CF | K. BENZEMA | MADRID CHAMARTIN B | FRANCE | 185 | 81 | 33 | C | 88 |
| CMF | T. KROOS | MADRID CHAMARTIN B | GERMANY | 183 | 76 | 30 | C | 88 |
| LWF | E. HAZARD | MADRID CHAMARTIN B | BELGIUM | 173 | 76 | 29 | C | 88 |
| DMF | SERGIO BUSQUETS | FC BARCELONA | SPAIN | 189 | 76 | 32 | C | 88 |
| GK | DAVID DE GEA | MANCHESTER UNITED | SPAIN | 193 | 82 | 30 | C | 88 |
| CMF | THIAGO | LIVERPOOL R | SPAIN | 174 | 70 | 29 | C | 88 |

OS MESES SEGUINTE

CRESCIMENTO GRADUAL



Fevereiro/Junho 2019

PES 2020

PES 2020 IS HERE - GUIDE IS BEING UPDATED ACCORDINGLY!

PES 2020 MYCLUB GUIDE

I have always been a fan of Pro Evolution Soccer - ever since the early ISS days - but I really only gave myClub a chance in 2019.

When I was just starting out, I noticed information was sparse, so this guide is my attempt of condensing everything you should know regarding PES myClub. I am now in the process of updating it to eFootball Pro Evolution Soccer 2020.

I am by no means a myClub veteran/guru, so if you would like to contribute, please **contact me** - I'll be more than happy to credit you for your help.

I would like this guide to be as complete as possible, so that newcomers to myClub don't feel overwhelmed.

If you're new to the game and don't know **what to do first, start here**. It will show you how to avoid common mistakes and earn the maximum amount of GP possible. **Coming from FIFA's Ultimate Team? You may want to read this first.**

I did my best to break everything into chapters, but at times I will introduce new things that haven't been covered yet - if you feel confused, I encourage you to read further. Everything is connected in the game and I promise you in the end it will (hopefully!) all make sense :)

Finally, I will avoid mentioning game controls, so hopefully this guide will make sense to any PS4/XBOX/PC gamer.

If you find this page useful, consider donating!

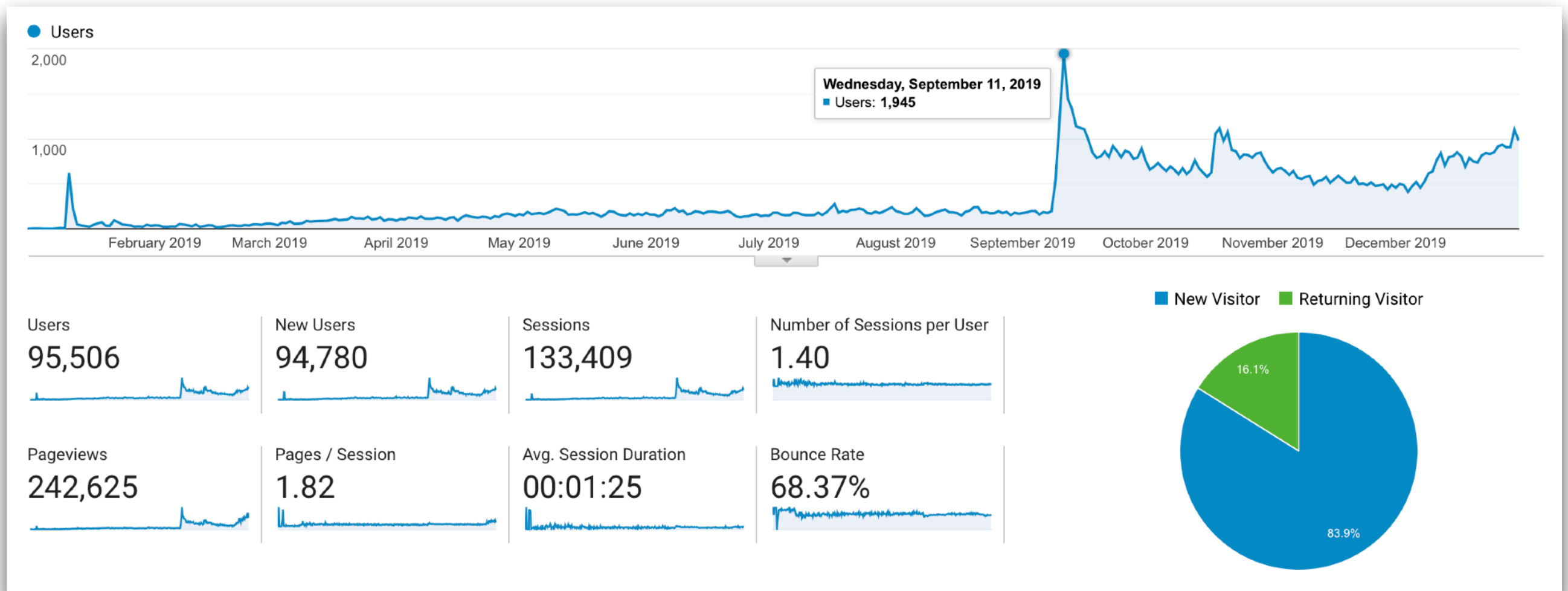
[Donate](#)

All right, let's start!

MENU ↑

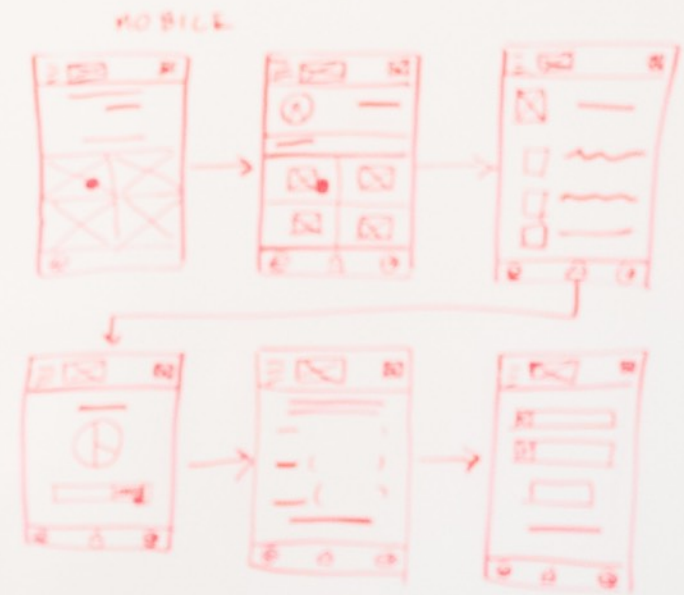
IMPACTO DO PES 2020

1.945 UTILIZADORES NO DIA DE LANÇAMENTO DO JOGO



Janeiro-Dezembro 2019

COMO CRESCER MAIS?



TREINADORES

EM JAN/2020 COMECEI A INSERIR TREINADORES

QUICK INFO

★ 730 Ⓜ 29.200 (if unlocked with GP)

Formation: 4-3-3

Management Skills: 910

Adaptability: 91

OFFENSIVE TACTIC

The screenshot shows the PES2020 interface for Manager G. Zeitzler. On the left, a manager profile card lists: G. ZEITZLER, Nationality/Region: GERMANY, Team: LIVERPOOL R, Adaptability: 91, Management Skills: 910, and Matches Left: 25. The main area displays the 'Offensive Tactic' settings for a 4-3-3 formation. A tactical diagram shows a 4-3-3 setup with positions: LWF, CF, RWF, CMF, CMF, CMF, LB, CB, CB, RB, and GK. The 'Attacking Instructions' table is as follows:

| Attacking Instructions | |
|------------------------|-----------------|
| Attacking Style | Possession Game |
| Build Up | Short-pass |
| Attacking Area | Centre |
| Positioning | Flexible |
| Support range | ----- |

The 'Defensive Instructions' table is as follows:

| Defensive Instructions | |
|------------------------|--------------------|
| Defensive Style | Frontline Pressure |
| Containment Area | Centre |
| Pressuring | Aggressive |
| Defensive Line | ----- |
| Compactness | ----- |

At the bottom, there are navigation options: Help, Sign Professional Contract, and Return.

TREINADORES

PARA FACILITAR A NAVEGAÇÃO INSERI FILTROS
E, MAIS TARDE, UMA BARRA DE PESQUISA

The screenshot shows the PES MyClub Guide interface. At the top, there is a purple header with a menu icon, the text "PES MyClub Guide", and a moon icon. Below the header, the main content area has a title "109 MANAGERS (AND COUNTING)" in bold. Underneath the title, there is a paragraph of text: "Here is my Manager database. You may notice that some managers appear more than once; they may have moved on to other clubs or used different formations throughout the season." followed by another paragraph: "I will add more in the upcoming days and make an effort to keep this updated with new managers I come across." Below the text, there are three filter dropdown menus: "Formation" with "Any formation" selected, "Cost" with "Any range" selected (and a dropdown menu open showing options: "Up to 550 coins", "Up to 450 coins", "Up to 350 coins"), and "Nationality" with "Any nationality" selected. Below the filters, there is a line of text: "Currenty showing 109 managers." followed by a list of manager names in three columns: A. Conte, A. Nesta, C. Ayres, C. Ranieri (2), D. Dabove, D. Millesi, A., A. Sal, C. Herz, C. Tunal, D. Deschamps, D. Millesi (2), A. McLeish, B. Vivanco, C. Ranieri, C. Valbuena, D. McInnes, and E. Breton.

☰ PES MyClub Guide ☾

109 MANAGERS (AND COUNTING)

Here is my Manager database. You may notice that some managers appear more than once; they may have moved on to other clubs or used different formations throughout the season.

I will add more in the upcoming days and make an effort to keep this updated with new managers I come across.











Formation Cost
Up to 550 coins
Up to 450 coins
Up to 350 coins Nationality

Currenty showing 109 managers.

- A. Conte
- A. Nesta
- C. Ayres
- C. Ranieri (2)
- D. Dabove
- D. Millesi
- A.
- A. Sal
- C. Herz
- C. Tunal
- D. Deschamps
- D. Millesi (2)
- A. McLeish
- B. Vivanco
- C. Ranieri
- C. Valbuena
- D. McInnes
- E. Breton

RESULTADOS

EM 2020, 70% DO CONTEÚDO VISTO ESTEVE RELACIONADO COM TREINADORES

| Page ? | Pageviews ? ↓ | Unique Pageviews ? |
|--|--|--|
| | 4,017,516 % of Total: 69.49% (5,781,784) | 2,906,679 % of Total: 66.99% (4,339,028) |
| 1. /managers/  | 1,165,794 (29.02%) | 628,613 (21.63%) |
| 2. /best-managers/  | 262,482 (6.53%) | 191,969 (6.60%) |
| 3. /managers/#manager-list  | 88,823 (2.21%) | 32,116 (1.10%) |
| 4. /managers/l-roman/  | 43,487 (1.08%) | 35,477 (1.22%) |
| 5. /managers/g-zeitler/  | 38,076 (0.95%) | 31,601 (1.09%) |
| 6. /managers/l-roman-3/  | 33,783 (0.84%) | 25,942 (0.89%) |
| 7. /signing-managers/  | 33,305 (0.83%) | 27,876 (0.96%) |
| 8. /managers/l-roman-2/  | 30,654 (0.76%) | 24,060 (0.83%) |
| 9. /managers/y-grimault/  | 30,270 (0.75%) | 25,916 (0.89%) |
| 10. /managers/fernando-santos/  | 29,633 (0.74%) | 23,285 (0.80%) |

COMO CRESCER MAIS?



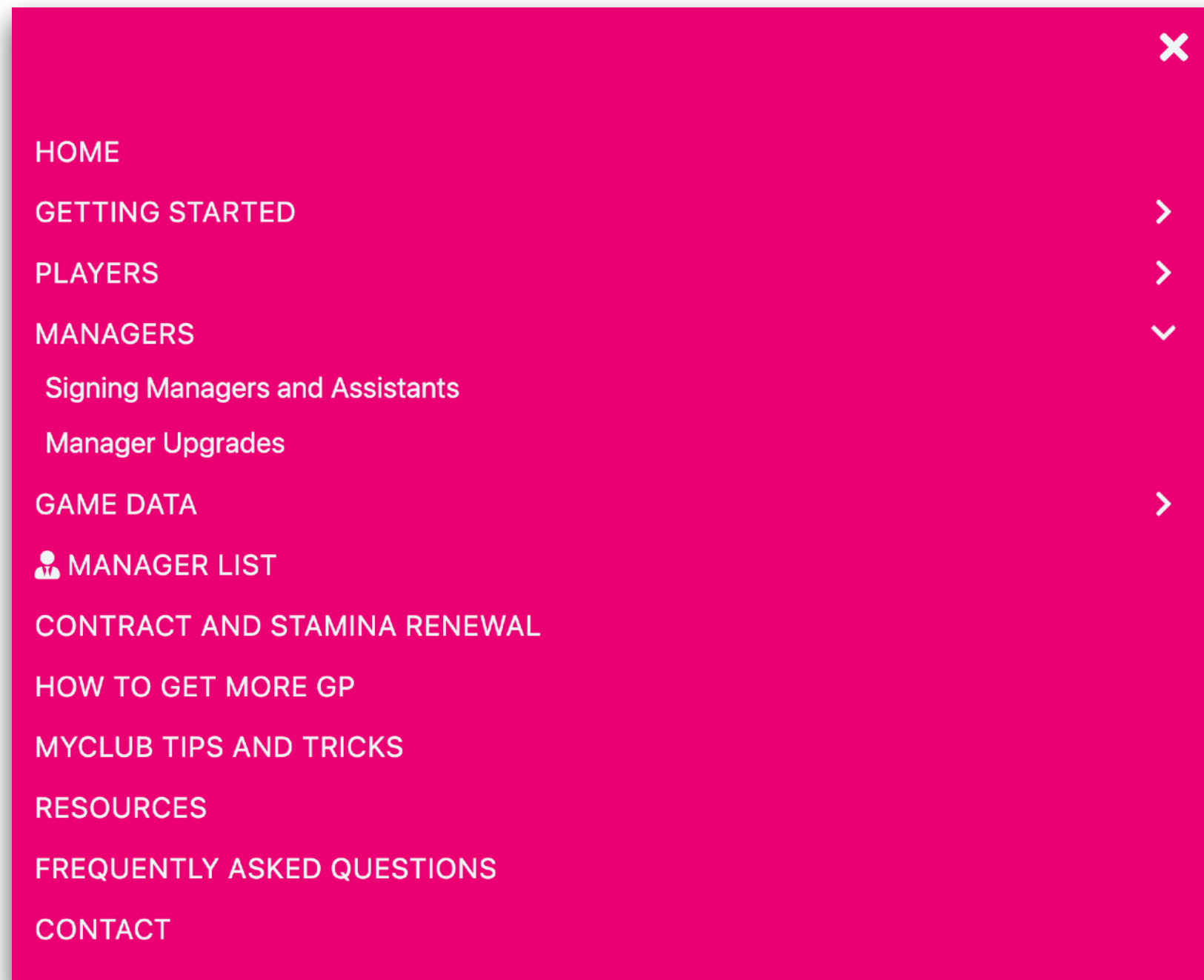
SAIR DO SINGLE PAGE

COMO DIVIDIR O SITE EM SECÇÕES?

| H2 | H3 | Number of Words | |
|---------------------|---|-----------------|-------------|
| SIGNING NEW PLAYERS | | 34 | 1437 |
| | Types of Players | 210 | |
| | Using Agents | 346 | |
| | Using Scouts | 847 | |
| DUPLICATE PLAYERS | | 118 | 931 |
| SIGNING MANAGERS | | 263 | |
| | Assistant Coaches | 148 | |
| | Manager Upgrades | 520 | |
| RENEWING CONTRACTS | | 401 | |
| TRAINING PLAYERS | | 18 | 1025 |
| | Player Levels | 186 | |
| | Converting Players into EXP Trainers | 174 | |
| | Maximising EXP | 561 | |
| | Items - EXP, Position and Skill Trainer | 86 | |
| PLAYER FORM | | 0 | 527 |
| | Live Condition Rating | 257 | |
| | The Form Attribute | 270 | |
| PLAYING STYLES | | 47 | 643 |
| | Playing Styles - Full List | 462 | |
| | COM Playing Styles | 134 | |
| PLAYER ATTRIBUTES | | 63 | 631 |
| | Player Attributes - Full List | 445 | |
| | Inspire | 123 | |

A GRANDE REVOLUÇÃO

EM FEV/2020, O CONTEÚDO FOI REORGANIZADO



A GRANDE REVOLUÇÃO

A GOOGLE SEARCH CONSOLE TROUXE NOVAS IDEIAS PARA CONTEÚDOS

| Top queries ↑ | ↓ Clicks | Impressions | CTR | Position |
|------------------------------------|----------|-------------|-------|----------|
| best gold ball in pes 2021 | 6,684 | 11,291 | 59.2% | 1.5 |
| pes manager list | 5,260 | 9,755 | 53.9% | 1.6 |
| j canto pes 2021 | 5,178 | 15,079 | 34.3% | 1.8 |
| best manager in pes 2021 | 4,352 | 19,221 | 22.6% | 2.2 |
| pes legends | 4,275 | 15,614 | 27.4% | 1.4 |
| pes 2021 legends | 4,091 | 11,661 | 35.1% | 1.4 |
| best gold ball pes 2021 | 4,004 | 7,761 | 51.6% | 1.7 |
| best manager in pes 2021 mobile | 3,807 | 24,858 | 15.3% | 2.3 |
| best silver ball pes 2021 | 3,460 | 5,144 | 67.3% | 1.1 |
| pes playing styles | 2,930 | 4,489 | 65.3% | 1.1 |
| pes 2021 best manager | 2,477 | 7,693 | 32.2% | 2 |
| best gold ball players in pes 2021 | 2,380 | 4,086 | 58.2% | 1.6 |

RESULTADOS

**O NÚMERO DE PAGEVIEWS DISPAROU E
O CONTEÚDO DO SITE PASSOU A SER SUGERIDO
PARA MUITAS OUTRAS PESQUISAS**

**PES é atualizado na versão
Mobile (iOS/Android)** →



| | | | |
|---|---|--|--|
| Users 621.77% 689,338 vs 95,506 | New Users 635.90% 697,513 vs 94,784 | Sessions 909.57% 1,346,904 vs 133,413 | Number of Sessions per User 39.87% 1.95 vs 1.40 |
| Pageviews 2,282.97% 5,781,784 vs 242,629 | Pages / Session 136.04% 4.29 vs 1.82 | Avg. Session Duration 37.18% 00:01:56 vs 00:01:25 | Bounce Rate -5.79% 64.41% vs 68.37% |

LIMITE DE TRÁFEGO

AS “DORES DE CRESCIMENTO” OBRIGARAM-ME A TRANSFERIR IMAGENS PARA OUTRO ALOJAMENTO



You'll need an allowance increase soon!

Your **bandwidth** usage on your team (**Bruno Brito's team**) has reached **90%** of the current allowance in your billing cycle from March 16 to April 16.

If bandwidth usage goes over the allowance before the end of the billing cycle, we'll add an **extra bandwidth pack for \$20**, increasing your allowance by **100GB** for the current billing cycle. You can also increase your total bandwidth allowance by upgrading your team to a [higher plan](#).

You can check current usage details in the Netlify UI.

[Check usage details](#)

All usage and allowances reset at the end of the billing cycle. For more information about billing, visit our [Billing FAQ](#).

REBRANDING

EM 2022, PES PASSA A SER “EFOOTBALL”...

ROADMAP

Early Autumn >>>

- All-New Game Engine Rollout
- Local Matches Using Renowned Clubs
 - Real Madrid, Bayern Munich, Juventus, Manchester United, Arsenal, Borussia Dortmund, Liverpool, Tottenham Hotspur, Valencia
- Cross-Generation Matches
 - PS5 vs PS4
 - XBOX SERIES X|S vs XBOX ONE

Autumn >>>

- Online Leagues (Name TBC) Opened
- Team Building Mode (Name TBC) Opened
 - Club Selection (Player cards)
- Cross-Platform Matches (Console and PC)
 - PS5 vs STEAM vs XBOX
- Match Pass System
 - Instant Reward (Player card)
 - 01 (Coin)
 - 02 (Player card)
 - 03 (Player card)

Winter

- eSports Tournaments Kick-off
 - Cross-Platform Matches (Console, PC and Mobile)
 - PS5, STEAM, XBOX, App Store, Google Play
 - Mobile Controller Support

FREE to PLAY

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*Some items are available for in-game purchase. Please check the official website for more details.

REBRANDING

... E A COMUNIDADE NÃO GOSTOU.

eFootball is currently the worst game on Steam, according to user reviews

Own goal.



News by [Wesley Yin-Poole](#) | Former Editor-in-Chief

Updated on Oct. 1, 2021

34 comments

+ Follow eFootball 2022

eFootball's disastrous launch has gone from bad to worse - it's currently the most-hated game on Steam, according to user reviews.

**FICAMOS
POR AQUI**



HOJE NO MENU



**PRIMEIROS
PASSOS**



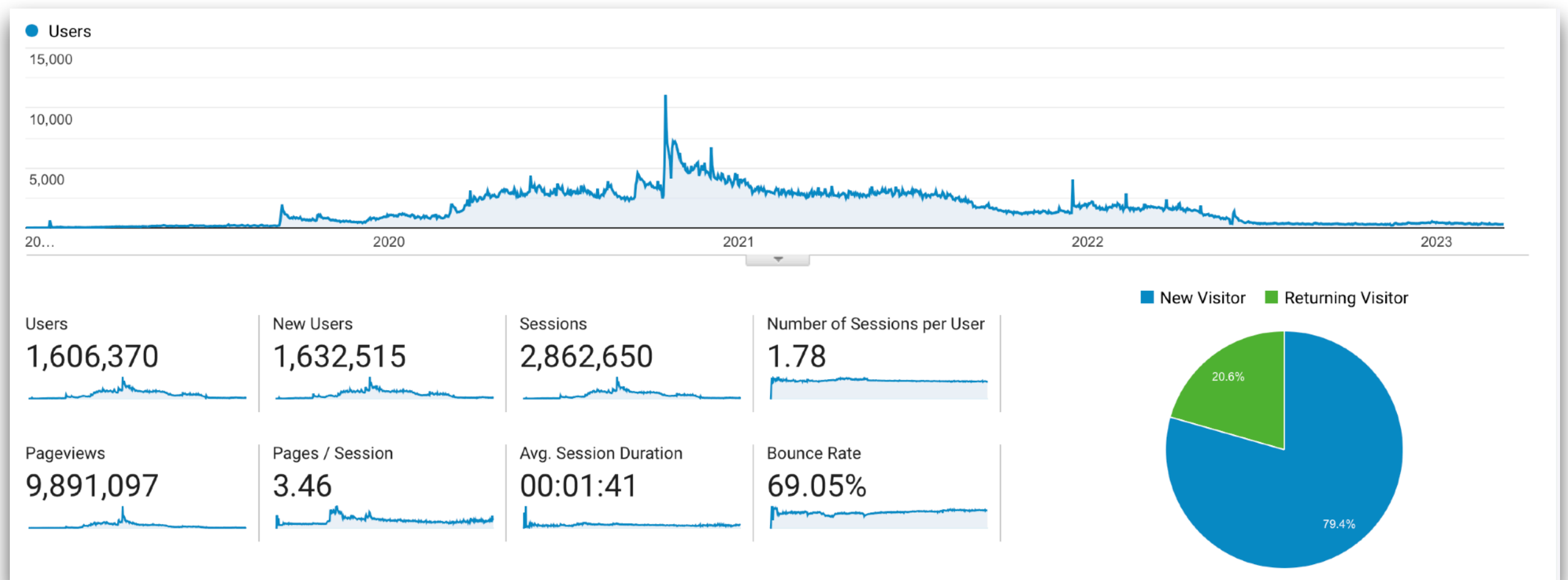
**PRINCIPAIS
MEDIDAS**



**NÚMEROS E
CONCLUSÕES**

~ 10M DE PAGEVIEWS

**COM O FALHANÇO DA VERSÃO DE 2022,
O SITE NÃO FOI ATUALIZADO
O DESINTERESSE PELO JOGO (E PELO SITE) É REFLECTIDO**



NÚMERO ATÉ AQUI

SEM QUALQUER PRESENÇA NAS REDES SOCIAIS, O GOOGLE É O GRANDE RESPONSÁVEL PELA AQUISIÇÃO DE TRÁFEGO (100% ORGÂNICO)

| Source / Medium ? | Acquisition | | |
|---|---|---|---|
| | Users ? ↓ | New Users ? | Sessions ? |
| | 1,606,370 % of Total: 100.00% (1,606,370) | 1,633,620 % of Total: 100.07% (1,632,515) | 2,862,650 % of Total: 100.00% (2,862,650) |
| 1. google / organic | 1,483,352 (89.66%) | 1,490,713 (91.25%) | 2,598,239 (90.76%) |
| 2. (direct) / (none) | 107,695 (6.51%) | 107,721 (6.59%) | 151,793 (5.30%) |
| 3. googleads.g.doubleclick.net / referral | 23,710 (1.43%) | 396 (0.02%) | 54,664 (1.91%) |
| 4. bing / organic | 8,377 (0.51%) | 8,266 (0.51%) | 12,211 (0.43%) |
| 5. reddit.com / referral | 4,414 (0.27%) | 3,391 (0.21%) | 6,875 (0.24%) |
| 6. m.facebook.com / referral | 3,362 (0.20%) | 3,340 (0.20%) | 3,843 (0.13%) |
| 7. duckduckgo / organic | 2,576 (0.16%) | 2,496 (0.15%) | 4,257 (0.15%) |
| 8. yandex.ru / referral | 2,040 (0.12%) | 2,025 (0.12%) | 3,044 (0.11%) |
| 9. translate.googleusercontent.com / referral | 2,019 (0.12%) | 1,414 (0.09%) | 2,646 (0.09%) |
| 10. yahoo / organic | 1,871 (0.11%) | 1,800 (0.11%) | 2,650 (0.09%) |

DOAÇÕES



If you find this page useful, consider donating!

Donate

Doação #1: 2 euros (17 de agosto de 2019)

Doação #2: 10 euros (17 de dezembro de 2019)

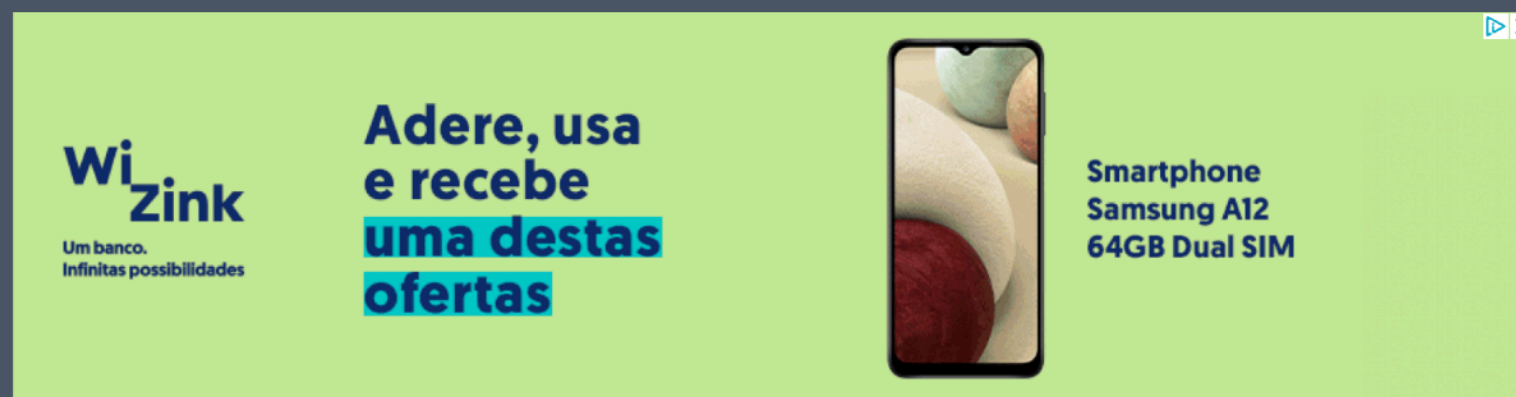
ADSENSE

DE NOVEMBRO DE 2019 ATÉ MARÇO 2022

WHY A SEASON UPDATE? WHAT ABOUT NEXT-GEN?

The reason for this is simple: Konami will be working on PES 2022 with a new engine (Unreal Engine), promising more realistic player models, enhanced physics and better animations, targeted at the next-gen consoles (PS5 and Xbox Series X).

The idea is to begin testing the new game with this engine in mid-2021, for a release later that year.



2.427 euros (melhor mês: 236 euros em outubro 2020)

DISPLAY AD

DE OUTUBRO DE 2020 ATÉ NOVEMBRO DE 2022

The image shows a screenshot of a display advertisement for PokerStars. The background is dark red with poker-related imagery like cards and chips. On the left, the PokerStars logo is visible. The main text in the center reads "EXCLUSIVO PARA NOVOS JOGADORES" and "BÓNUS DE 100% ATÉ €500". On the right, there is a teal button that says "Deposite aqui" and a small disclaimer below it: "+18. Seja responsável. Jogue com moderação. Sicad.pt.". At the bottom of the ad, there is a teal navigation bar with a hamburger menu icon, the text "PES MyClub Guide", and a lightbulb icon. In the bottom left corner of the ad, there is a grey button that says "Fechar Anúncio".

Inicialmente 1 euro por CPM, mais tarde alterado para 0.75 por CPM

909 euros

AFILIADOS

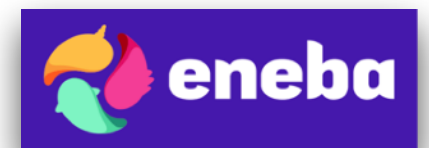
DE 07/09/2020 A 05/10/2020



Ganhos totais
€ 14,27

Vendas totais geradas
8

Média de ganhos por produto
€ 1,78



Desconto de 40% para PC com o código PESMYCLUBGUIDE

DÚVIDAS?

