

# MARKETING DIGITAL

Comunicação e Marketing  
na Indústria Farmacêutica

Aula 5

# HOJE NO MENU



**BOAS PRÁTICAS  
E-COMMERCE**



**GOOGLE ANALYTICS  
SEARCH CONSOLE**



**LANDING PAGES  
CAMPANHAS A/B**

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# SITUAÇÃO EM PT



44.8% dos portugueses fazem compras online (média UE - 72%)

Consumidor português é desconfiado: “comprar online não é seguro”.

Atraso na disponibilização de alguns métodos de pagamento - só em 2019 chegaram serviços como Amazon Pay, Apple Pay, o Google Pay e o Samsung Pay.

Portugal é o segundo maior país da Europa em termos de volume de compras feitas em sites estrangeiros. China é o destino de origem de quase metade das compras online dos portugueses fora do país.

39.70€ é o valor médio de uma compra online. Referência Multibanco é o método de pagamento mais utilizado.

# RETAILHISTAS



PC	Source	Reach (000)	Page Views (000)	Visits (000)
Continente	meter	1,452	99,345	5,885
Worten	meter	1,403	37,823	4,181
Aliexpress	meter	1,328	46,393	5,209
fnac	meter	1,171	23,137	3,222
Amazon	meter	1,004	33,349	4,053
Kuanto Kusta.pt	meter	778	11,777	2,350
Auchan	meter	738	23,382	2,232
eBay	meter	719	34,249	2,776
Booking	meter	705	24,404	2,797
Wook	meter	593	14,002	2,307
IKEA	meter	515	16,987	1,159
Leroy Merlin	meter	513	14,089	977
Radiopopular	meter	483	5,661	1,049
TripAdvisor	meter	463	9,520	1,009
El Corte Inglés	meter	451	6,530	820
Farmácias Portuguesas	meter	387	2,524	725
Wish	meter	383	13,770	1,329
Decathlon	meter	379	13,627	897
Dott	meter	354	2,848	557
PCDiga	meter	345	10,699	1,601

An empty metal shopping cart is positioned in the center of a store aisle. The cart is made of silver metal with a blue handle and orange grips. It is on a light-colored tiled floor. The background shows a grey wall and the perspective of the aisle receding into the distance. The lighting is bright, casting a shadow of the cart onto the floor.

**70% DOS VISITANTES  
NÃO FINALIZAM A COMPRA.  
PORQUÊ?**

# PORQUE É QUE ABANDONAM?

1. O Website não inspira confiança.
2. O Website apresenta problemas de usabilidade.
3. O processo de Checkout é pouco intuitivo.
4. O Website exige registo para efectuar compras.
5. Os portes de envio apanham os compradores desprevenidos.
6. A loja não tem uma política de trocas/reembolsos.
7. Os métodos de pagamento são limitados.
8. O carrinho de compras é difícil de encontrar.
9. Os códigos promocionais não funcionam.
10. Surgem custos inesperados nos momentos finais.

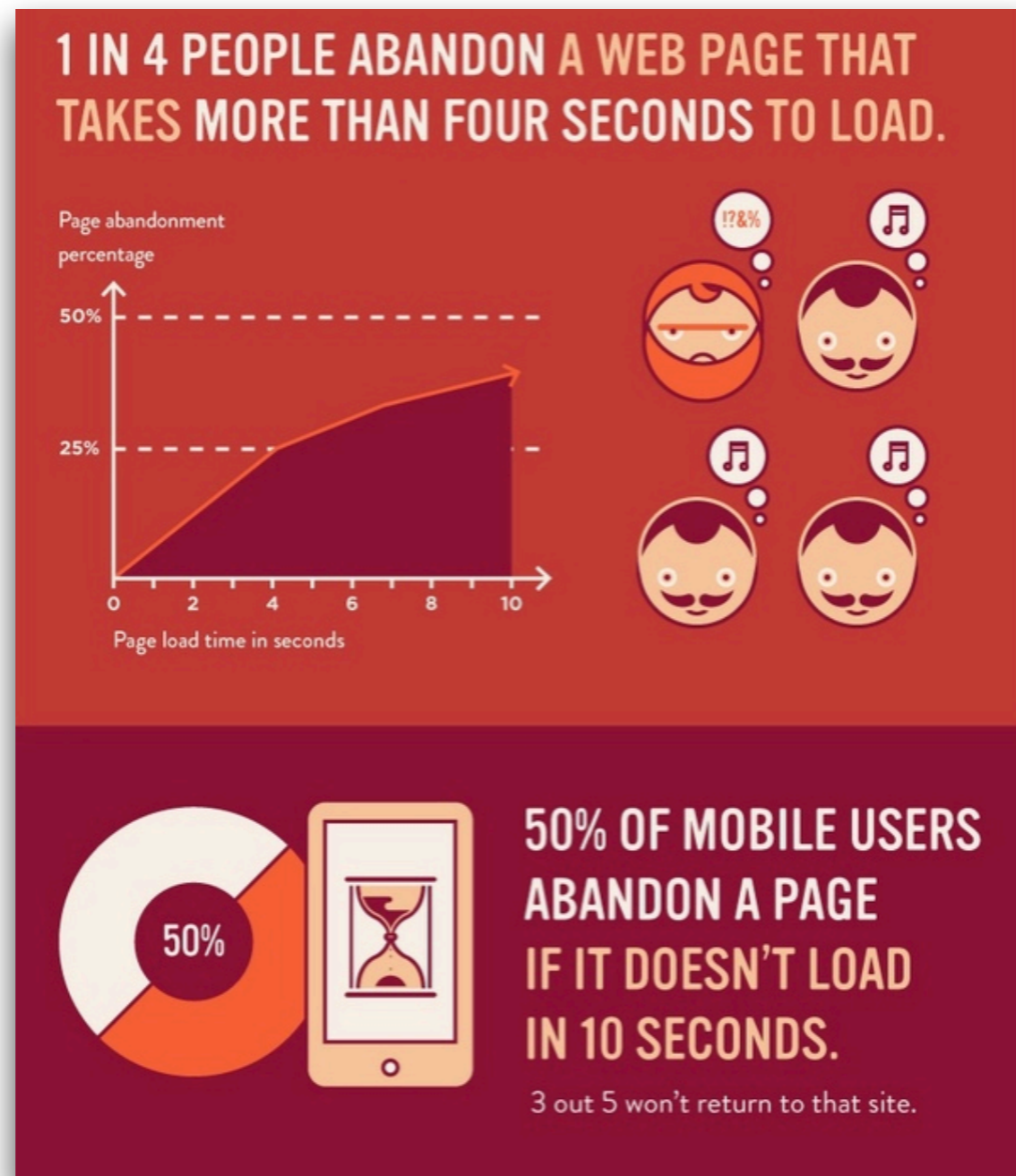
**MUITAS VEZES, O CONSUMIDOR SÓ  
PRETENDE COMPARAR VALORES  
FINAIS ENTRE SITES**

**AS**  
**MELHORES**  
**PRÁTICAS**



# TEMPO DE CARREGAMENTO

**PARA A AMAZON, 1 SEGUNDO A MAIS REPRESENTA  
UMA PERDA DE \$1.6B/ANO**



# COMPRAR SEM REGISTO

35% DOS COMPRADORES NÃO SE QUEREM REGISTRAR EM MAIS UM SITE

BEAUTY BRIDGE

1 Customer

Email Address

Continue As Guest

Already have an account? Sign in now

Or continue with

amazon pay



2 Shipping

3 Billing

4 Payment

Order Summary [Edit Cart](#)

2 Items

	1 x COOLA - Organic Sunless Tan Dry Oil Mist	\$46.00
	1 x 3 Free Samples	\$0.00

Subtotal \$46.00

Shipping --

Taxes \$0.00

Promo/Gift Certificate

APPLY

Total (USD) **\$46.00**

# DÁ OPÇÕES DE PAGAMENTO

## Pagamento & Segurança



VISA



O pagamento pode ser feito de forma segura através de À cobrança, Cartão de crédito, Transferência bancária (internacional) ou PayPal.

## Modos de Pagamento



PayPal

VISA



Levantamento  
em Loja



WAY



PayPal

Cetelem

# CRIA CONFIANÇA

## COLOCA CERTIFICAÇÕES NO RODAPÉ



4.7/5

Opiniões dos  
clientes

Opinião do cliente 2017-11-19 ★★★★★

"Satisfação total no tempo de entrega das encomendas e da  
qualidade dos produtos."

[Ver mais comentários](#)

# **CRIA CONFIANÇA**

## **CRIA PÁGINAS DE FAQS (Frequently Asked Questions)**

Onde estão situados?

Quais são as opções de envio?

Quando chegará a minha encomenda?

Como funciona a política de reembolso?

O que faço se nunca receber a minha encomenda?

O que faço se a minha encomenda vier com defeitos?

Como faço alterações a uma encomenda que já realizei?

Quais são as taxas internacionais que posso ter de pagar?

Como me certifico que encomendo o produto com o tamanho certo?

Como entro em contacto convosco se a minha resposta não estiver respondida aqui?

# CRIA CONFIANÇA

## EXEMPLO: FAQ - DEATH WISH COFFEE

PAYMENT

- What are my payment options? ▾
- How do I cancel my subscription? ▾

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ORDERING

- Where can I buy Death Wish Coffee Products? ▾
- Can I place an order by phone? ▾
- How safe is it to order online? ▾
- How do I order a gift for someone? ▾


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RETURNS AND EXCHANGES


- What is your return and exchange policy? ▾

## EXEMPLO: LIVECHAT

Chat with us!



Your name: \*




E-mail: \*

Your website address: \*

I agree to have my personal data processed by **LiveChat, Inc.** for chat support. [Full policy](#) \*

Agree

[Start chat](#)

Powered by  LiveChat

# FACILITA OS PASSOS

EM DESKTOP, PODES APRESENTAR TUDO NUMA SÓ PÁGINA  
EM MOBILE, DEVES DIVIDIR POR PASSOS

**Bohemian**  
TRADERS

Continue Shopping

### 1 Customer Information

If you are a returning customer, please log in.

I am a new customer  
 I am a returning customer

#### Billing & Shipping Information

Email Address\*

First Name\*

Last Name\*

Company Name

Phone Number\*

Address Line 1\*

Address Line 2

Suburb/City\*

Choose a Country ▼

State/Province

Zip/Postcode\*

### 2 Shipping Method

Please enter your shipping details to see available shipping methods

#### Payment Information

Credit Card  
 PayPal

Card Holder Name

John Smith\*

Credit Card Number

Enter Number\*

Expiration Date

Month ▼ Year ▼

Security Code

CVV2\*

What's This?

### 3 Order Overview

	Slouch Pant in Black (1) Size: S	\$US 105.39
	Long Sleeve Classic Scoop Neck Dress in Stripe (1) Size: S	\$US 105.39

[Edit cart](#)

Subtotal	\$US 210.78
Grand Total	\$US 210.78
Tax Included in Total	\$US 19.16

HAVE A COUPON CODE OR GIFT CERTIFICATE? [CLICK HERE.](#)

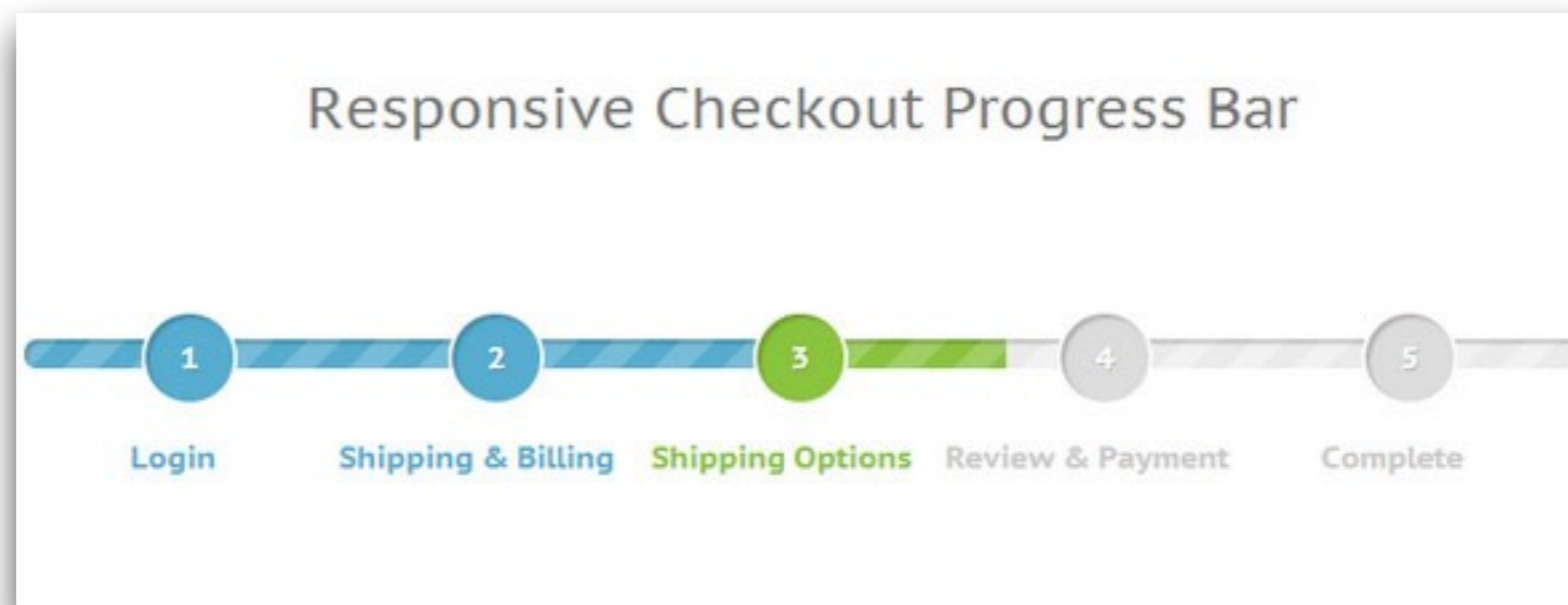
**COMPLETE CHECKOUT**

\*Yes I agree to the terms and conditions  
 I would like to receive your newsletter

Order Comments:

# SITUA O COMPRADOR

**UMA BARRA DE PROGRESSO AJUDA O COMPRADOR A ENTENDER ONDE SE ENCONTRA NO PROCESSO DE CHECKOUT**



amazon.co.uk

WELCOME ADDRESS ITEMS WRAP DISPATCH PAY CONFIRM



# PROGRAMAS DE FIDELIZAÇÃO

## PONTOS SÃO UMA BOA FORMA DE PERSUADIR O CLIENTE A VOLTAR

### OFERTAS COM PROZISPOINTS

Unidoses

Pronto a consumir

Suplementos

Alimentos Funcionais

Vestuário

Equipamento

Acessórios



👑 59

#### Sachet 100% ProEffect Classic Whey 25 g

Bodyraise 100% Proeffect Classic Whey – Whey de alta qualidade para promover o crescimento muscular



👑 69

#### Sachet 100% Real Whey Protein 25 g

Proteína whey da mais alta qualidade, rica em BCAAs, que te vai ajudar a aumentar a tua massa muscular e a manter o músculo que te custou tanto a ganhar. "Keep it real!"



👑 69

#### Sachet 100% Vegetable Protein New Formula 30 g

Composto por uma mistura exclusiva de proteínas de origem 100% vegetal e enriquecido com 12 vitaminas essenciais, este suplemento é perfeito para vegetarianos e veganos. Mantém-te saudável!



👑 79

#### Sachet 100% Whey Premium Protein 25 g

Ideal para aqueles com um estilo de vida ativo, a proteína de alta qualidade 100% Whey da Prozis é um suplemento de whey de alto valor nutricional concebido para apoiar todos os objetivos de fitness.



👑 79

#### Sachet Hydro Fusion SS 31 g

Um suplemento completo com o sabor mais delicioso que alguma vez provaste! Enriquecido com Creatina e enzimas digestivas e repleto de proteína whey otimizada. Sente o poder do Hydro Fusion!



👑 89

#### Sachet 100% Whey Hydro Isolate SS 31 g

A proteína whey mais pura, com um perfil de aminoácidos incomparável e fortificada com vitaminas essenciais, que contribuirá para o crescimento e manutenção da tua massa muscular.

# INCENTIVA OS AFILIADOS

## ESTES PARCEIROS APRESENTAM OS TEUS PRODUTOS A UMA NOVA AUDIÊNCIA

**Refer Students and Earn Cash**

Join the Treehouse affiliate program and you can make money by promoting Treehouse and referring students. Our mission is to change lives by helping people learn how to code. Come join us!

[Start Earning](#)

**Enjoy unlimited commissions**

The more students you refer, the more commissions we'll pay you. Plain and simple.

**Earn on free trials and sales!**

We'll pay you for every free trial user you refer, and when your referral converts to paid.

**Get top notch affiliate support**

Maximize your earning potential with our amazing support. If you have questions, just reach out. We're here to help!

# RECUPERAR O CARRINHO

UMA FORMA EFICAZ DE AUMENTAR A CONVERSÃO,  
ESPECIALMENTE SE ACOMPANHADA POR UMA PROMOÇÃO DE  
DURAÇÃO LIMITADA

**PROZIS**   
Exceed yourself!

Ei Bruno Brito! Não estás a esquecer-te  
de nada?

Os artigos do teu carrinho de compras podem esgotar. Compra-os  
enquanto podes!



100% Whey Isolate 4,40lb (2000g) -  
Chocolate

€87.99 **€52.99**

COMPLETA A TUA ENCOMENDA

# ANTECIPAR A NECESSIDADE

**PROZISO**  
Exceed yourself!



**QUANDO REPARAS QUE  
O TEU SUPLEMENTO  
ACABOU!**

Olá Bruno Brito,

Pelas nossas contas, os teus suplementos preferidos estão quase no fim. Não deixes que isso aconteça.



Scitec  
100% Whey Isolate 4,40lb (2000g)

**€53.76**

[Comprar já](#)

# EXPLORA AS PROMOÇÕES

JOIN LEVEL #1 **+++ 3 DAYS ONLY +++**

GET ~~10%~~ **15%** OFF NOW  
SAVE **50%** LATER

USE CODE **LVL1** TODAY TO ENTER



UNLOCKED      LEVEL #2      LEVEL #3

**LIMITED OFFER - 3 DAYS ONLY**  
LEVEL UP WITH 15% OFF INSTEAD OF 10%

**TAKE 15% OFF**

Enter this first discount level to unlock the second round, where discounts of 20% are waiting for you. Then qualify for the third and final discount of 50%! We're starting with **15% off, valid until November 7th!**

So be quick and enter now, or take your time and enter later with only 10% off. Want to be the first to know when level 2 starts? Keep an eye on your inbox, we'll send you an update.

**UNLOCK LEVEL 1 NOW**

# EXPLORA AS PROMOÇÕES

## VANTAGENS

- Alcançar objetivos de venda
- Escoar Stock com maior rapidez
- Aumento de lealdade do consumidor
- Aumento de conversões do consumidor

## INCENTIVOS

- Desconto percentual
- Desconto valor absoluto
- Oferta dos portes
- Oferta de brindes

## DESVANTAGENS

- Menores margens/rentabilidade
- Pode afectar a reputação da marca
- Pode baixar as conversões fora dos períodos promocionais
- Tem tendência para atrair utilizadores menos leais (mais sensíveis ao preço)
- Por norma, reduz o valor da encomenda
- Atrai consumidores que não são o target

# EXPLORA AS PROMOÇÕES

## IDEIAS PARA AUMENTO DE VENDAS/LEALDADE

Oferta após subscrição de newsletter

Descontos sazonais (ex: Black Friday)

Descontos semanais/mensais (ex: Continente)

Ofertas recorrendo ao uso de influenciadores

Ofertas de pré-lançamento de novos produtos

E-mails para carrinhos de compra abandonados

Incentivos por acções nas redes sociais (ex: *follow*)

Benefícios se sugerir outros utilizadores (*Referrals*)

Desconto/brinde/oferta de portes se atingir um valor mínimo de compra

Promoções para clientes que já visitaram o site, através de Retargeting

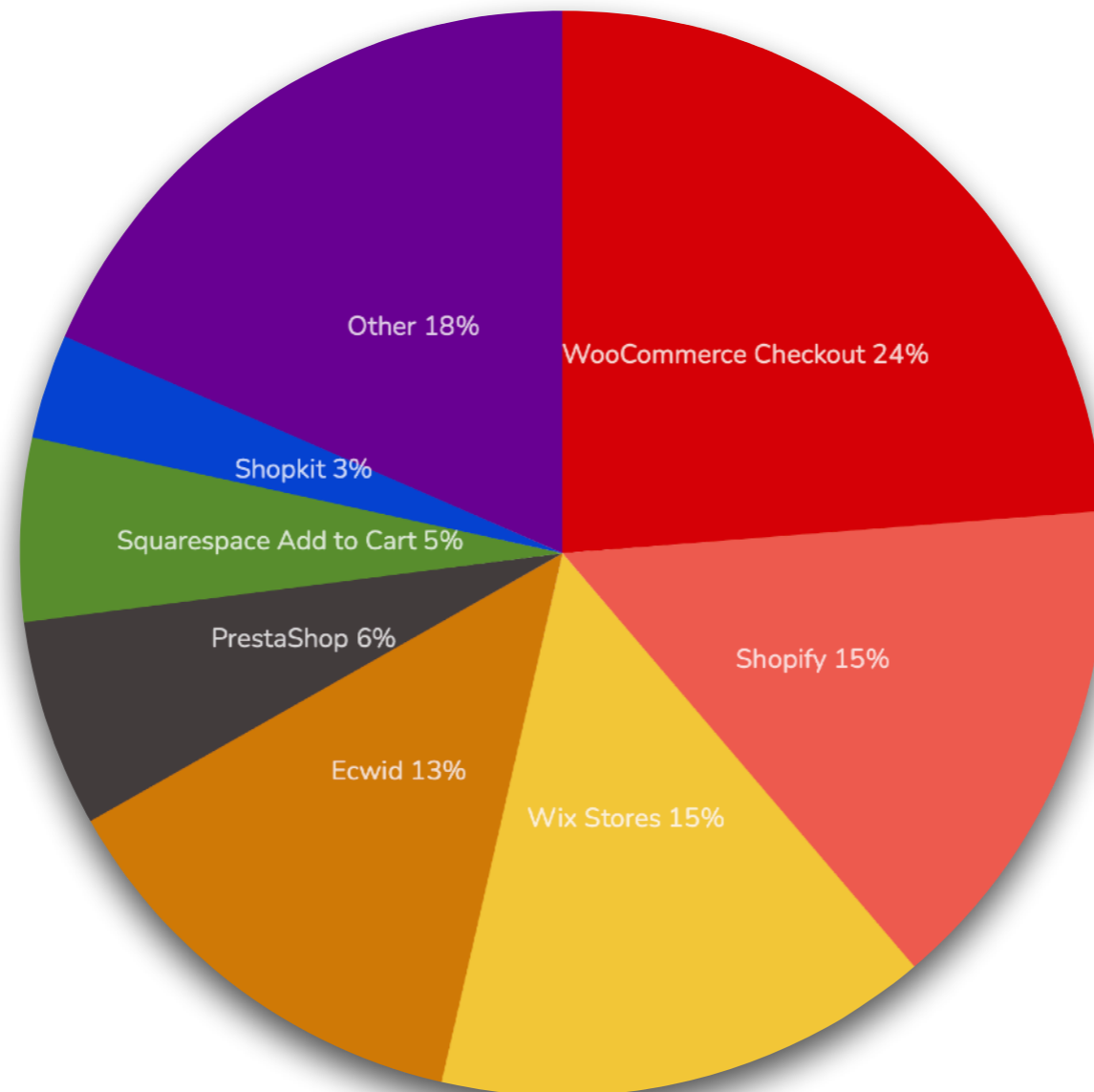
Ofertas por assistir a eventos, aniversários ou completar tarefas (ex: 3 compras no espaço de 1 mês)

**Woo** **COMMERCE**



# PLATAFORMAS

**WOOCOMMERCE (PLUGIN DE WORDPRESS)  
É A PLATAFORMA MAIS POPULAR**



# PLUGINS GRATUITOS



Rated 3.07 out of 5

Get the Official Facebook for WooCommerce plugin for three powerful ways to help grow your business.

FROM: \$0.00 >

stripe

Accept Visa, MasterCard, American Express, Discover, JCB, and Diners Club cards directly on your store.

FROM: \$0.00 >

amazon pay

Amazon Pay is embedded in your WooCommerce store. Transactions take place via Amazon widgets, so the buyer never leaves your site.

FROM: \$0.00 >

WooCommerce Google Analytics

Understand your customers and increase revenue with world's leading analytics platform – integrated with WooCommerce for free.

FROM: \$0.00 >

ShipStation®

Fulfill all your Woo orders (and wherever else you sell) quickly and easily using ShipStation. Try it free for 30 days today!

FROM: \$0.00 >

PayFast

Take payments on your WooCommerce store via PayFast (redirect method).

FROM: \$0.00 >



PayPal Checkout now with Smart Payment Buttons™, dynamically displays, PayPal, Venmo, PayPal Credit, or other local payment options in a single stack giving customers the choice to pay with their preferred option.

FROM: \$0.00 >

WooCommerce Shipping

Print labels right from your WooCommerce dashboard at the lowest USPS rates (up to 90% off). WooCommerce Shipping is free – free to install, with no markup, no monthly fees, and no hidden costs.

FROM: \$0.00 >

PayPal  
Powered by Braintree

Accept PayPal, credit cards and debit cards with a single payment gateway solution — PayPal Powered by Braintree.

FROM: \$0.00 >

# IFTHENPAY E EASYPAY (PT)

ifthenpay  
easypay

## OPÇÕES NACIONAIS, COM SUPORTE PARA PAGAMENTOS POR TRANSFERÊNCIA BANCÁRIA OU MBWAY

- ✓ ifthenpay: €0.22 + 1.7% por Multibanco
- ✓ ifthenpay: €0.07 + 0.7% por MBWay
- ✓ ifthenpay: 0.57 por Payshop
  
- ✓ easypay: €0.25 + 1.50% por Multibanco/  
MBWay

# PLUGINS PAGOS



Sell on Shopee with Shopee integration for WooCommerce. Automate, list, and sync inventories in a click and grow your sales.

FROM: \$199.00 >



Run each language in a separate site and create a professional multilingual website without performance loss and no lock-in effect.

FROM: \$199.00 >



The Chase Paymentech extension is an advanced payment integration that provides easy setup & powerful options for accepting payments.

FROM: \$199.00 >



Let customers subscribe to your products or services and pay on a weekly, monthly or annual basis.

FROM: \$199.00 >



Enable customers to pay for products using a deposit or a payment plan.

FROM: \$179.00 >



A professional Auction solution for your WooCommerce store.

FROM: \$149.00 >



Connect your WooCommerce-powered store to Lightspeed Retail's Point of Sale system.

FROM: \$149.00 >



Give members access to restricted content or products, for a fee or for free.

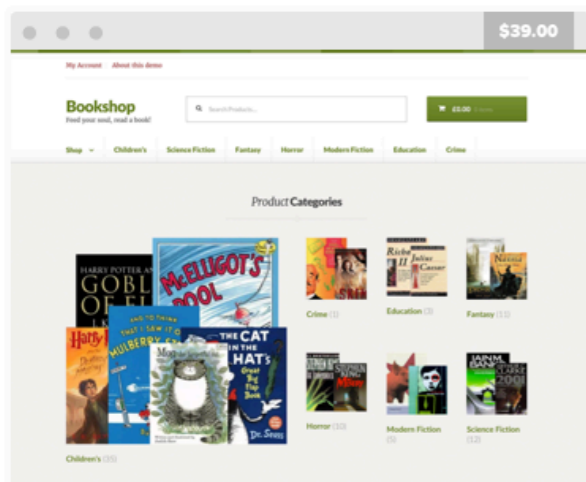
FROM: \$149.00 >



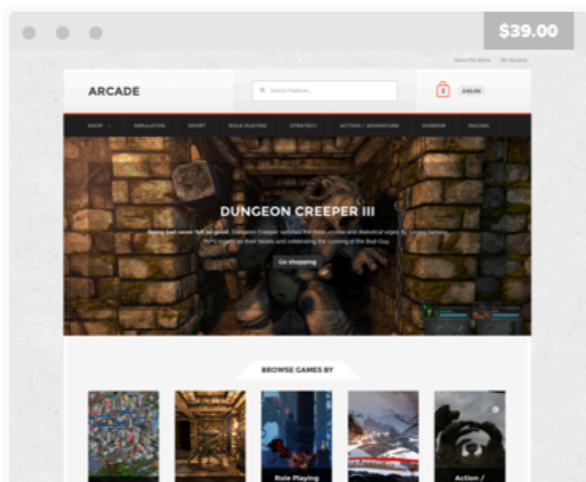
Easily add Kissmetrics event tracking to your WooCommerce store with one click.

FROM: \$149.00 >

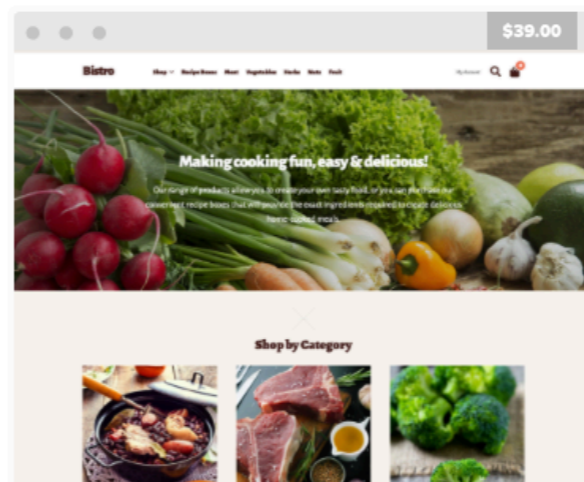
# CENTENAS DE TEMIAS



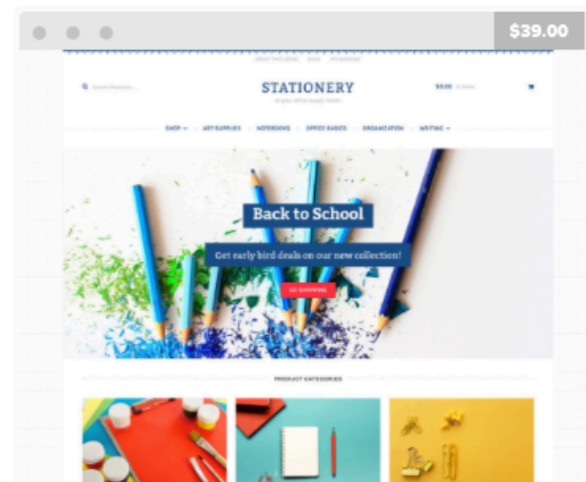
STOREFRONT CHILD THEME



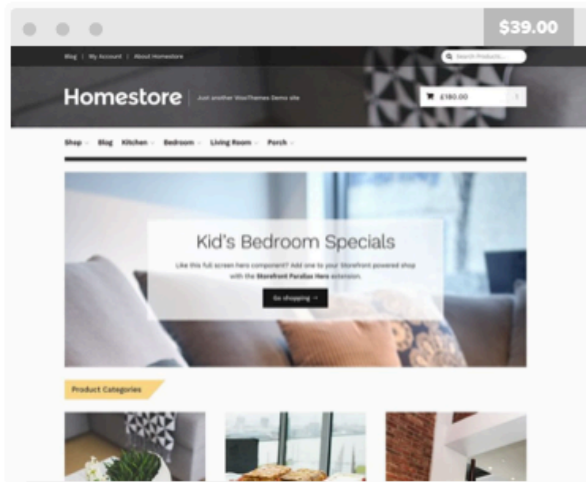
STOREFRONT CHILD THEME



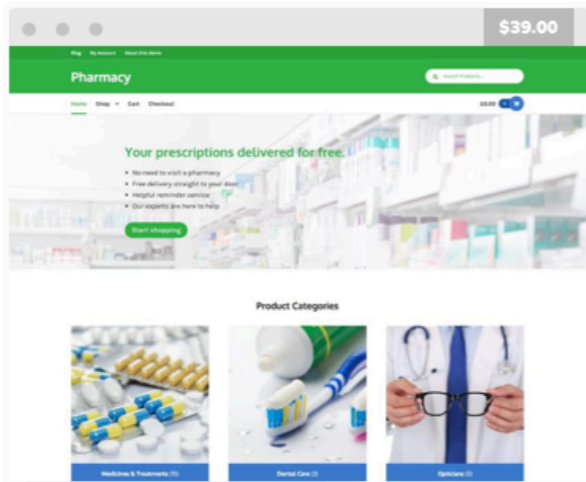
STOREFRONT CHILD THEME



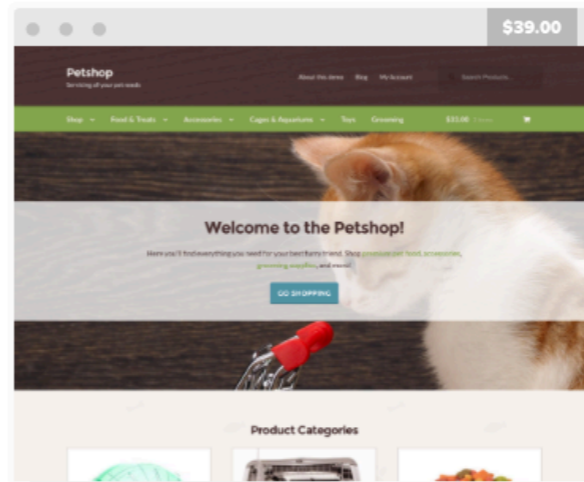
STOREFRONT CHILD THEME



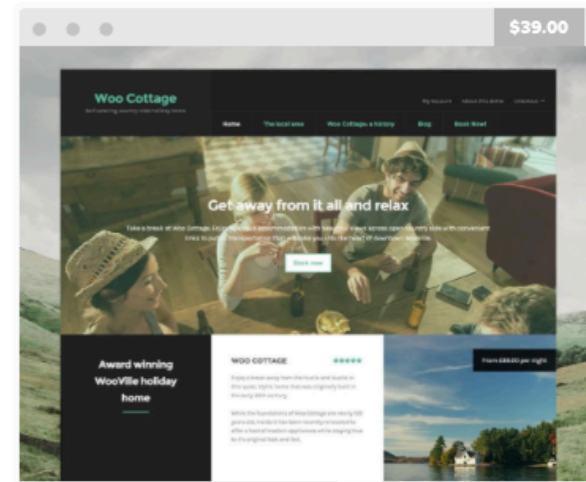
STOREFRONT CHILD THEME



STOREFRONT CHILD THEME



STOREFRONT CHILD THEME



STOREFRONT CHILD THEME

**OUTRAS  
OPÇÕES**

# GOOGLE SHOPPING

UMA “MONTRA DE PRODUTOS”, PARA QUEM ESTÁ DISPOSTO A PAGAR (VIA GOOGLE ADS)

The screenshot shows a Google Shopping search for 'sneakers'. The interface includes a search bar with 'sneakers' entered, navigation tabs for 'All', 'Images', 'Maps', 'Shopping', and 'More', and a 'Shopping' filter selected. On the left, there are filter panels for 'Price' (with radio buttons for 'Up to €45', '€45 – €100', and 'Over €100', and a '€ Min – € Max' range selector), 'Color' (with a grid of color swatches), 'Type' (with checkboxes for 'Shoes' and 'Slipper'), and 'Brand' (with checkboxes for 'Nike', 'Tropicfeel', 'Vans', 'Converse', 'Allbirds', 'JAK', and 'adidas'). The main results area is titled 'Ads · See sneakers' and displays a grid of product listings. Each listing includes an image of the sneaker, a title, a price, a brand name, and a retailer link. The listings shown are: 'Tokyo - Men Leather Sneakers - White Sustainable...' for €53.00 from Alohas; 'GUCCI Men's Ace Embroidered Sneaker, Size 15.5' for €570.00 from GUCCI; 'CATIBA PRO Skate Gum Vintage White Suede and Canv...' for €81.50 from cariuma.com; 'Sneakers Canyon Asphalt Grey, 36 EU / 6 US w...' for €99.00 from Tropicfeel; 'Timberland Ténis Em Lona Truecloud Ek+ Para Homem...' for €69.00 from Timberland PT; and 'OCA Hi Canvas Sneakers Men' for €87.82 from cariuma.cc. Below the ads, there are four more product listings: 'Allbirds Men's Wool Runners', 'Timberland TrueCloud EK+', 'Puma Trainers gray', and 'Sneakers Canyon Sage'. The bottom right corner has an 'About this page' link.

# SHOPIFY



## UMA ALTERNATIVA AO WORDPRESS.COM/WIX PARA E-COMMERCE

- ✓ 3 planos principais: 32, 92 e 384 euros por mês
- ✓ Permite adicionar um número ilimitado de produtos
- ✓ Oferece alojamento ilimitado
- ✓ Oferece Email Marketing e envio de SMS
- ✓ Funcionalidades e Taxas de Cartão de Crédito variam consoante o plano escolhido
- ✓ Suporta PayPal, Stripe e permite outros métodos de pagamento com instalação de *plugins* adicionais



# SELIFY E GUMROAD

**Sellfy**<sup>S</sup>  
**Gumroad**

**BOAS SOLUÇÕES PARA PRODUTOS DIGITAIS (MÚSICA, LIVROS, DESIGNS, VÍDEOS, CURSOS)**

- ✓ Oferecem alojamento para os produtos
- ✓ Opção de pagamentos por subscrição
- ✓ Permite envio de e-mails para manter contacto com os clientes
- ✓ Suportam programas de afiliados
- ✓ Suportam Cartões de Crédito, PayPal e Stripe

# HOJE NO MENU



**BOAS PRÁTICAS  
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**GOOGLE ANALYTICS  
SEARCH CONSOLE**



**LANDING PAGES  
CAMPANHAS A/B**

# GOOGLE ANALYTICS



O Google Analytics é um serviço gratuito da Google que procura fornecer toda a informação estatística sobre o nosso site ou aplicação móvel.

O único requisito é ter um site que permita adicionar o *tracking code* e uma conta Google.

**CADA CONTA GOOGLE PERMITE GERIR 100 SITES**

O Google Analytics está integrado com outros serviços Google, como:

Google Ads

Search Console

# O QUE PERMITE



O Google Analytics é altamente customizável e com ele podemos extrair todo o tipo de relatórios, obtendo informações como:

Tempo no Site

Número de visitas

Origem do tráfego

Conteúdos mais vistos

Resolução do monitor

Localização geográfica

Tipo de dispositivo utilizado

# 2 VERSÕES



## **Universal Analytics (GA3)**

A versão anterior do Google Analytics deixou de receber dados em Julho de 2023. Ainda é utilizada para aceder a estatísticas de anos anteriores.

Não existirá acesso à plataforma a partir de Julho de 2024.

## **Google Analytics 4**

A Google forneceu uma ferramenta para migrar para a nova plataforma, que passou a ser a opção pré-definida em Outubro de 2020.

# COMO INSTALAR

**1**

Property creation      Business details      Business objectives      Data collection

## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

**Property details**

Property name (Required)

Reporting time zone ⓘ  
United States ▾ (GMT-07:00) Los Angeles Time ▾


Currency  
US Dollar (\$) ▾


You can edit these property details later in Admin

1,998 more properties can be created on this account.

**2**

✔ Data collection is active in the past 48 hours.

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
PES myClub	https://pesmyclubguide.com	2130719593	G-Q6575ZME45 

**3**

Install with a website builder or CMS      [Install manually](#)

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-Q6575ZME45"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-Q6575ZME45');
</script>
```

**4**

Copiar/Colar o código nos ficheiros HTML (em cada página do nosso site que queiramos obter dados)

**PARA SITES WORDPRESS,  
EXISTEM PLUGINS**

# ALGUNS CONCEITOS

## **USERS**

Número de utilizadores que registaram pelo menos 1 sessão

## **SESSIONS**

Conjunto de interacções num determinado espaço de tempo (até 30 mins de inactividade)

## **MEDIUM**

A categoria da fonte do tráfego - pode ser *organic*, *cpc*, *referral*, *email* ou *none*

## **PAGEVIEWS**

Total de páginas visualizadas

## **BOUNCE RATE**

Saída rápida da página (sem interacção)

## **LANDING PAGE**

Página onde teve início a sessão

## **EXIT PAGE**

Página de abandono

## **CTR**

Fórmula:  
(Clicks/  
Impressões)x100

## **ORGANIC SEARCH**

Tráfego oriundo dos resultados dos motores de busca

## **REFERRAL**

## **TRAFFIC**

Tráfego oriundo de outros sites

# ALGUNS CONCEITOS

## **EVENT**

Uma acção do utilizador registada no site  
(ex: click, scroll, page\_view)

## **CONVERSION**

Uma acção do utilizador registada no site e que tem valor para a marca (ex: signup, purchase)

## **PARAMETERS**

Informação adicional associada a um evento ou conversão para maior contexto (ex: source, medium, page\_url...)

## **SEGMENTS**

Um conjunto de utilizadores (ex: visitantes de um determinado país)

## **DIMENSIONS**

Uma característica dessa informação (qualitativo, como por exemplo a cidade)

## **METRICS**

Medidas quantitativas, como o número de sessões



# GOOGLE ANALYTICS 4

## ALGUMAS DIFERENÇAS

### Universal Analytics (GA 3)

### Google Analytics 4

1

Bounce Rate

Engagement Rate (Bounce Rate é o inverso)

2

Avg. Session Duration

Average Engagement Time per Session

3

Pages / Visit

Events per Session or Engaged Sessions per User

4

Pageviews

Views

# DEMO ACCOUNT

## A Google disponibiliza dados de sites com GA para explorares a ferramenta

### Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

- If you already have a Google account, you're prompted to log in to that account.
- If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

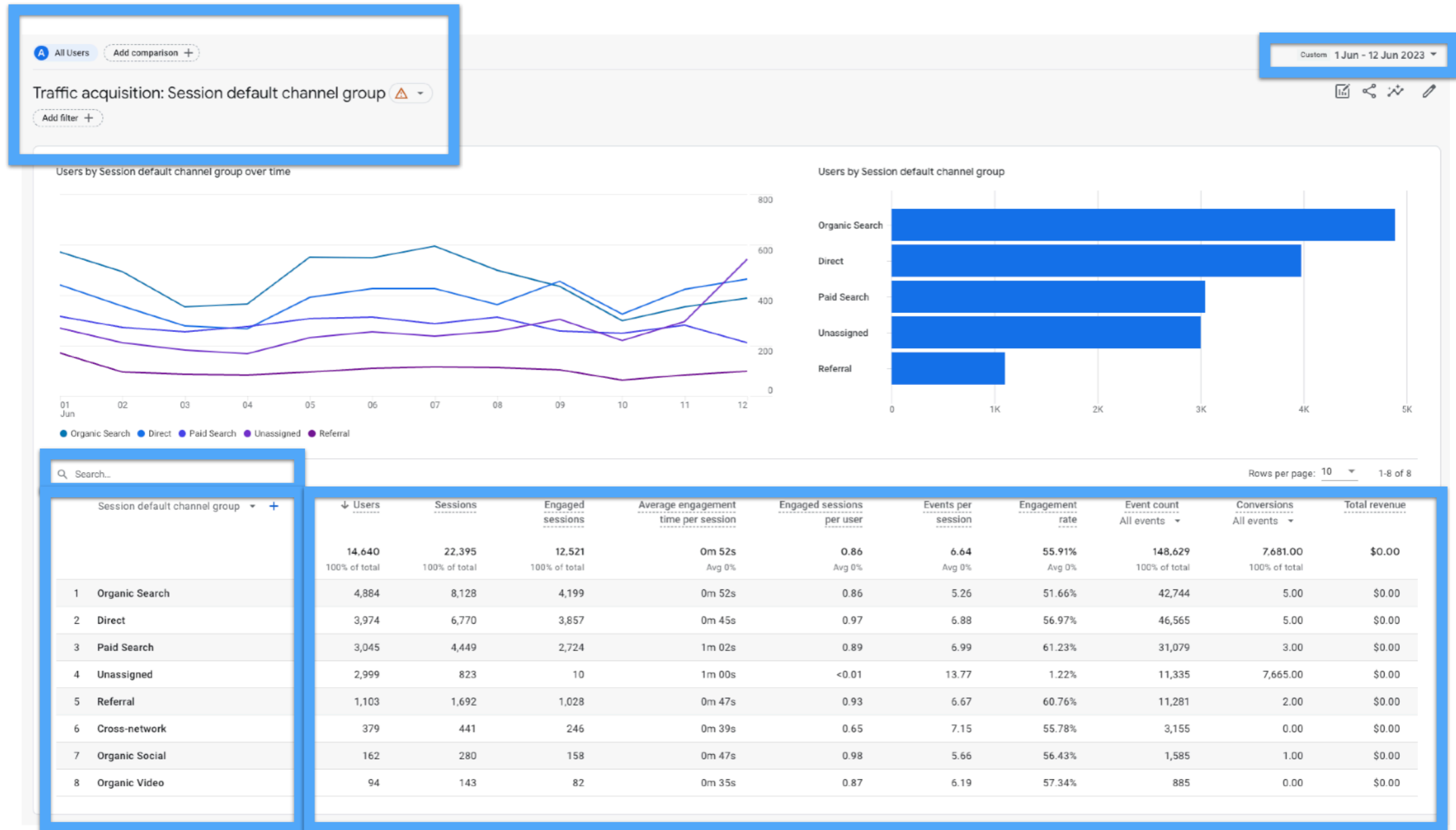
- [Google Analytics 4 property: Google Merchandise Store \(web data\)](#) 
- [Google Analytics 4 property: Flood-It! \(app and web data\)](#) 
- [Universal Analytics property: Google Merchandise Store \(web data\)](#) 

You can [remove the demo account](#) at any time.

# GOOGLE ANALYTICS 4

Date Range

Segments  
(comparison and filters)



Search

Dimensions

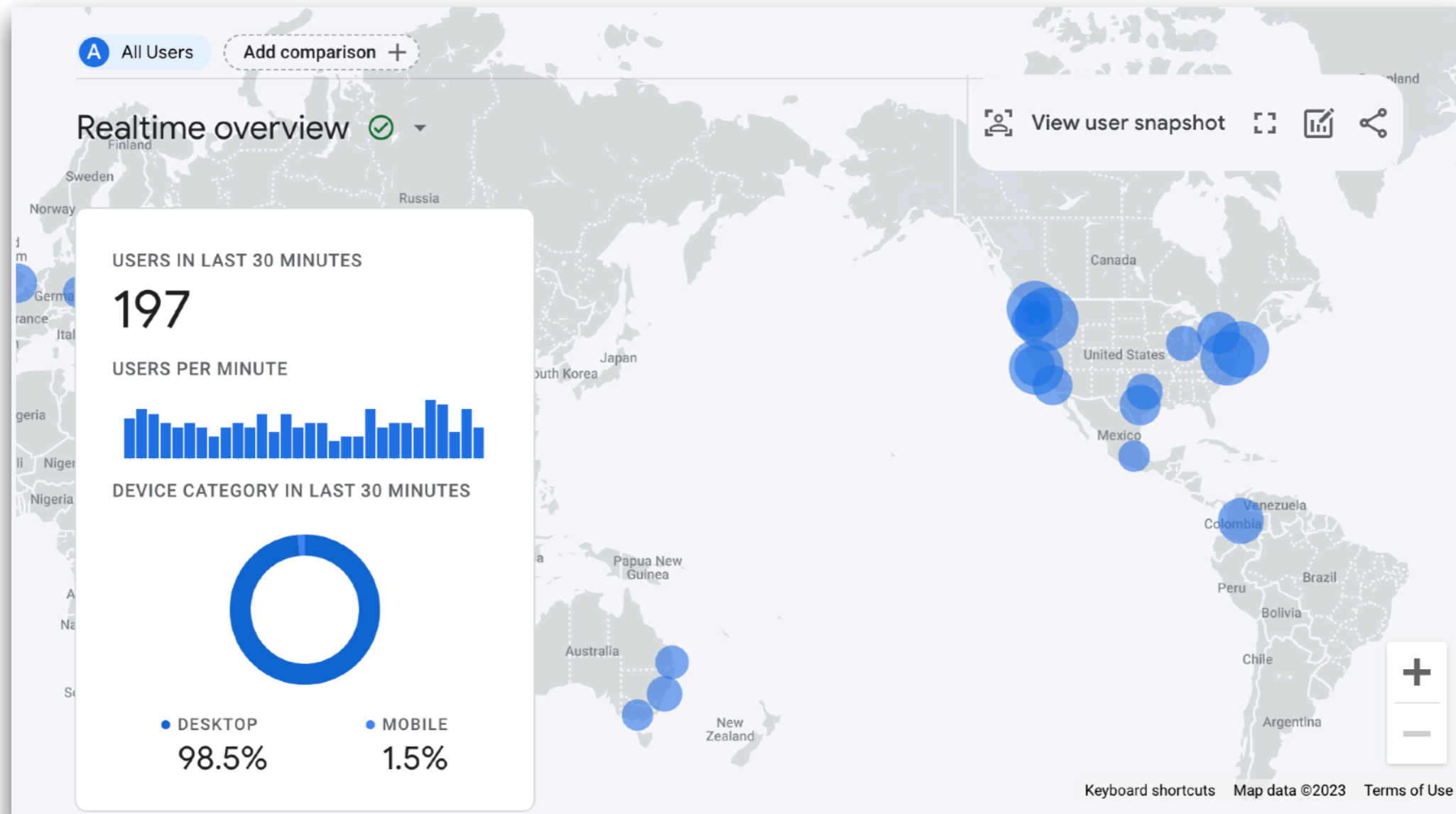
Metrics

# GA4 - REALTIME

## A ATIVIDADE NO TEU SITE NOS ÚLTIMOS 30 MIN

De onde vêm? Que páginas visitaram?

Que eventos e conversões existiram?

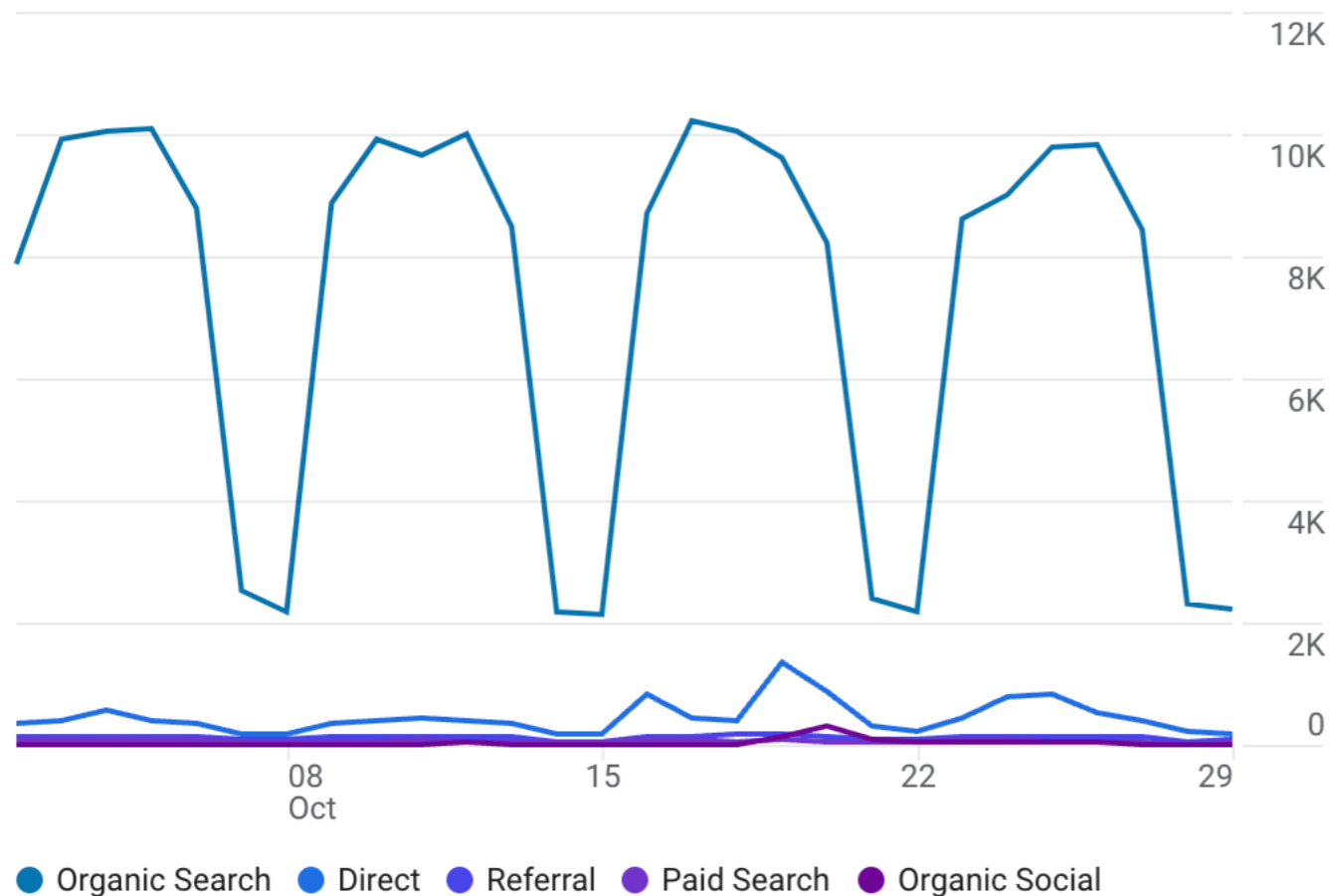


# GA4 - LIFE CYCLE

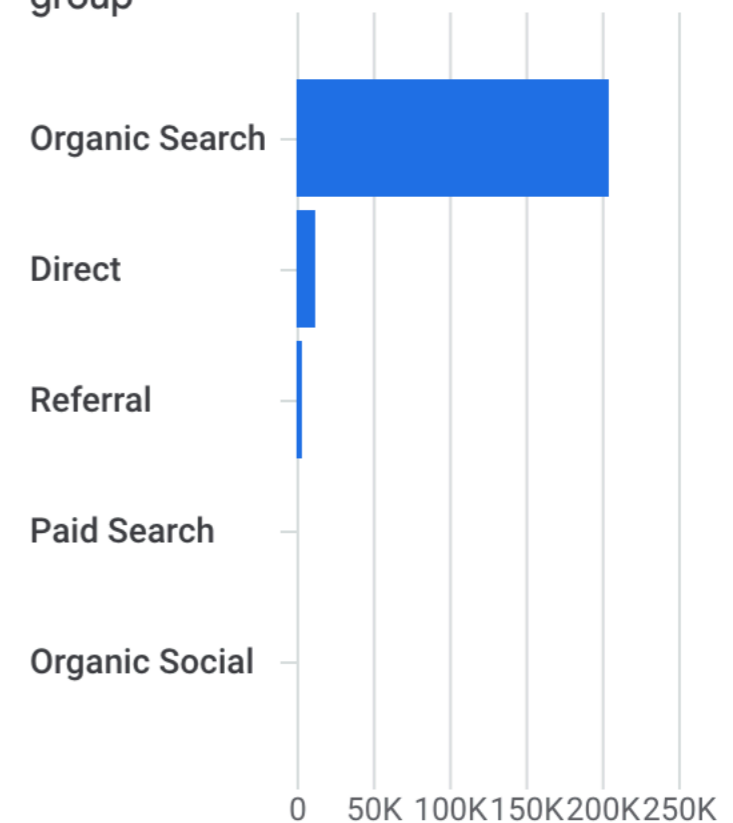
## AS INFORMAÇÕES MAIS RELEVANTES

De onde vêm? Que páginas visitaram?  
Que eventos e conversões existiram?

New users by First user default channel group over time



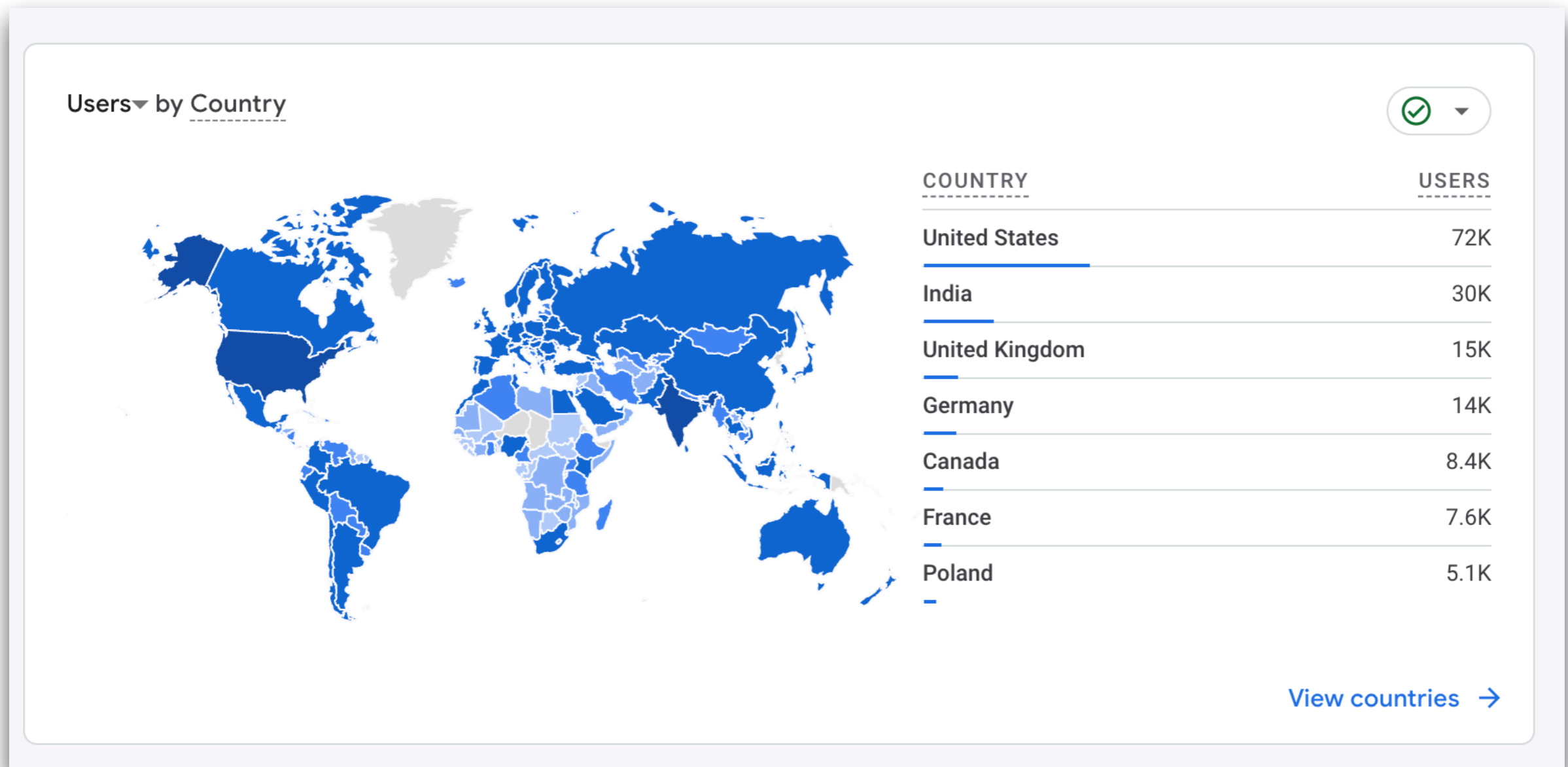
New users by First user default channel group



# GA4 - USER

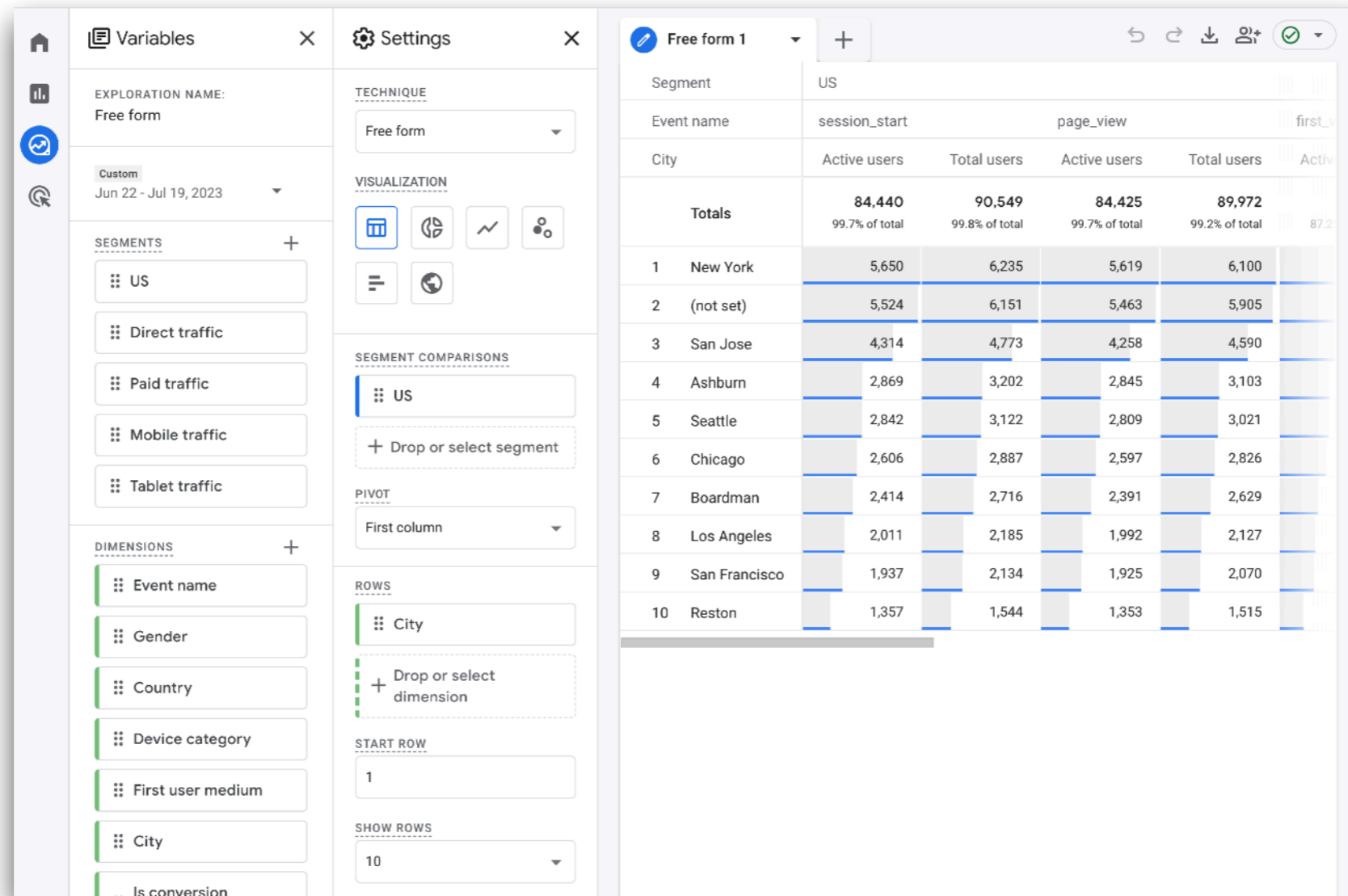
## SOBRE O VISITANTE

De que cidade é? Qual é o género e idade?  
Qual é o idioma? Quais os seus interesses?



# GA4 - EXPLORE


**PARA O CRUZAMENTO DE DADOS**  
Cria os teus gráficos personalizados e analisa a jornada dos teus visitantes.











# GA4 - CONVERSIONS

## PARA VERES O QUE REALMENTE IMPORTA

Com a ajuda do Google Tag Manager, podes criar conversões para depois acompanhares no GA.

Conversion Events 

[Conversion Events](#) [Network Settings](#)  [New conversion event](#)

Conversion name 	Count (% change)		Value (% change)		Mark as conversion 
newsletter_sign_up	2,874	 111.6%	-		<input checked="" type="checkbox"/> 
purchase	0	0%	0	0%	<input type="checkbox"/> 
purchase_all	142	 21.4%	-		<input checked="" type="checkbox"/> 



Google

| Search Console

# GOOGLE SEARCH CONSOLE

*Anteriormente conhecido como Google Webmaster Tools*

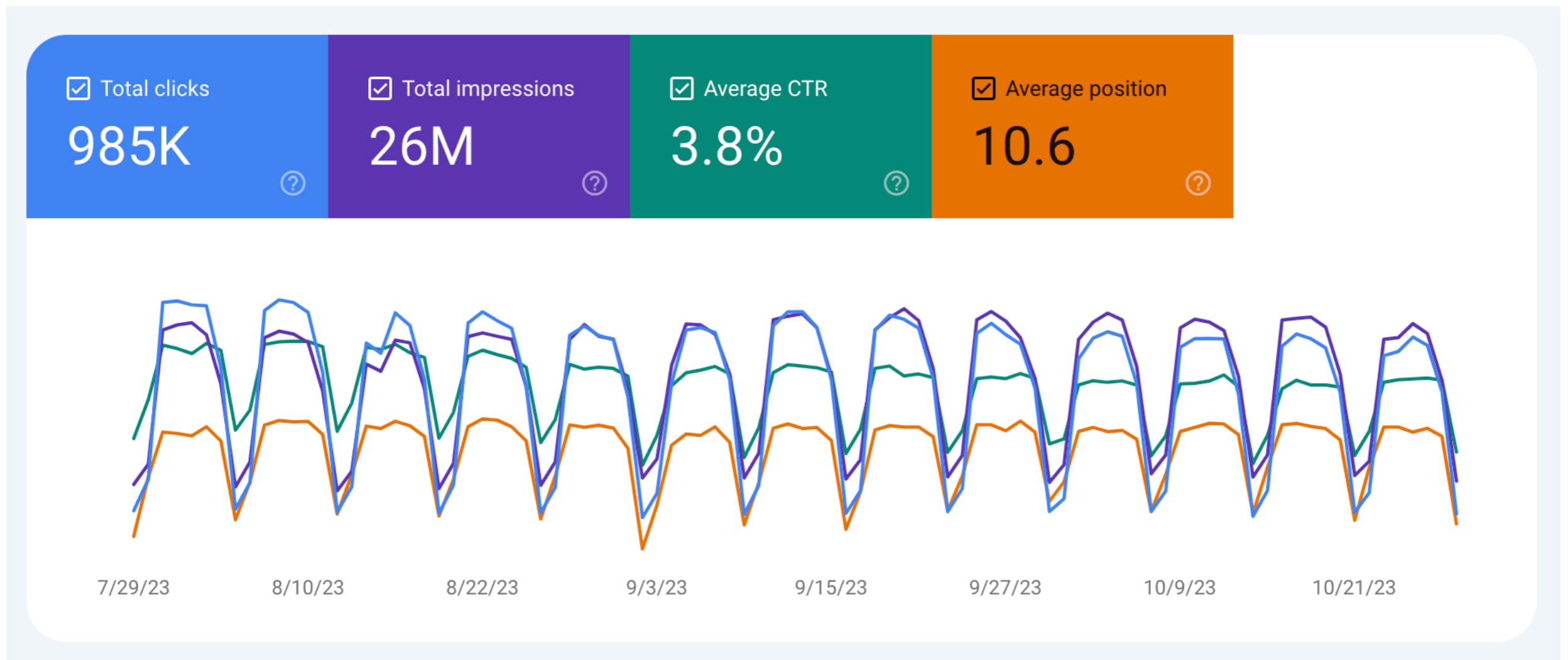
Importante para entendermos:

1. se o Google consegue realizar o *crawling* do nosso site sem dificuldades;
2. se o nosso site tem um bom desempenho em termos de performance e *user experience* (Core Web Vitals);
3. se o nosso site apresenta alguns erros de usabilidade em dispositivos móveis;
4. quais as palavras-chave que trazem tráfego ao nosso site (funcionalidade retirada do Google Analytics);
5. a CTR, número de impressões, cliques obtidos e a posição média na SERP.

# GSC - UTILIDADES

## PERFORMANCE

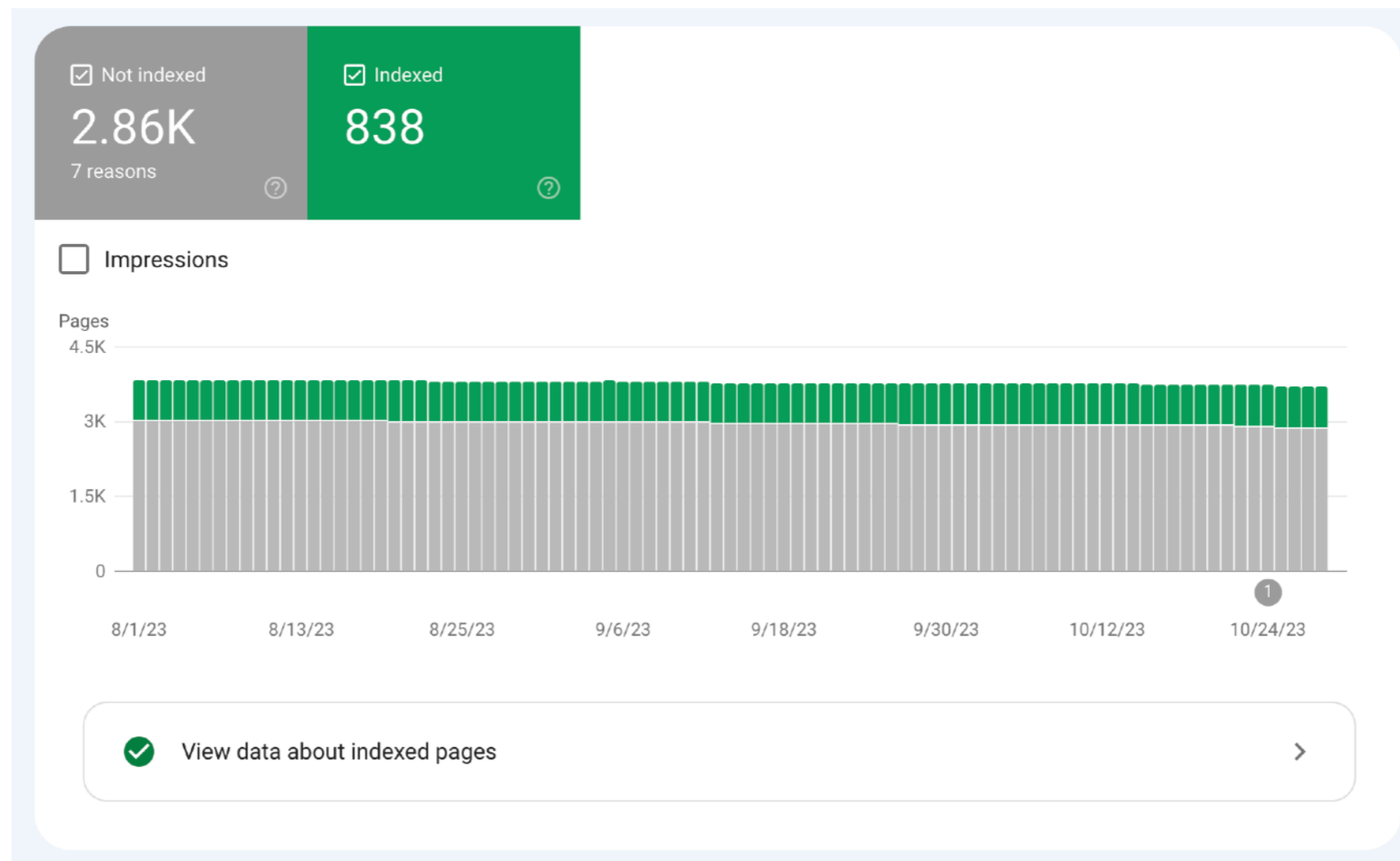
Identificar a performance do nosso site nas pesquisas realizadas pelos utilizadores ou no Google Discover



# GSC - UTILIDADES

## INDEXING

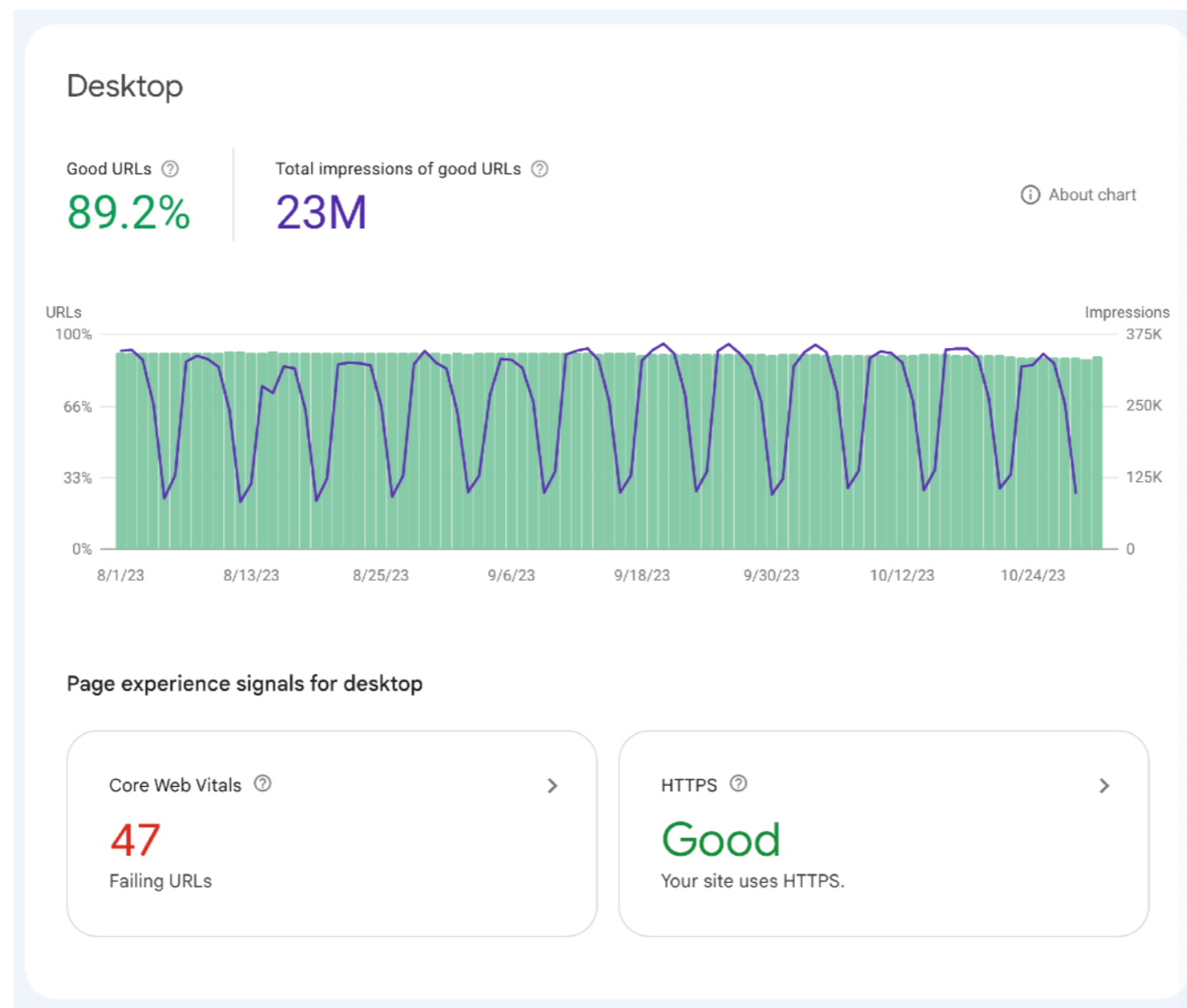
Garantir que todo o nosso site está a ser devidamente encontrado pelo Google e pedir remoções



# GSC - UTILIDADES

## EXPERIENCE

Garantir que o nosso site proporciona uma boa experiência em mobile e cumpre os Core Web Vitals



# HOJE NO MENU



**BOAS PRÁTICAS  
E-COMMERCE**



**GOOGLE ANALYTICS  
SEARCH CONSOLE**



**LANDING PAGES  
CAMPANHAS A/B**

# WORKFLOW



BLOG  
GOOGLE ADS  
E-MAIL MARKETING



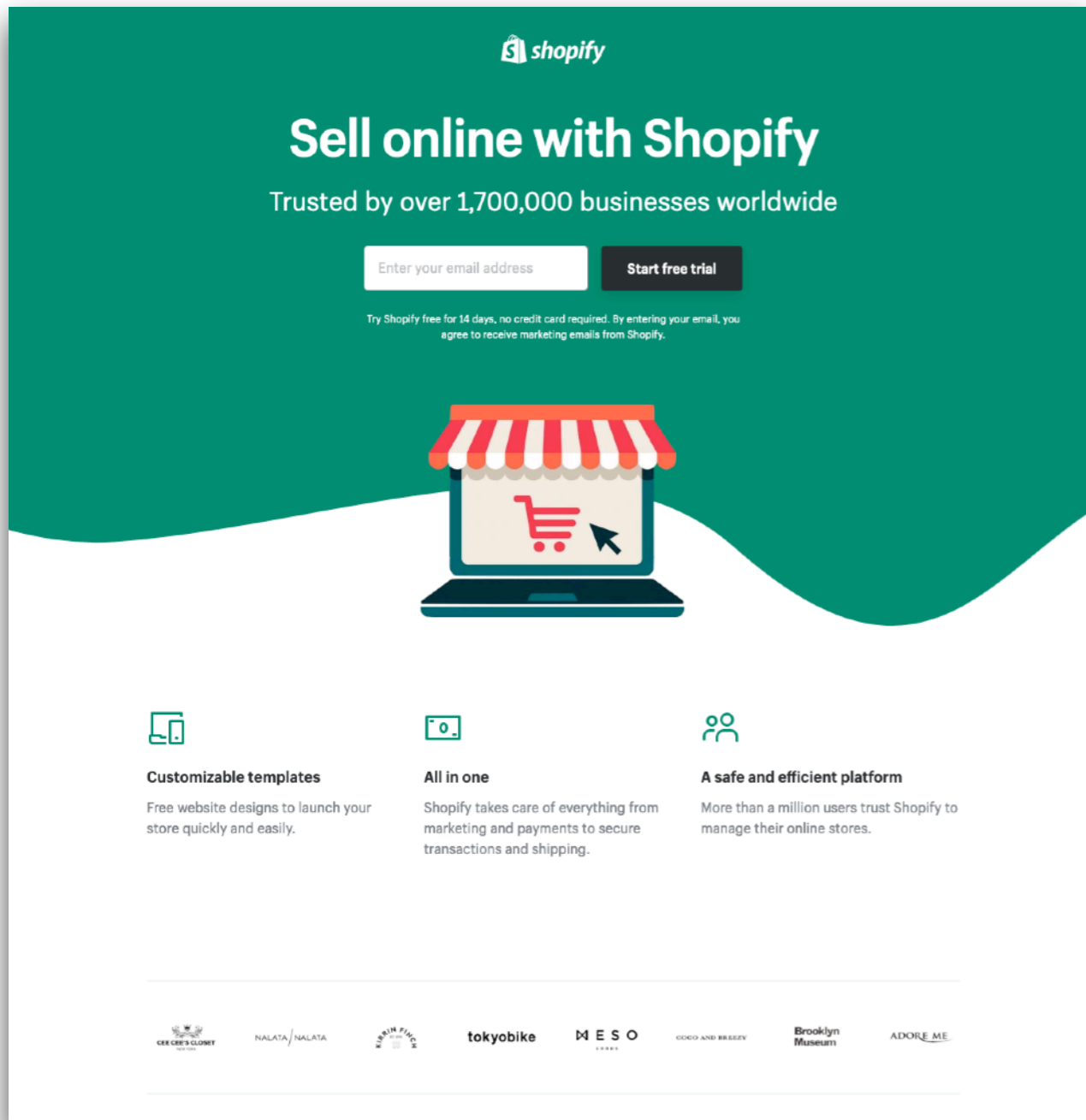
LANDING PAGE



ACÇÃO

# ALGUNS BONS EXEMPLOS

## SHOPIFY




**shopify**

### Sell online with Shopify

Trusted by over 1,700,000 businesses worldwide

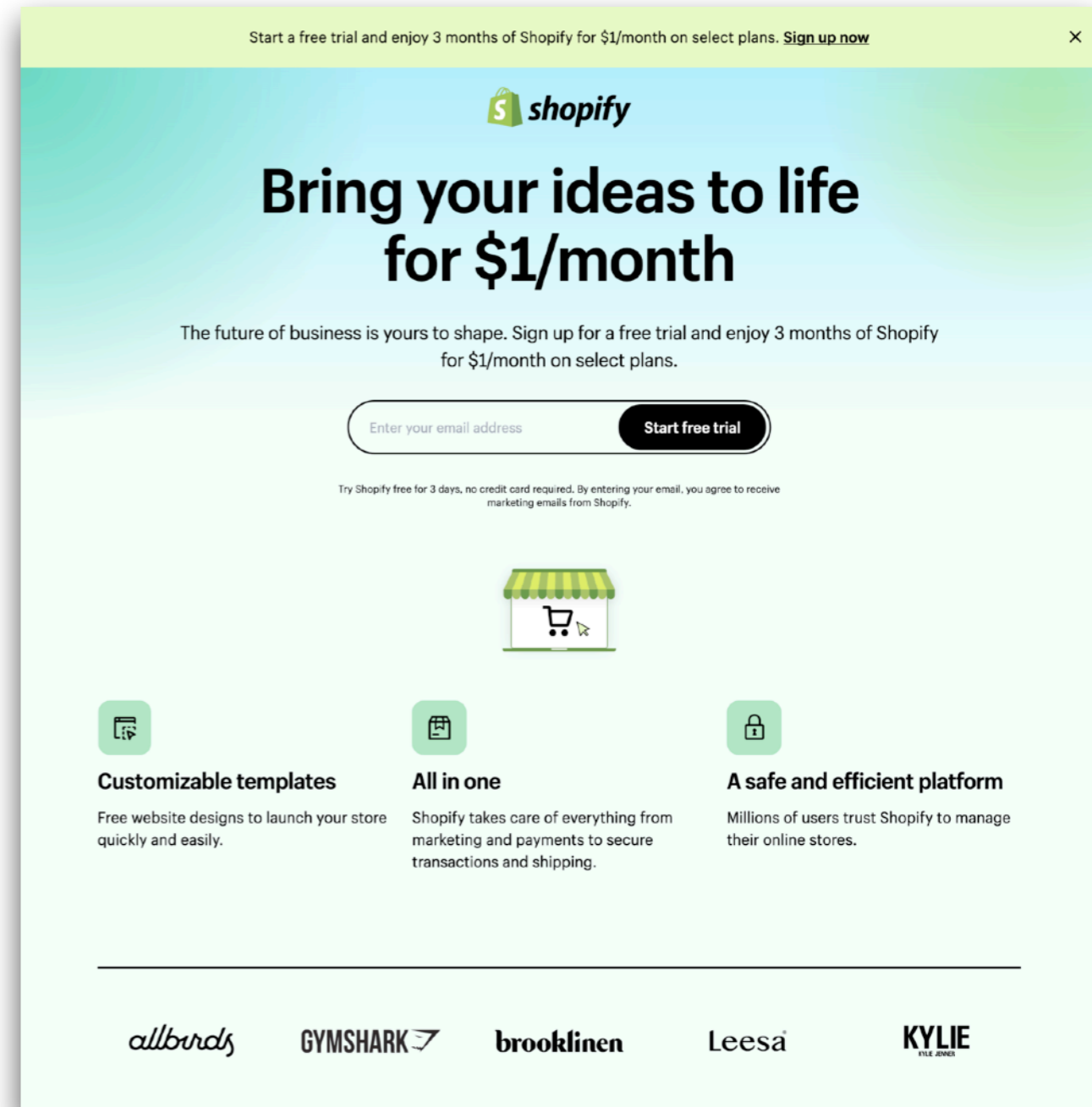
Enter your email address **Start free trial**

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



- Customizable templates**  
Free website designs to launch your store quickly and easily.
- All in one**  
Shopify takes care of everything from marketing and payments to secure transactions and shipping.
- A safe and efficient platform**  
More than a million users trust Shopify to manage their online stores.

CEE CEE'S CLOSET | NALATA / NALATA | KURBAN PINE | tokyobike | M E S O | GOGO AND BREEZY | Brooklyn Museum | ADORE ME



Start a free trial and enjoy 3 months of Shopify for \$1/month on select plans. [Sign up now](#)


**shopify**

### Bring your ideas to life for \$1/month

The future of business is yours to shape. Sign up for a free trial and enjoy 3 months of Shopify for \$1/month on select plans.

Enter your email address **Start free trial**

Try Shopify free for 3 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



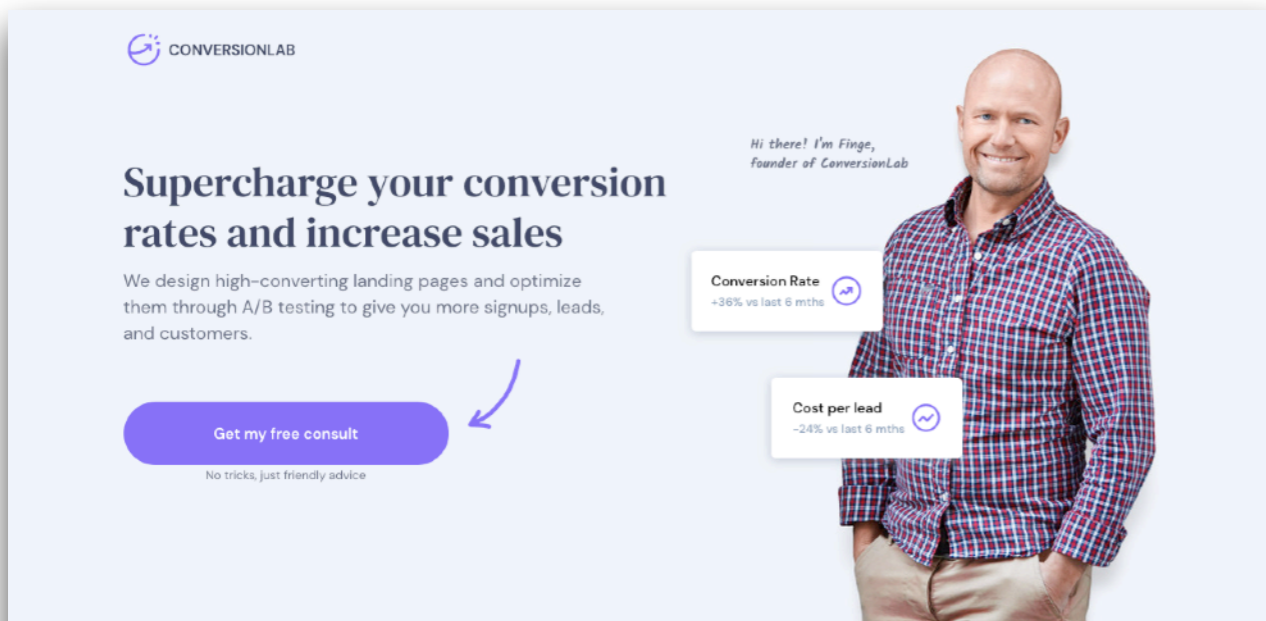
- Customizable templates**  
Free website designs to launch your store quickly and easily.
- All in one**  
Shopify takes care of everything from marketing and payments to secure transactions and shipping.
- A safe and efficient platform**  
Millions of users trust Shopify to manage their online stores.

allbirds | GYMSHARK | brooklinen | Leesa | KYLIE



# ALGUNS BONS EXEMPLOS

## CONVERSION LAB



CONVERSIONLAB

### Supercharge your conversion rates and increase sales

We design high-converting landing pages and optimize them through A/B testing to give you more signups, leads, and customers.

Hi there! I'm Finge, founder of ConversionLab

**Conversion Rate**  
+36% vs last 6 mths

**Cost per lead**  
-24% vs last 6 mths

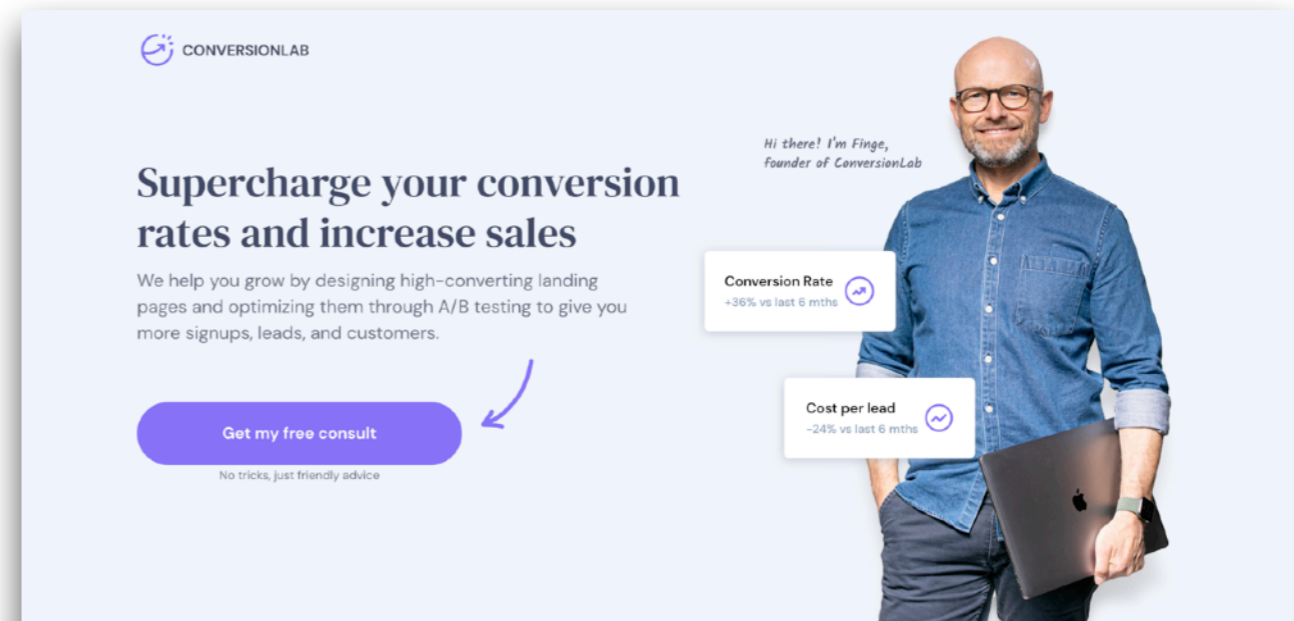
[Get my free consult](#)

No tricks, just friendly advice

### Don't waste money on more traffic - fix your landing pages first

Benefit from our expertise in designing and managing conversion-centered landing pages for your paid traffic. Once we've designed, completed copy, and built your landing page, we optimize it to perform even better over time.

- Increase conversion rates**  
Highly targeted landing pages will increase your conversion rates, and optimization with A/B testing takes you to the next level.
- Reduce cost per acquisition**  
Higher conversion rates means you get more business from your current traffic, and reduce cost per acquisition.
- Improve your ROI**  
Stop wasting money on more traffic. Get more leads on your existing traffic instead. At the end, this skyrockets your ROI.



CONVERSIONLAB

### Supercharge your conversion rates and increase sales

We help you grow by designing high-converting landing pages and optimizing them through A/B testing to give you more signups, leads, and customers.

Hi there! I'm Finge, founder of ConversionLab

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+36% vs last 6 mths

**Cost per lead**  
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# ALGUNS BONS EXEMPLOS

## AMY PORTERFIELD

DIGITAL COURSE ACADEMY®

JOIN THE WAITLIST



JOIN THE WAITLIST FOR


### Digital Course Academy

*The most comprehensive program for validating, creating, launching and selling your digital course*

Digital Course Academy is the only implementation program of its kind that not only shows you exactly how to create your digital course like a pro — but how to get it into the hands of dozens or even hundreds of customers every month.

16,809 COURSES IN 30+ INDUSTRIES STARTED WITH DCA

JOIN THE WAITLIST

Hey there, future course creator! We see you checking out DCA! Questions? Chat with us now!  Click the button below to get started.

Chat with Team Porterfield

**DCA is a right fit if**

- a service provider who's reached your ceiling and building a scalable digital course is your ticket to helping more people and creating time and financial

digital course ACADEMY

ENROLL NOW →

INTRODUCING

### Digital Course Academy


The most comprehensive program for validating, creating, launching and selling your digital course.

The **newly updated** Digital Course Academy is the only implementation program of its kind that not only shows you exactly how to create your digital course like a pro — but how to market your course and get it into the hands of dozens or even hundreds of customers.

I'M READY! LET'S DO THIS, AMY! →

**WHY IS THIS FOR?**

*Before I tell you all about this program, let's talk about who this is really for...*



Digital Course Academy is for dreamers like you. You have no shortage of ambition but you are tired of trading dollars for hours and ready to build a business that allows you to impact infinitely more lives, make a whole lot more money, and work wherever, whenever, and however, you'd like.

Whether you're...

- ➡ A service provider who's reached a very real ceiling that knows creating a scalable digital course is your ticket to helping more people, creating time freedom

# ALGUNS BONS EXEMPLOS

## TOWER (WEBINAR)



The graphic features a blue gradient background with a white and light blue iceberg floating in dark blue water. A small flag with a red 'X' is on the peak of the iceberg. A yellow and white submarine is visible in the water below the iceberg. The text is positioned on the left side of the graphic.

Live Webinar Limited Seats!

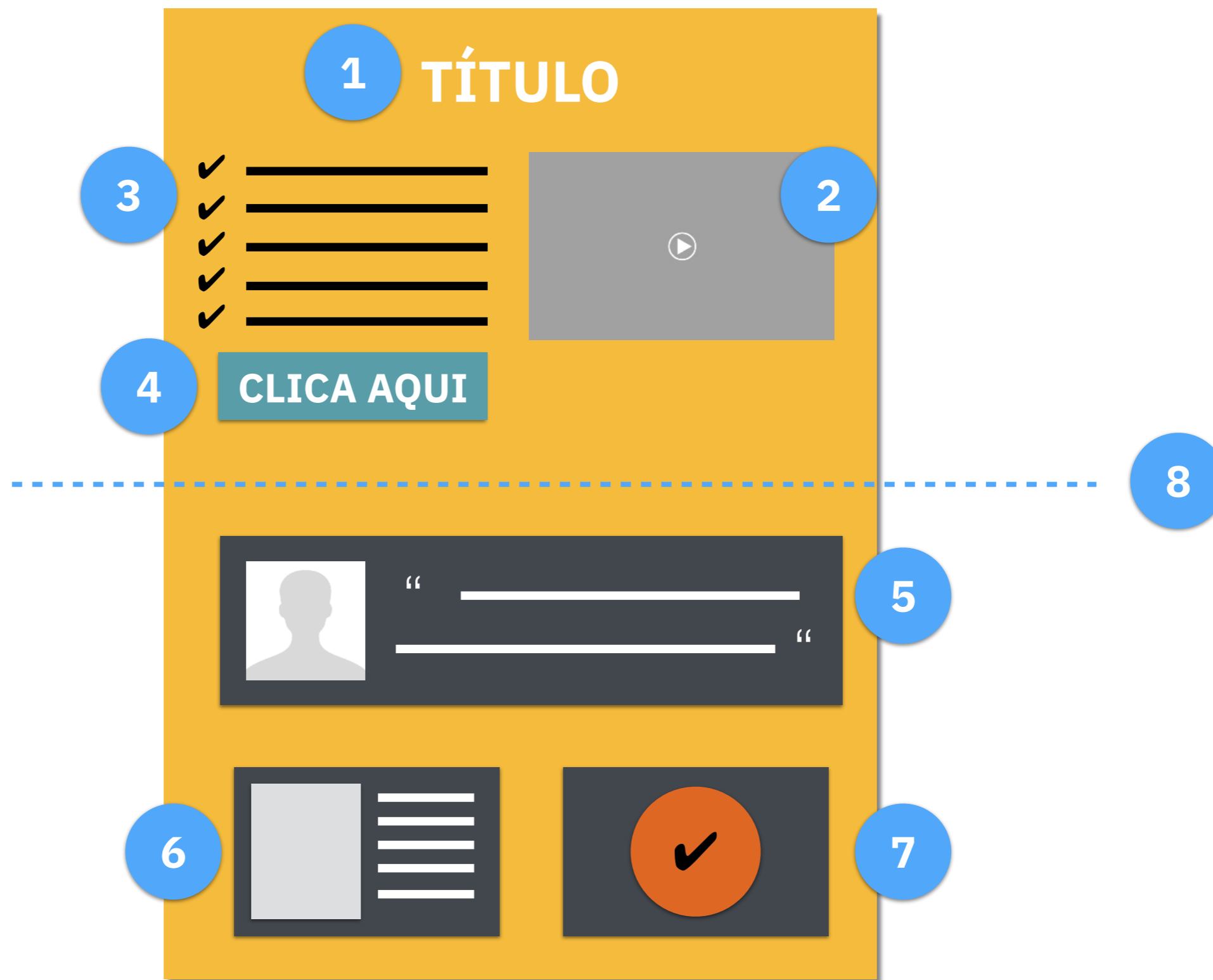
### 17 Ways to Undo Mistakes with Git

Git is like an iceberg to most people: they know the basic commands, but miss out on its *real* powers.

In this 1-hour webinar, we show you how Git can save your neck - by helping you roll back, revert, and generally undo almost any mistakes that might happen.

Level up your development skills and sign up now - *it's free!*

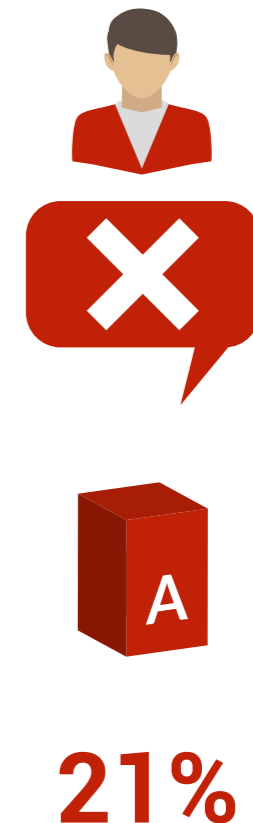
# ESTRUTURA - LANDING PAGE



# ESTRUTURA - LANDING PAGE

- 1 Título conciso, com promessa e benefícios claros
- 2 Imagem ou Vídeo a explicar o produto/serviço - fontes visuais convertem melhor que texto
- 3 Benefícios - *bullet points* ajudam na legibilidade
- 4 Formulário ou botão Call to Action - com copy atrativo e cor contrastante, para aumento de conversões
- 5 Testemunhos - para criar credibilidade e “social proof”
- 6 Mais fotos e descrição do produto/serviço
- 7 Outras certificações que possam gerar confiança
- 8 Garantir que os elementos + importantes estão “above the fold”

# A/B TESTING



# MECÂNICA DE UM TESTE A/B

Com uma amostra de utilizadores, testam-se alterações ao *copy* ou *design* do site, para verificar qual a variação que apresenta melhor conversão



**O VENCEDOR DO TESTE DEVERÁ PASSAR PARA PERMANENTE**

# PARA QUÊ?

## **MAIS CONVERSÕES = WIN**

Se mais visitantes agirem da forma que queremos, maior será a nossa receita.

## **ANGARIAR UM NOVO VISITANTE PODE SER DISPENDIOSO**

Se duplicarmos a nossa taxa de conversão, estamos a reduzir o nosso custo de angariação para metade.





# OBAMA '08

## CAMPANHA DE OBAMA À PRESIDÊNCIA, COM A AJUDA DA EQUIPA DO OPTIMIZEPLY



Objetivo: ganhar o maior número de subscritores para a newsletter.  
Foram apresentadas a 310 mil visitantes 24 variações da página,  
com 4 botões distintos, 3 imagens e 3 vídeos.

# EXEMPLO TOWER

## REFORMULAÇÃO DA PÁGINA “PRICING”

The image shows two side-by-side screenshots of the Tower pricing page, illustrating a redesign. The left screenshot shows the original layout, and the right screenshot shows the reformulated layout with several annotations in yellow boxes.

**Original Page (Left):**

- Header: TOWER logo, navigation menu (Features, Use Cases, Pricing, Support), and a "Get Started - It's Free" button.
- Section: "Plans & Pricing" with a sub-headline: "Some of the world's best software and design teams are using Tower every single day. Join them now!".
- Image: A stylized illustration of a tower with circuit-like elements.
- Section: "You will build better software - guaranteed!" with a sub-headline: "Over 100,000 professionals use Tower to be more productive with Git - and we're confident that you'll love it, too! So confident, in fact, that we offer a 30-day guarantee. If Tower doesn't work for you, you'll get a full refund. No questions asked.".
- Image: A testimonial from Dan Counsell, CEO at Realmac, with a quote: "Tower is the perfect Git client, I honestly wouldn't want to use anything else."
- Bottom: A "Pro" plan button.

**Reformulated Page (Right):**

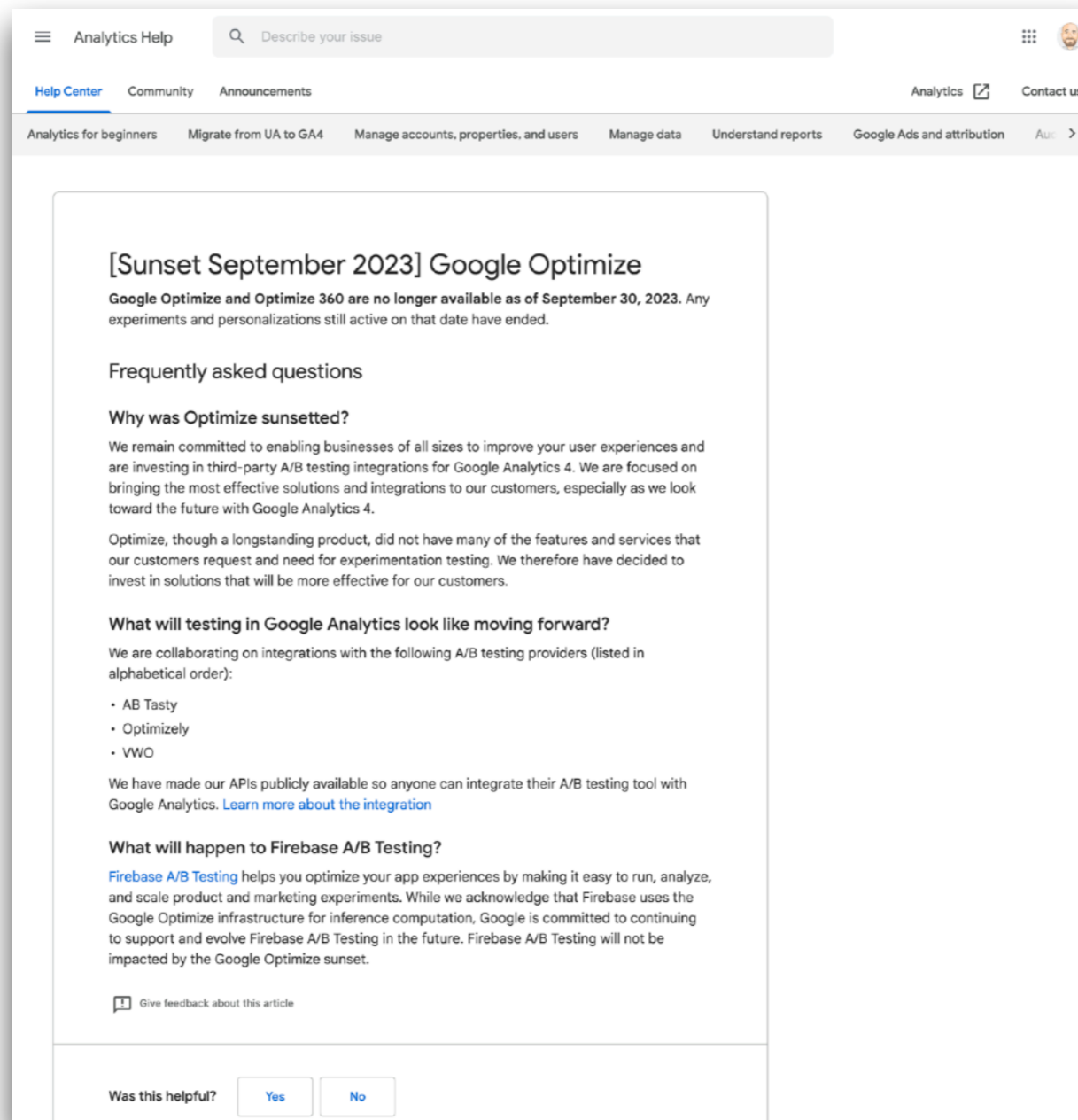
- Header: TOWER logo, navigation menu, and "Get Started - It's Free" button.
- Section: "Plans & Pricing" with a sub-headline: "Some of the world's best software and design teams are using Tower every single day. Join them now!".
- Annotation: "Mac and Windows" box with an arrow pointing to the text "All plans include versions for Mac and Windows".
- Annotation: "Pricing Table above the fold" box pointing to the plan cards.
- Section: "All plans include versions for Mac and Windows".
- Plan Cards:

  - Basic:** "For individuals", "\$69 per user billed annually", "Target Users" annotation.
  - Pro:** "For professionals & small teams", "\$99 per user billed annually", "Recommended Plan more prominent" annotation, "Table easier to read" annotation.
  - Enterprise:** "For large teams & enterprises", "Contact us to get a custom quote".

- Annotations: "Table easier to read" box pointing to the feature lists, and "Mac and Windows" box at the bottom pointing to the OS icons.
- Footer: "Free 30-day trial starts on 'Pro' edition. All plans include 30 days money back guarantee".

# GOOGLE OPTIMIZE

A Google descontinuou a sua ferramenta gratuita para campanhas A/B



The screenshot shows the Google Analytics Help Center interface. At the top, there is a search bar with the text "Describe your issue" and a user profile icon. Below the search bar, there are navigation links for "Help Center", "Community", and "Announcements". A secondary navigation bar includes "Analytics", "Contact us", and a list of topics: "Analytics for beginners", "Migrate from UA to GA4", "Manage accounts, properties, and users", "Manage data", "Understand reports", and "Google Ads and attribution".

The main content area features the article title "[Sunset September 2023] Google Optimize". Below the title, a summary states: "Google Optimize and Optimize 360 are no longer available as of September 30, 2023. Any experiments and personalizations still active on that date have ended." The article is organized into sections:

- Frequently asked questions**
  - Why was Optimize sunsetted?**

We remain committed to enabling businesses of all sizes to improve your user experiences and are investing in third-party A/B testing integrations for Google Analytics 4. We are focused on bringing the most effective solutions and integrations to our customers, especially as we look toward the future with Google Analytics 4.

Optimize, though a longstanding product, did not have many of the features and services that our customers request and need for experimentation testing. We therefore have decided to invest in solutions that will be more effective for our customers.
  - What will testing in Google Analytics look like moving forward?**

We are collaborating on integrations with the following A/B testing providers (listed in alphabetical order):

    - AB Tasty
    - Optimizely
    - VWO

We have made our APIs publicly available so anyone can integrate their A/B testing tool with Google Analytics. [Learn more about the integration](#)
  - What will happen to Firebase A/B Testing?**

[Firebase A/B Testing](#) helps you optimize your app experiences by making it easy to run, analyze, and scale product and marketing experiments. While we acknowledge that Firebase uses the Google Optimize infrastructure for inference computation, Google is committed to continuing to support and evolve Firebase A/B Testing in the future. Firebase A/B Testing will not be impacted by the Google Optimize sunset.
- Give feedback about this article**

At the bottom of the article, there is a "Was this helpful?" section with "Yes" and "No" buttons.

# OPTIMIZELY

A ferramenta mais popular (paga)

The screenshot shows the Optimizely website homepage. At the top, there is a navigation bar with the Optimizely logo (an Episerver company) on the left, and links for PLATFORM, SOLUTIONS, FOR DEVELOPERS, CUSTOMERS, PLANS, RESOURCES, LOG IN, and CONTACT US on the right. The main content area features a large heading: "Extraordinary experiences through experimentation". Below this heading is a sub-headline: "Ship high-quality code and experiences faster, with data-driven confidence in the results. As part of Episerver, we make sophisticated digital experiences simple." To the right of this text is a large graphic consisting of two interlocking loops, one orange and one blue, with the "epi" logo in the orange loop and the Optimizely logo in the blue loop. Below the main heading and sub-headline are two buttons: "LEARN MORE" and "TALK TO US" with a right-pointing arrow. The background of this section is a light blue and orange wave pattern. Below this section is a section titled "Choose your role to get started". Underneath this title are five links: "MARKETING & GROWTH" (underlined), "PRODUCT MANAGER", "DEVELOPER", "TEAM LEADER", and "ANALYTICS". Below these links is a large white box with a blue circular icon on the left containing a stylized 'M' shape. The text inside the white box reads: "Make impactful marketing decisions". To the right of this text is a paragraph: "Target your messaging, personalize your campaigns, and ultimately drive substantial growth for your business. Powerful, easy to use solutions, to test what messages, imagery, and offers help increase conversion, retention, and lifetime value." At the bottom of the white box are two buttons: "TRY OUT VISUAL EDITOR" and "REQUEST DEMO" with a right-pointing arrow.

# ANTES DE COMEÇAR

**É FUNDAMENTAL ENTENDER O QUE DEVEMOS TESTAR!**

É bom melhorar as conversões, mas tal nem sempre é sinónimo de maior receita - este deverá ser sempre o grande objectivo.  
Ex: Aumento de preço que se traduz em menos conversões, mas maior receita.

**É TAMBÉM IMPORTANTE OBTER FEEDBACK DE QUEM QUER COMPRAR. QUAL É A EXPERIÊNCIA DO UTILIZADOR?**

Google Analytics  
Inquéritos ao Consumidor  
Testes de Usabilidade

# TESTES FREQUENTES

## ALGUNS EXEMPLOS DE TESTES FREQUENTES

1. Copy dos Títulos
2. Copy e Cor dos botões CTA
3. Copy longo Vs Copy curto
4. Adição/Remoção de campos no formulário
5. Vídeo Explicativo Vs Imagem
6. *Buy Now Vs 30-day Trial*
7. Copy e Fotografias dos Testemunhos
8. Slider Vs Imagens Estáticas
9. Alteração do Preço

# ERROS A EVITAR

## ALGUNS ERROS HABITUAIS

1. Terminar um teste sem ter recebido tráfego ou conversões suficientes para tirar conclusões.
2. Realizar demasiados testes em simultâneo.
3. Testar demasiadas variáveis no mesmo teste.
4. Não estar disposto a testar todos os aspetos da página.
5. Olhar para as micro-conversões, e não para o que importa.
6. Seguir as “boas práticas online” em vez de verificar se se aplicam ao seu próprio negócio.

# DÚVIDAS?

