



Search engine marketing

**People Are Searching... Are You There?**

**What Are Searchers Looking For?**

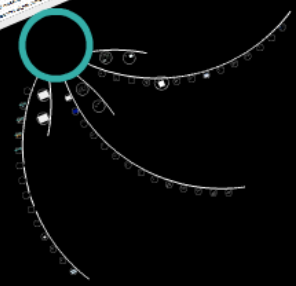
Keywords  
 Search volume  
 Competition  
 Cost per click  
 Conversion rate

**Keyword Research**

Tools to check popularity of keyword searches  
 Google Keyword Planner  
 Keyword Discovery.com  
 Keyword Tool  
 Google Suggest  
 Bing Suggest

Keyword	Global Search Volume (12 months)	Competition (0-100)	Estimated CPC (USD)	Estimated CTR (0-100)	Local Search Volume (12 months)
keyword	11000	0.33	1.00	0.96	0.12
keyword	11000	0.33	1.00	0.96	0.12

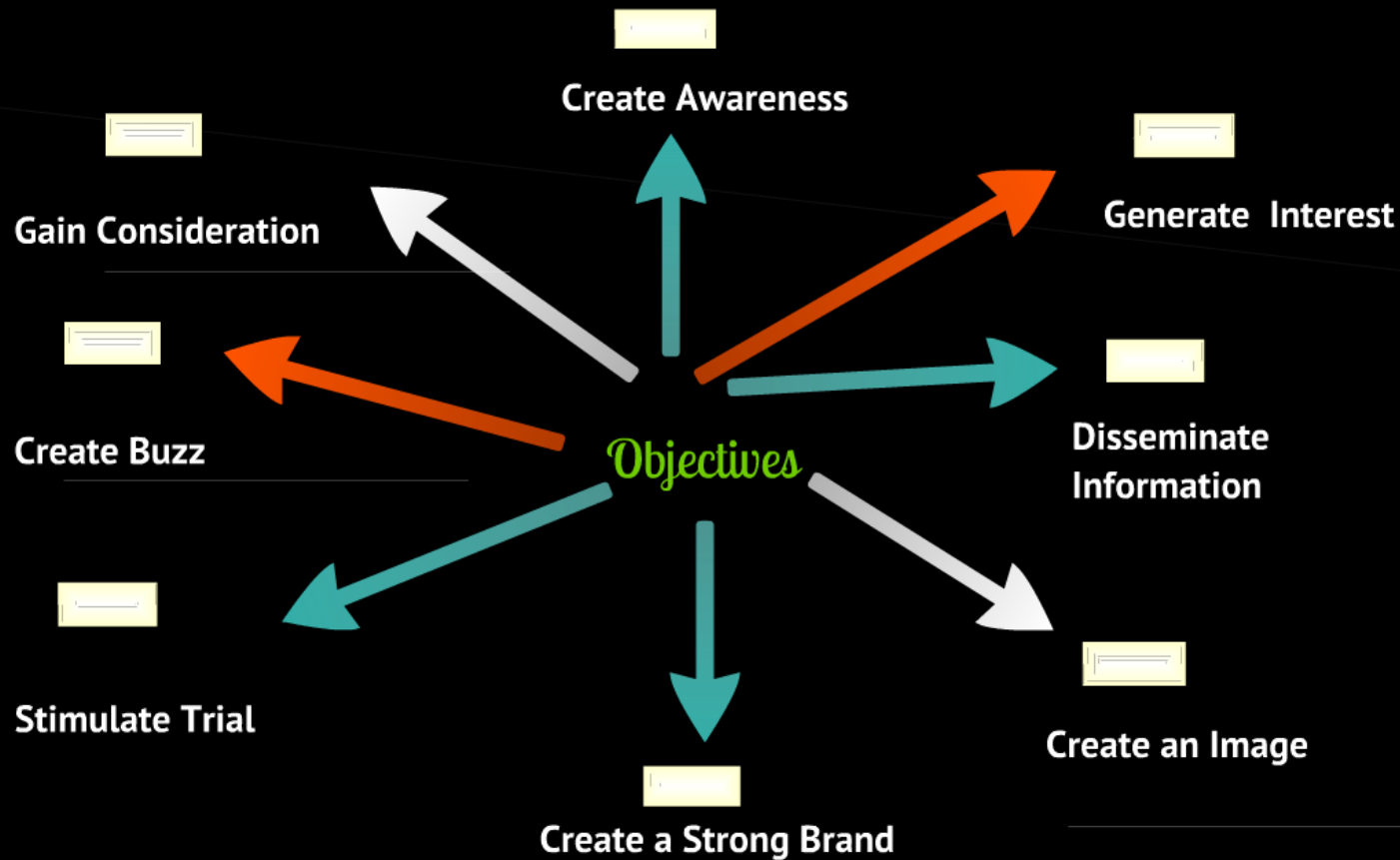
**Sales promotions**



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**Telegraph Media Group: The  
Newspaper Is Dead, Long Live the...  
(C), Editorial Change - The Key  
Word Is Integration**

# Internet Communications Objective



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## The Internet and IMC

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**Advertising**

Sales Promotions

**Personal Selling**

Public Relations

**Direct Marketing**

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# Advertising on the Internet

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*Forms of Internet Advertising*

**Banners**

**Interstitials**

**Sponsorships**

**Push Technologies**

**Pop-ups/  
Pop-unders**

**Links**

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## The Web Site

### A Well Designed Web Site

Good Overall Context

Commerce

Communication

Connections

Content



Customization

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Lets see what buyer see



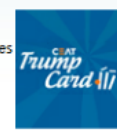
**Be Idiotsafe Strikes Gold**  
CEAT's Be Idiotsafe Campaign has been in the news lately for winning several awards. Know more >



**BE IDIOT SAFE**  
Roads are filled with idiots. See how you can deal with them. >



**TYRE TIPS**  
Get more out of your tyres expert tips >



**CEAT Trump Game**  
How well do you know your favourite cricketers? Retive the excitement of Trump cards & win exciting prizes. >

@ceat

**CEAT**

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- TYRE TIPS
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- LIFE@CEAT
- WORLDWIDE
- CEAT & YOU

- Two Wheelers
- CAR/SUV
  - Passenger vehicles
- Farm Vehicles / Trailers
- LCV/Trucks
- OTR

General Enquiry > Franchise Enquiry > Ceat Shoppe Enquiry >

Slide to find the right tyre for your vehicle

Bikes CAR/SUV Farm Vehicles / Trailers LCV / Trucks

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Home » Tyre Range » Two Wheelers » Secura M86

### Secura M86


275-18 6PR (Rear)

Two Wheelers  
Refine your Search

Select Make

Choose Model

Rollover to enlarge



**Features**

- Radial and Longitudinal Grooves
- Unique tread compound

**Benefits**

- Excellent Dry & Wet grip
- Good Aquaplaning design
- Good cornering
- High Mileage

**ALL-TERRAIN PERFORMANCE**

Watch the CEAT Tyre Performance across diverse terrains >

**TYRE WATCH**

Rollover to see what's inside CEAT TYRES >

**TYRE TIPS >**

**CEAT SHOPPE >**

Franchise Enquiry >

**DEALER LOCATOR >**

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