



SVARTIGALDUR

Hvað  veit um þig

Fjórar stoðir í leit

# Hvað veit Google um mig þegar ég leita?

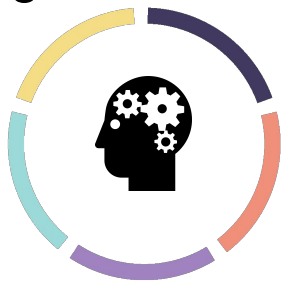
## Leit

Almennar leitir



## Innsýn

Hvernig Google greinir okkur



## Ásetningur

Skilningur á leitunum okkar



## Merki

Merki sem að við sendum frá okkur





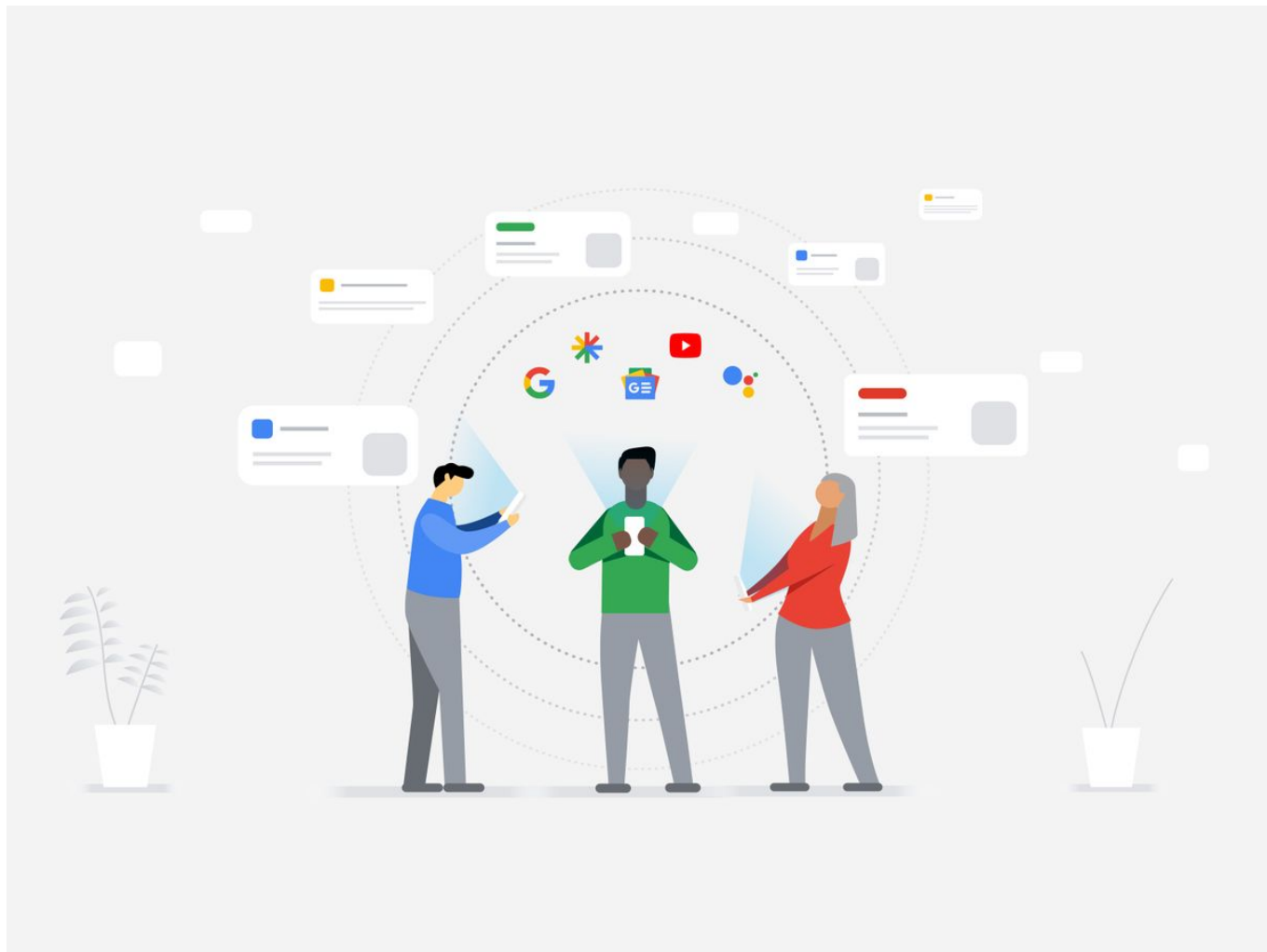
Leit



A large, rounded rectangular search bar with a thin gray border. On the left side, there is a small magnifying glass icon. On the right side, there is a small microphone icon.

Google Search

I'm Feeling Lucky



## CRAWLING



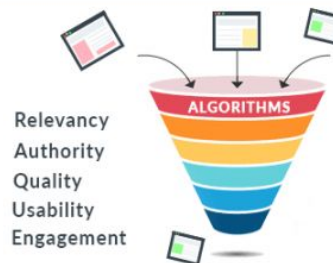
## INDEXING



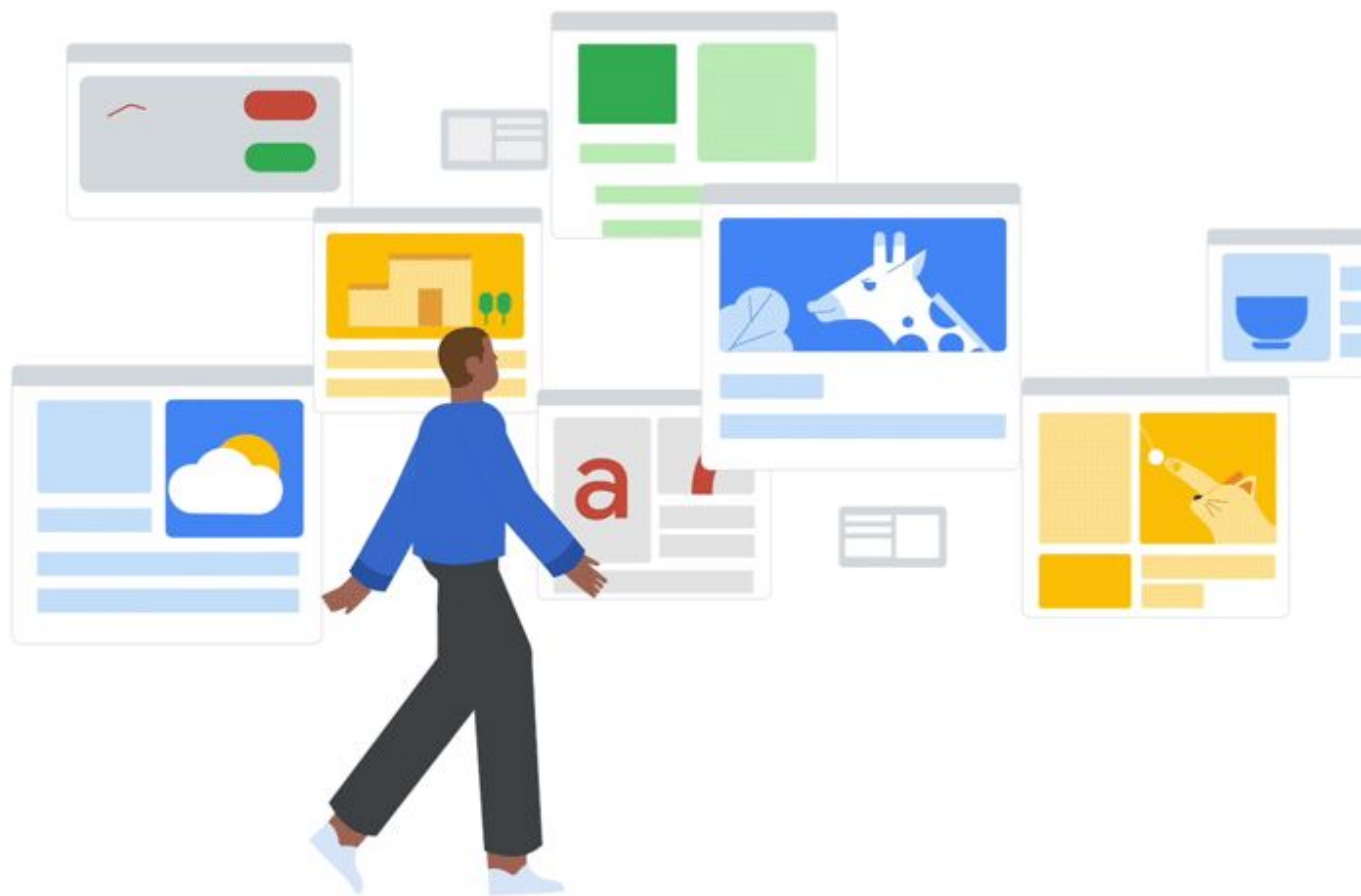
## SEARCH RESULT

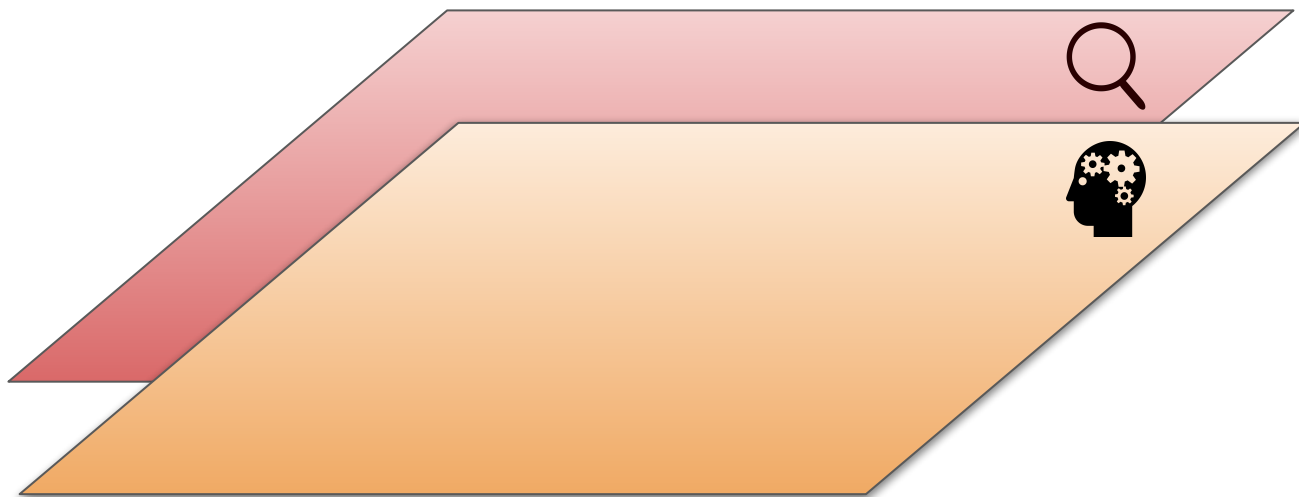


## RANKING









# Psychographic segmentation

## Can Senior Travelers Save Japanese Hot Springs? A Psychographic Segmentation of Visitors and Their Intention to Visit Onsen Establishments during COVID-19

by  [Isabell Handler](#) 

Doshisha Business School, Doshisha University, Kyoto 602-8580, Japan

Academic Editors: Thorsten Mehlke and Kaibao Taioddini

## THE INFLUENCE OF DEMOGRAPHY AND PSYCHOGRAPHY AS MARKET SEGMENTATION VARIABLES TOWARD CUSTOMER'S PURCHASE DECISION: A CASE STUDY AT TOSERBA YOGYA MAJALENGKA

**Muhammad Fikry Januar Januar**  
Universitas Pendidikan Indonesia

**Vanessa Gaffar**  
Universitas Pendidikan Indonesia

 PDF

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ABSTRACT

DOWNLOADS

ALTMETRICS



37891



Segmenting customer brand preference: demographic or psychographic?

Chin-Feng Lin ▾

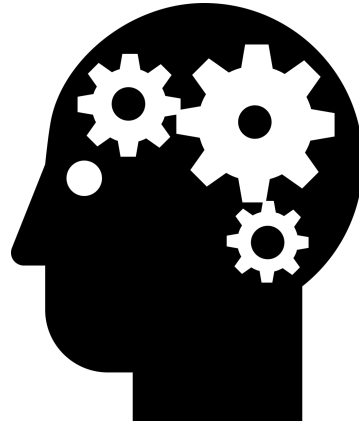
Journal of Product & Brand Management

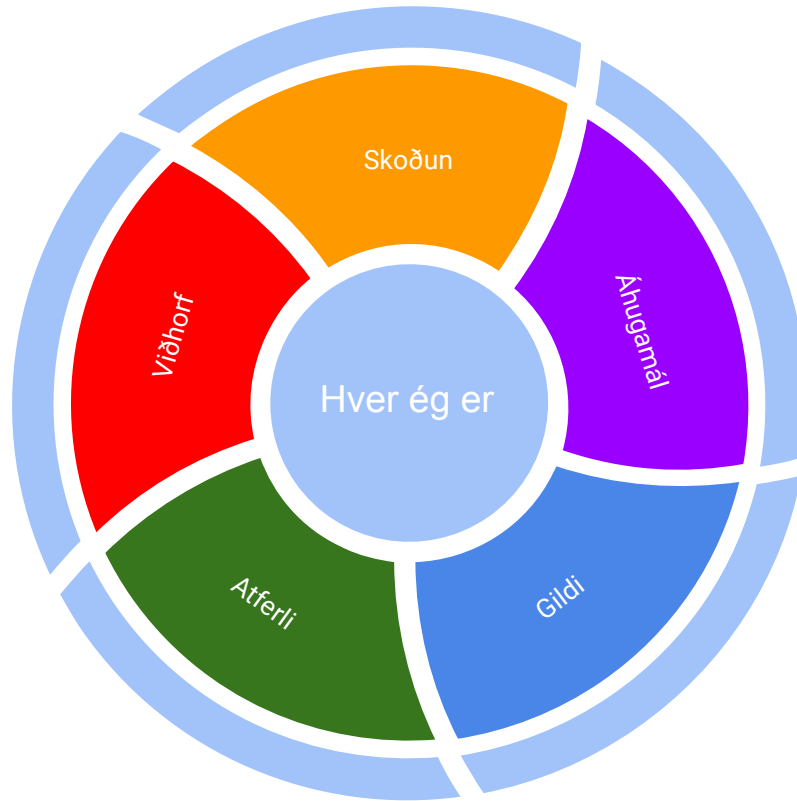
ISSN: 1061-0421

Article publication date: 1 July 2002

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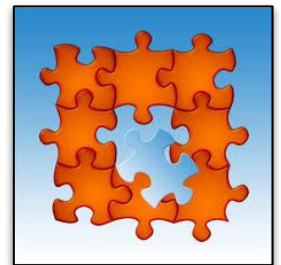
# Innsýn

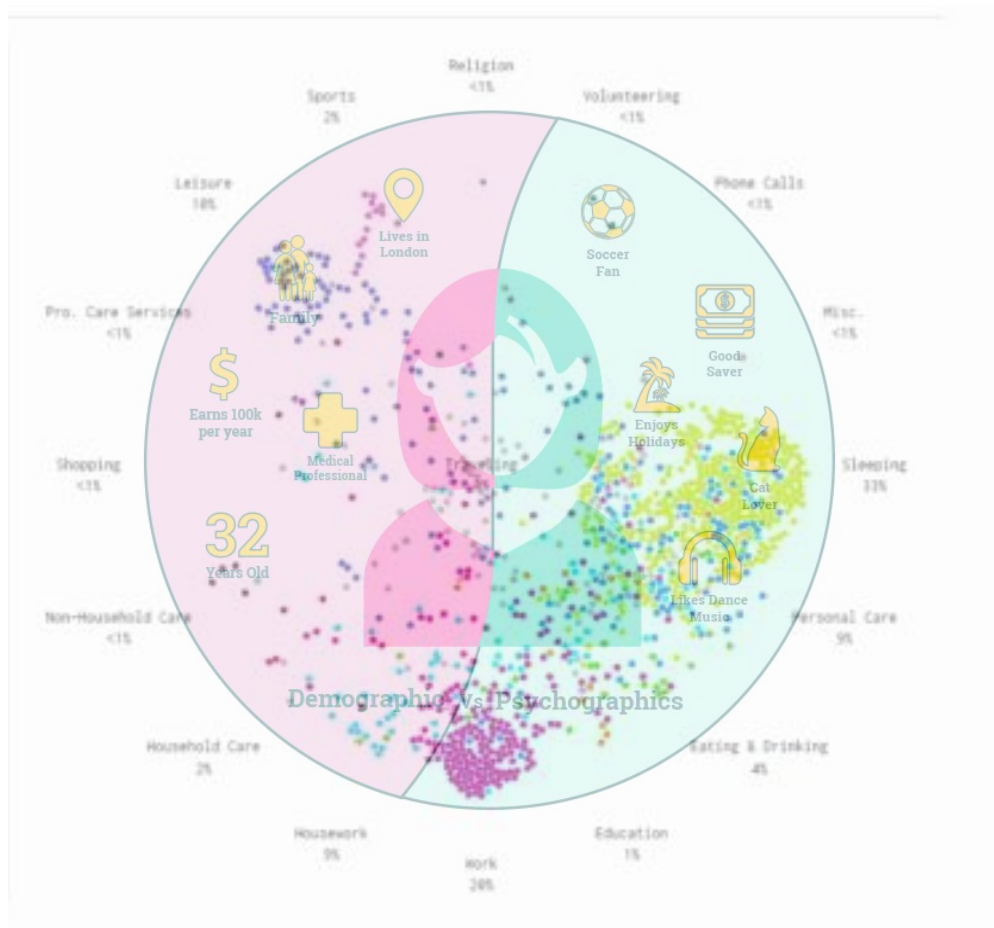






Fyllir í eyðurnar





Stærðfræðileg kortlegging  
við að finna undirliggjandi  
breytur sem að eru faldar  
í gögnunum







En hvernig vissi Target að hún væri ólétt?





# Algríma (Algorithm)

**EF** að einstaklingur kaupir ólyktandi sápu **OG** stóran poka af bómullarkúlum **OG** handspritt **OG** handþurkur **OG** Vítamín á innan við viku. Þá sendir Target netpóst á viðkomandi



Google Ad Settings



### Ad personalization

Google makes your ads more useful on Google services (such as Search or YouTube), and on websites & apps that partner with Google to show ads. [Learn more](#)

Ad personalization is ON ☒

[MORE OPTIONS](#)

How your ads are pers

Ads are based on personal info you've added to your Google Acc



Sign in with Google



## Ad personalization

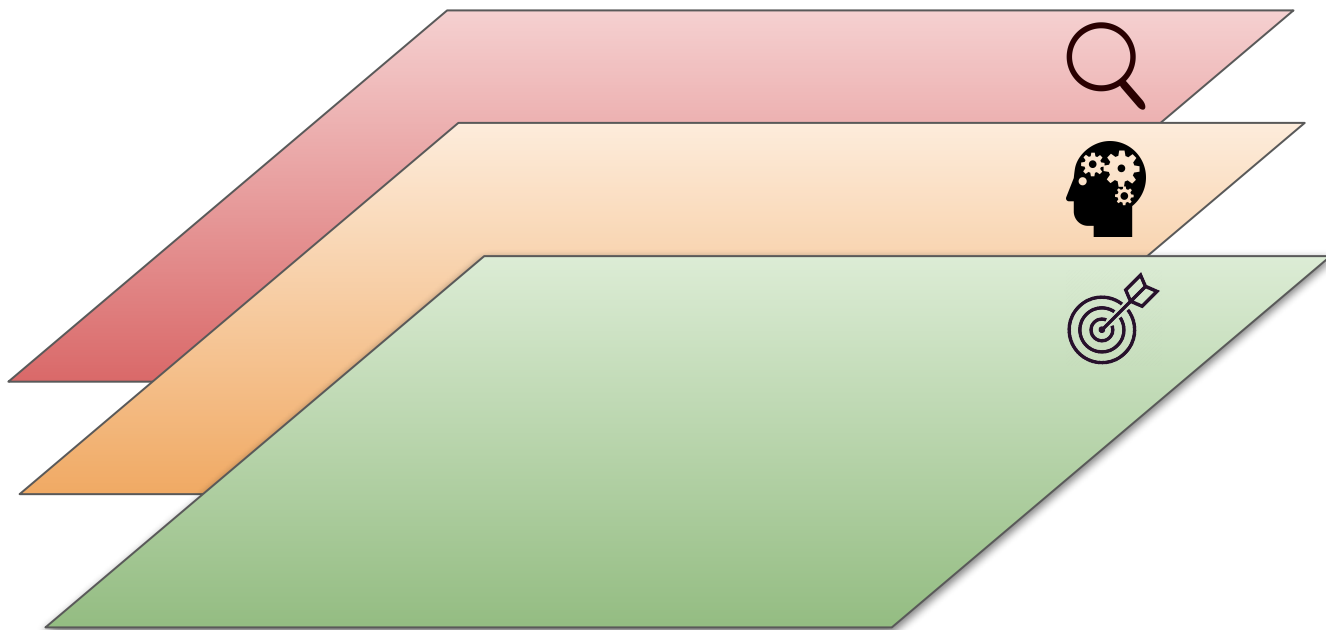
Google makes your ads more useful on Google services (such as Search or YouTube), and on websites & apps that partner with Google to show ads. [Learn more](#)

Ad personalization is ON ☒

[MORE OPTIONS](#)

## How your ads are personalized

Ads are based on personal info you've added to your Google Account, data from advertisers that partner with



# Ásetningur

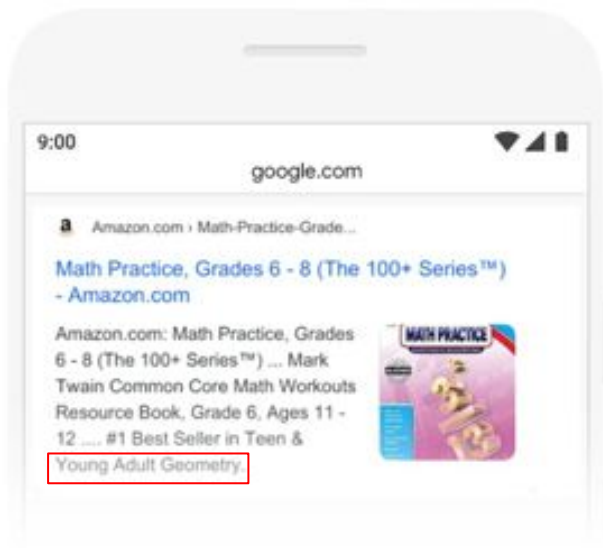






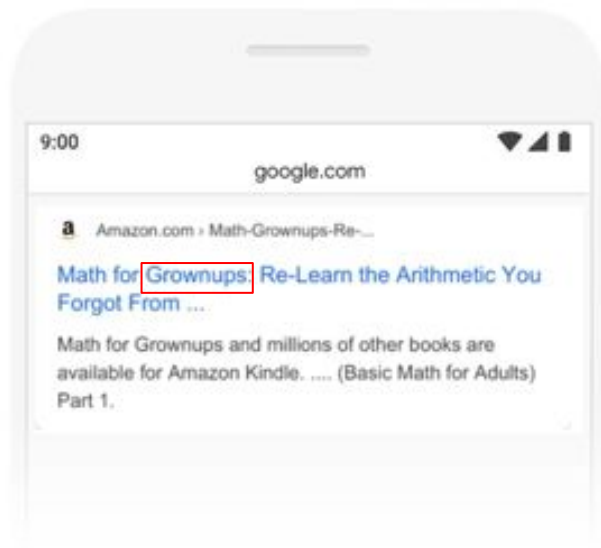
math practice books for adults

BEFORE



Bækur fyrir börn

AFTER



Bækur fyrir fullorðna

# Understanding searches better than ever before

Oct 25, 2019 · 5 min read



**Pandu Nayak**

Google Fellow and Vice President,  
Search

 Share



Google  
BERT

# BERT

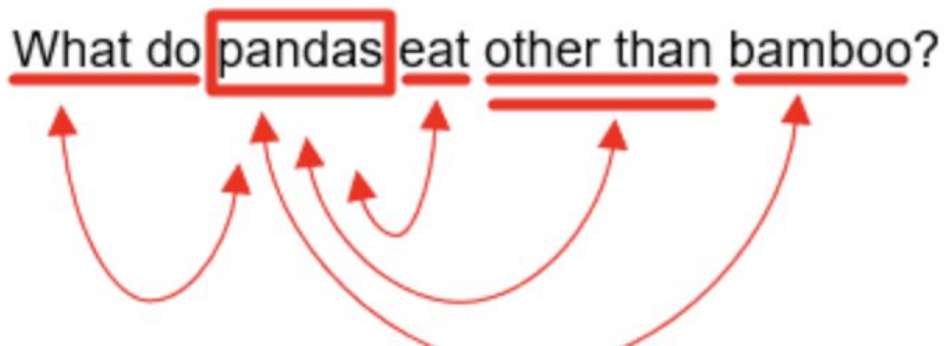
Bidirectional Encoder Representation from Transformers



# Hvernig BERT virkar

- Bert tekur leit
- Brýtur hana niður orð fyrir orð
- Lítur á allar mögulegar tengingar á milli orða
- Kortleggur tengingu á milli orða í báðar áttir
- Greinir samhengið á meiningu orða þegar þau eru pöruð saman.

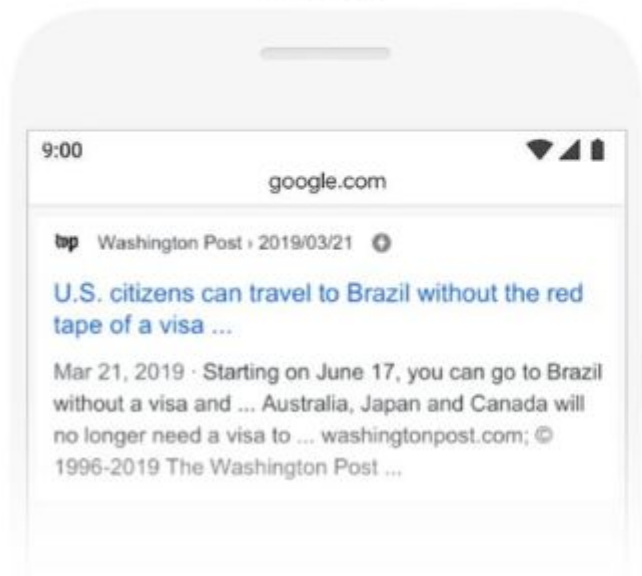
Með öðru orðum. BERT þýðir að Google uppfærði sig á þann máta að það skilur meiningu á bakvið orðin, þ.e ásetningin “intent”





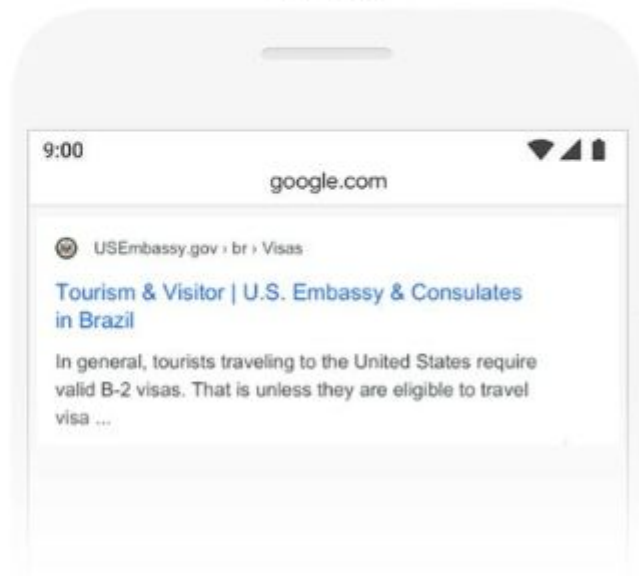
2019 brazil traveler to usa need a visa

BEFORE



Fréttagrein

AFTER



Upplýsingasíða



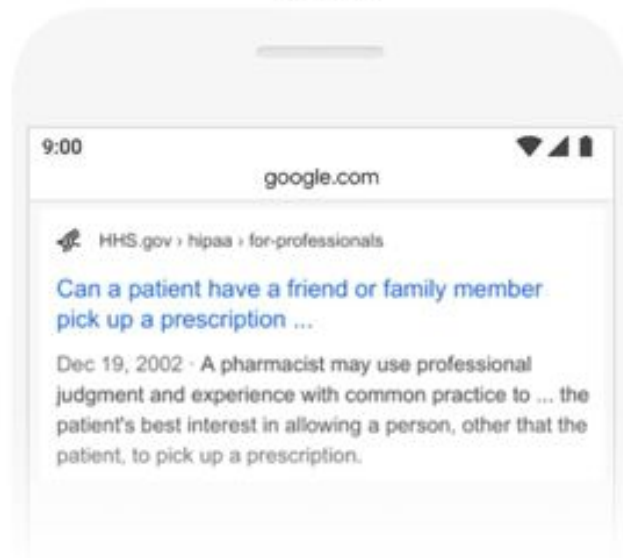
Can you get medicine for someone pharmacy

BEFORE



Alfræðiorðabók

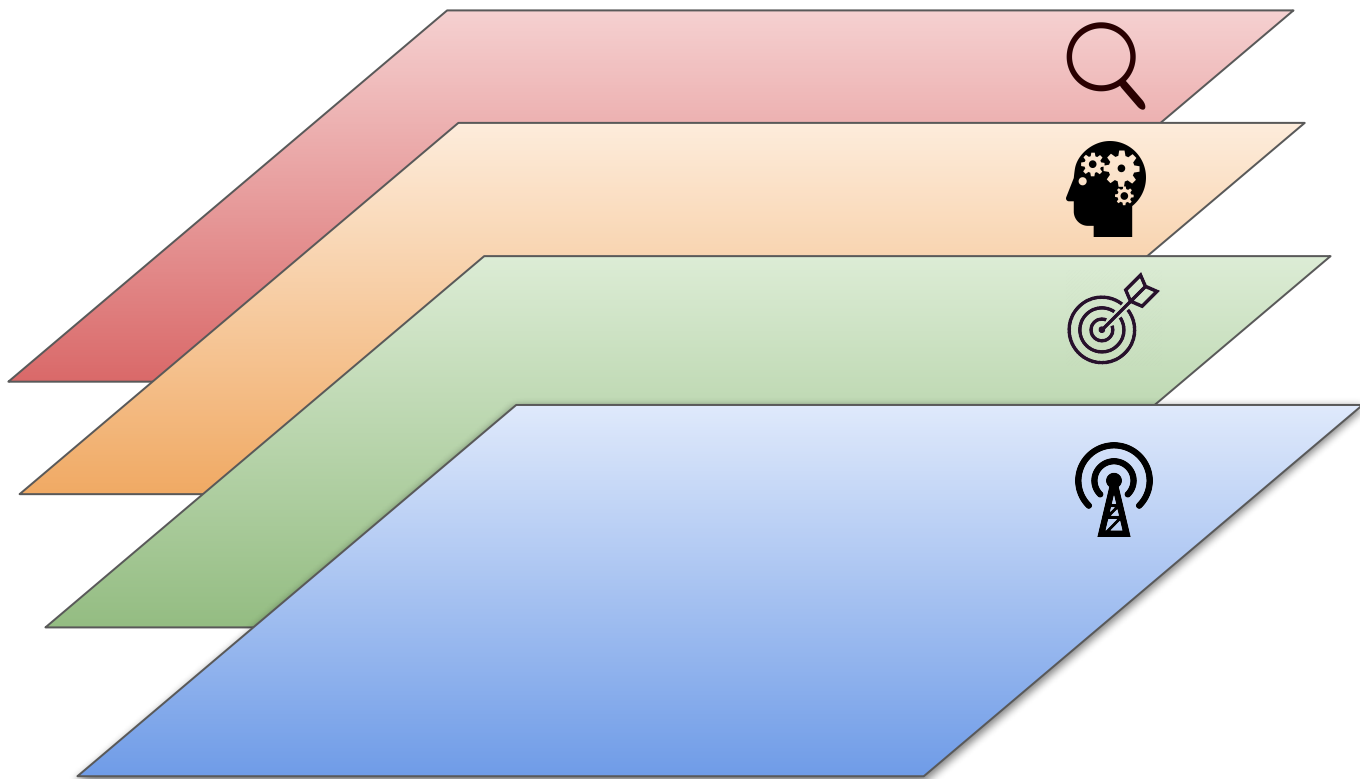
AFTER



Svar á vefsíðu

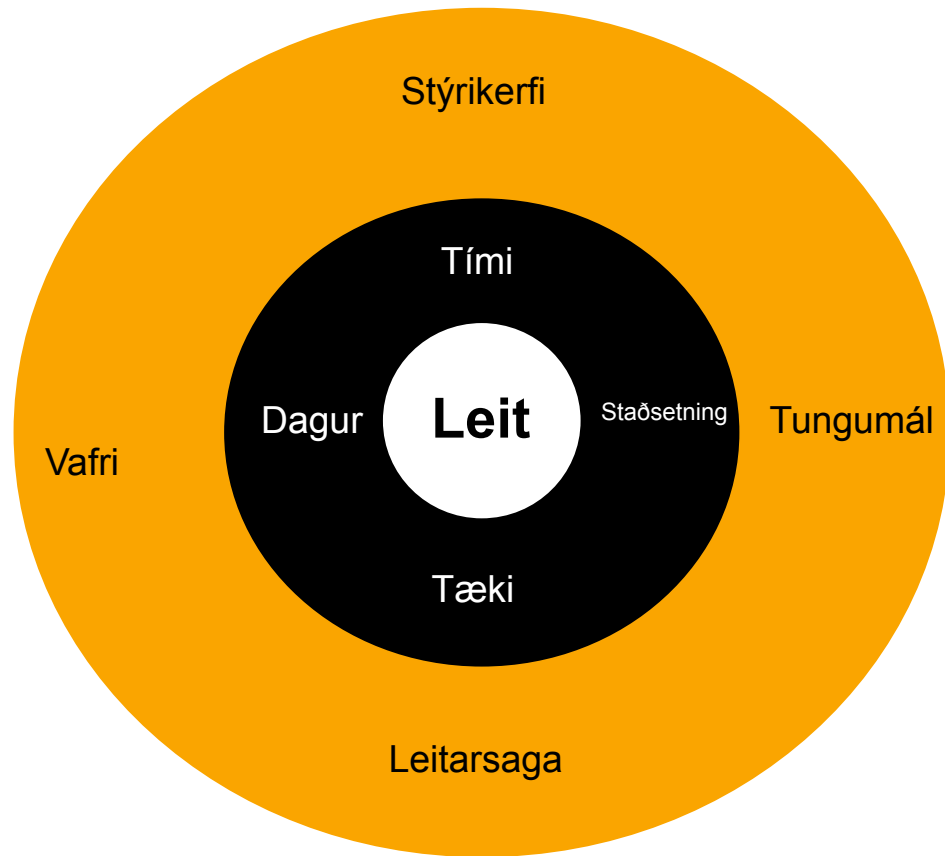






# Merki



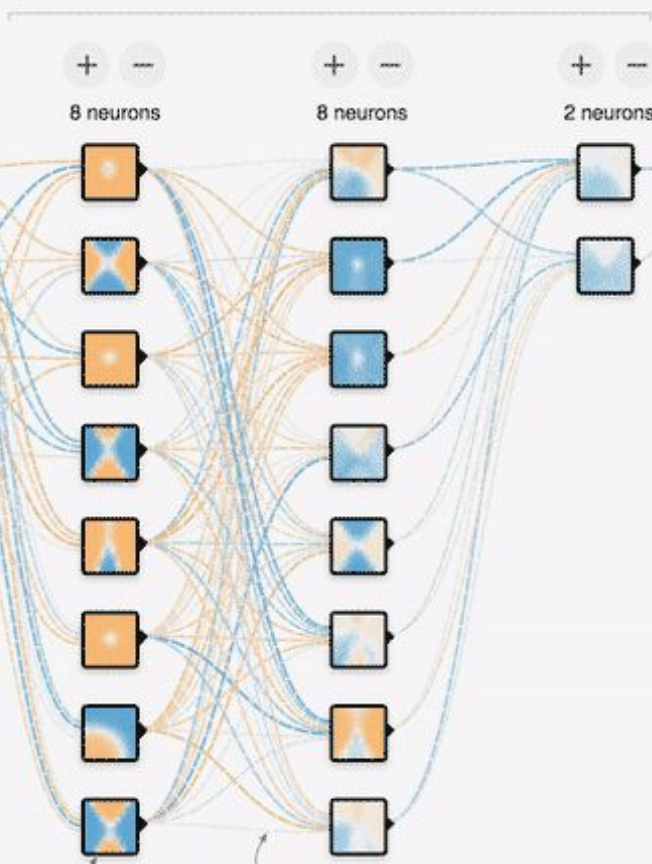


# INPUT

Which properties do you want to feed in?



## 3 HIDDEN LAYERS

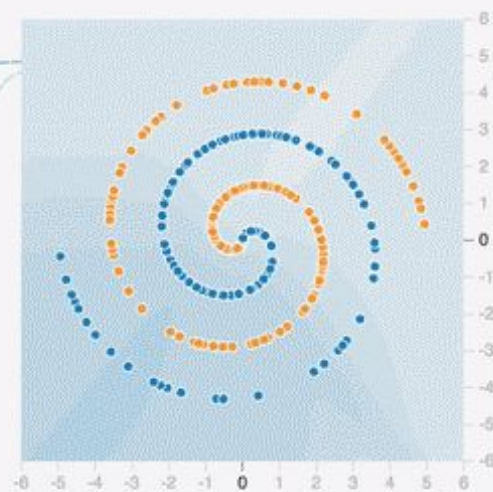


This is the output from one **neuron**. Hover to see it larger.

The outputs are mixed with varying **weights**, shown by the thickness of the lines.

# OUTPUT

Test loss 0.501  
Training loss 0.515



Colors shows data, neuron and weight values.



☐ Show test data ☐ Discretize output



Device: Desktops



Time: Weekdays, 10AM to 6PM



Time: Weekends, before 8AM



Location: New York and Time: Weekdays, before 4AM



- Q travel in iceland X  
- Q travel in iceland
- Q travel in iceland **2022**
- Q travel in iceland **without a car**
- Q travel in iceland **covid**
- Q travel in iceland **on a budget**
- Q travel in iceland **2021**
- Q travel in iceland **tour**
- Q travel iceland in **a camper van**
- Q travel iceland in **december**
- Q travel iceland in **winter**

*Report inappropriate predictions*



travel in iceland



travel **to** iceland **from** uk

iceland travel **restrictions**

**can i** travel **to** iceland **from** uk

**returning to uk from** iceland

iceland **entry requirements**

iceland **entry requirements covid**

iceland **passenger locator form**

**is** iceland **on the green list**

Iceland Iceland

*Report inappropriate predictions*



🔍 travel in iceland

🔍 travel in iceland

🔍 travel in iceland **2022**

🔍 travel in iceland **without a car**

🔍 travel in iceland **covid**

🔍 travel in iceland **on a budget**

🔍 travel in iceland **2021**

🔍 travel in iceland **tour**

🔍 travel iceland in **a camper van**

🔍 travel iceland in **december**

🔍 travel iceland in **winter**

🔍 travel in iceland

🔍 travel **to iceland from uk**

🔍 iceland travel **restrictions**

🔍 **can i travel to iceland from uk**

🔍 **returning to uk from iceland**

🔍 iceland **entry requirements**

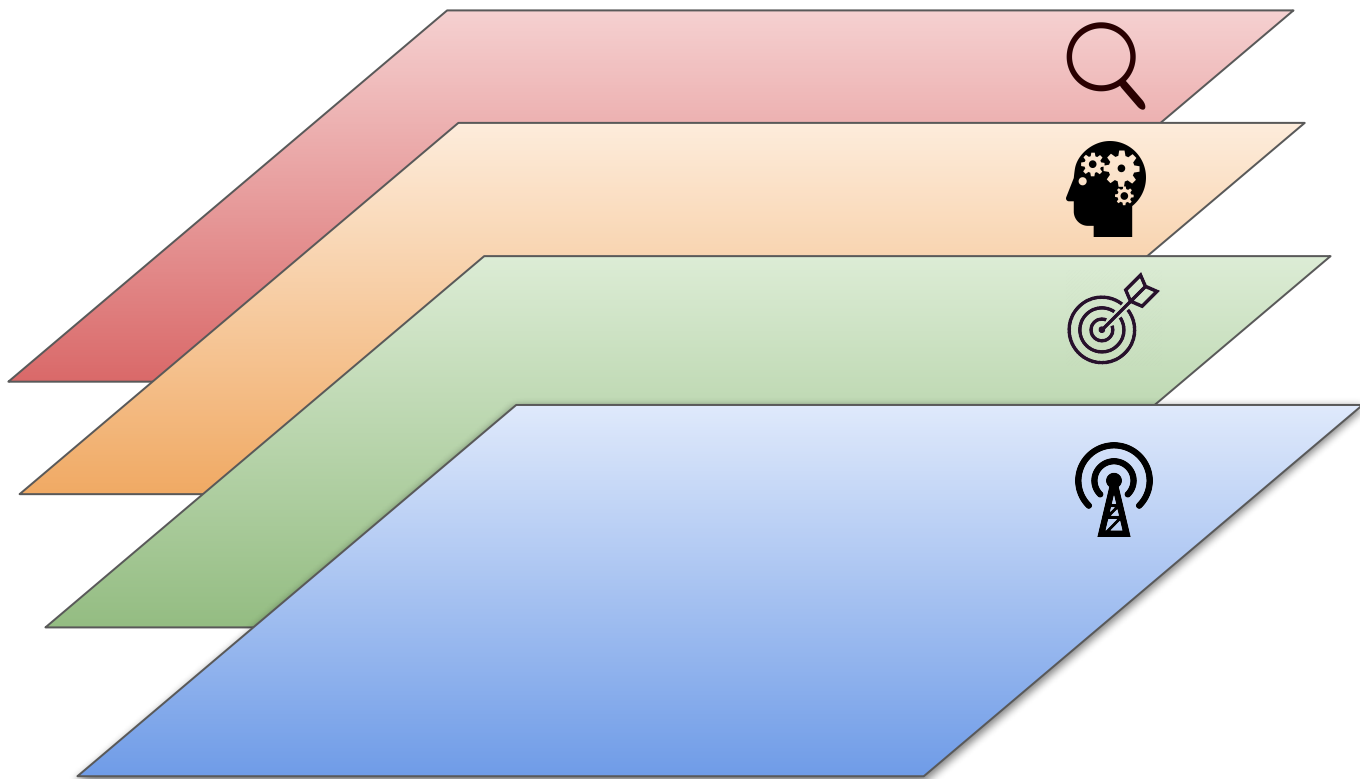
🔍 iceland **entry requirements covid**

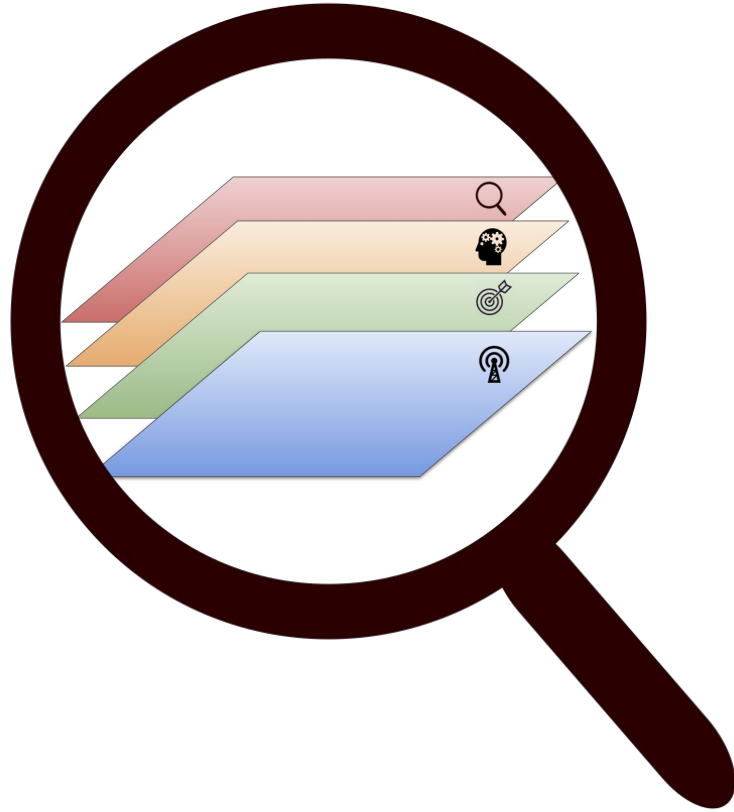
🔍 iceland **passenger locator form**

🔍 **is iceland on the green list**

**Iceland** Iceland









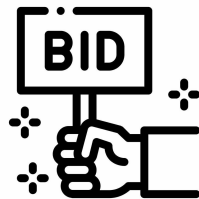
Ásetningur



Miðun



Merki



Uppboð



Gervigreind



Conversions



Uppboð → Merki



cat food - Google Search

google.com/search?q=cat+food&oq=cat+food&aqs=chrome..69l67.1642j0j9&sourceid=chrome&ie=UTF-8

Google

cat food

All Shopping Images News Maps More Settings Tools

About 2,540,000,000 results (0.60 seconds)

**Ad** · [www.purina.com/catchow/catfood](http://www.purina.com/catchow/catfood)

**Cat Chow® Official Site | Delicious, Nutritious Cat Food**

Our Formulas Provide 100% Complete and Balanced Nutrition For Each Life Stage. Designed to Deliver the Nutrition and Taste Your Cat Needs. Safety. Innovation. Quality.

**Purina® Cat Food Finder**

Cat Food Recommendations

Customized Cat Feeding Guide

**Cat Treats**

Wide Variety of Flavors & Textures.

Purina Treats Has Your Cat Covered!

**Ad** · [www.chewy.com/](http://www.chewy.com/)

**Save 30% On Cat Food at Chewy | Free Shipping on Cat Food.**

Save 30% On Cat Food at Chewy - Low Prices & 24/7 Live Expert Advice, Shop Now!

**Ad** · [www.nutrish.com/cat\\_food](http://www.nutrish.com/cat_food)

**Rachael Ray™ Nutrish® For Cats | Real Meat is the #1 Ingredient**

Rachael Ray™ Premium Cat Food. Try A New Wholesome Recipe That Your Cat Will Love.

**Ad** · [www.petco.com/](http://www.petco.com/)

**Cat Food: 35% Off Repeat Delivery + Free Shipping | Petco**

Get 35% Off Your First Order With Repeat Delivery. Stay Stocked On Pet Essentials At Petco

[www.petco.com](http://www.petco.com) › [shop](#) › [petcostore](#) › [category](#) › [cat-food](#)

**Cat Food: 35% Off Repeat Delivery + Free Shipping | Petco**

Results 1 - 48 of 1410 - Grain free **cat food** brands have gained popularity recently. Some cats have allergies or sensitivity to grains that can result in itchy, dry skin ...

How much food should I feed my cat?

How long can cats go without food?

### See Cat Food



Fancy Feast Grilled Seafood Feast Variety Pack...  
**\$18.44**  
Chewy.com  
★★★★★ (2k+)



Hill's Science Diet Adult Indoor Chicken Recipe Dry Cat Food...  
**\$37.99**  
Petco.com  
★★★★★ (2k+)



Meow Mix Original Choice Dry Cat Food, 16-lb bag  
**\$11.60**  
Chewy.com  
Special offer



Cat Chow Naturals Original with Chicken & Salmon...  
**\$11.99**  
Chewy.com  
★★★★★ (9k+)



Hill's Prescription Diet c/d Multicare Bladder Health Cat Food...  
**\$41.99**  
Chewy.com  
Special offer



WholeHearted Grain Free Chicken Formula Dry Cat Food...  
**\$14.99**  
Petco.com  
★★★★★ (625)

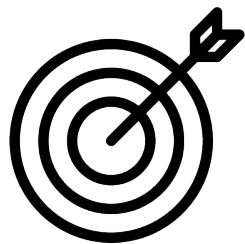


| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) |
|-------------------------------------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> seo                    | 100K – 1M             | Low         | —                   | £0.57                       | £7.67                        |
| <input type="checkbox"/> search console         | 100K – 1M             | Low         | —                   | £0.32                       | £1.67                        |
| <input type="checkbox"/> google search console  | 100K – 1M             | Low         | —                   | £0.76                       | £8.09                        |
| <input type="checkbox"/> semrush                | 100K – 1M             | Low         | —                   | £1.05                       | £6.28                        |
| <input type="checkbox"/> google webmaster       | 100K – 1M             | Low         | —                   | £0.23                       | £13.67                       |
| <input type="checkbox"/> ahrefs                 | 10K – 100K            | Low         | —                   | £1.17                       | £4.45                        |
| <input type="checkbox"/> ubersuggest            | 10K – 100K            | Low         | —                   |                             |                              |

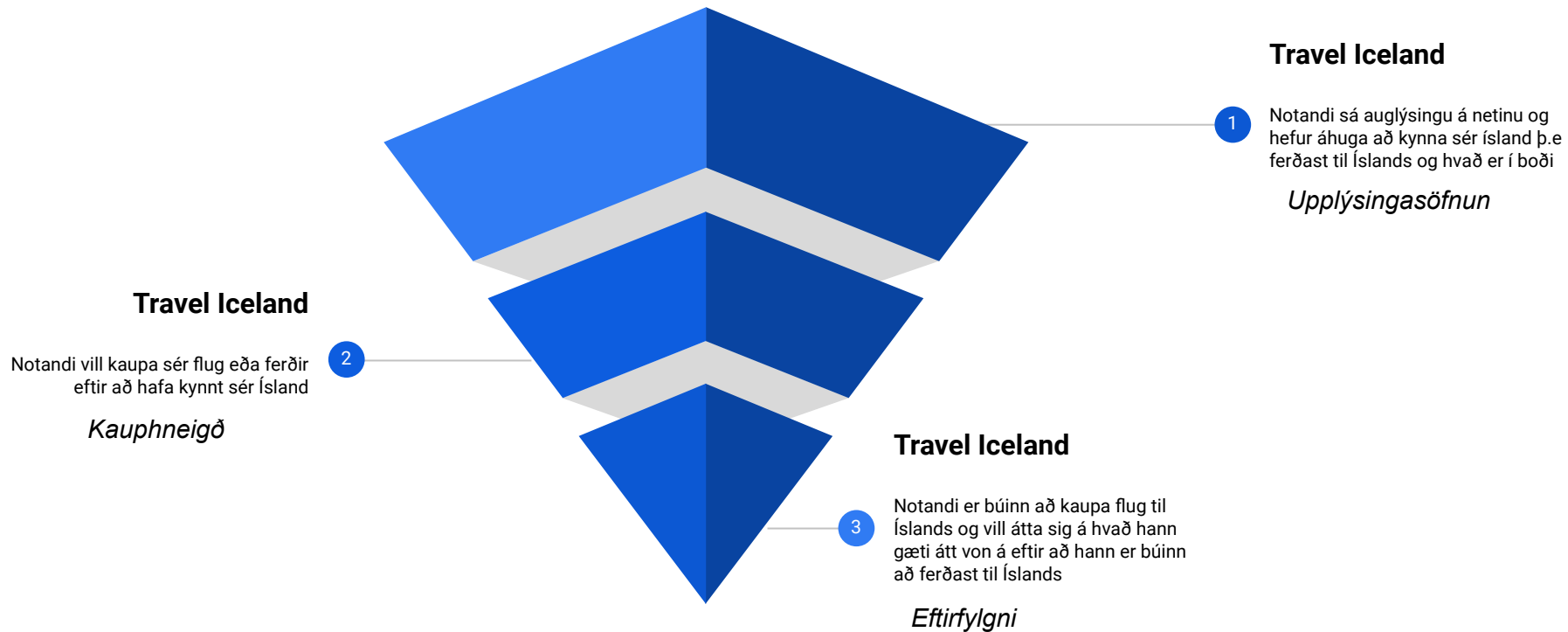
Púsundir leitarorða sem að voru í miðunarmenginu

Purftir handvirkrt að stilla af öll uppboð

| Search keywords                                 |                                |        |       |
|-------------------------------------------------|--------------------------------|--------|-------|
|                                                 | Cost                           | Clicks | CTR   |
| <input checked="" type="radio"/> dried salumi   | -                              | -      | -     |
| <input checked="" type="radio"/> [west loo      | Salumi Chicago › Ad Group #1 › |        | 8.25% |
| <input checked="" type="radio"/> "soppres       | dried salumi                   |        | 1.85% |
| <input checked="" type="radio"/> cured me       | Match type: Broad match        |        | 0.51% |
|                                                 | Max. CPC: \$0.01               |        |       |
|                                                 | <a href="#">EDIT KEYWORD</a>   |        |       |
| <input checked="" type="radio"/> salumi on line | \$134.97                       | 106    | 1.54% |
| <a href="#">ALL KEYWORDS &gt;</a>               |                                |        |       |
| Page 1 of 10                                    |                                |        |       |



**Miðun** → Ásetningur 

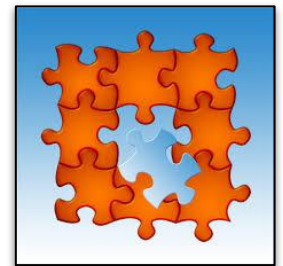
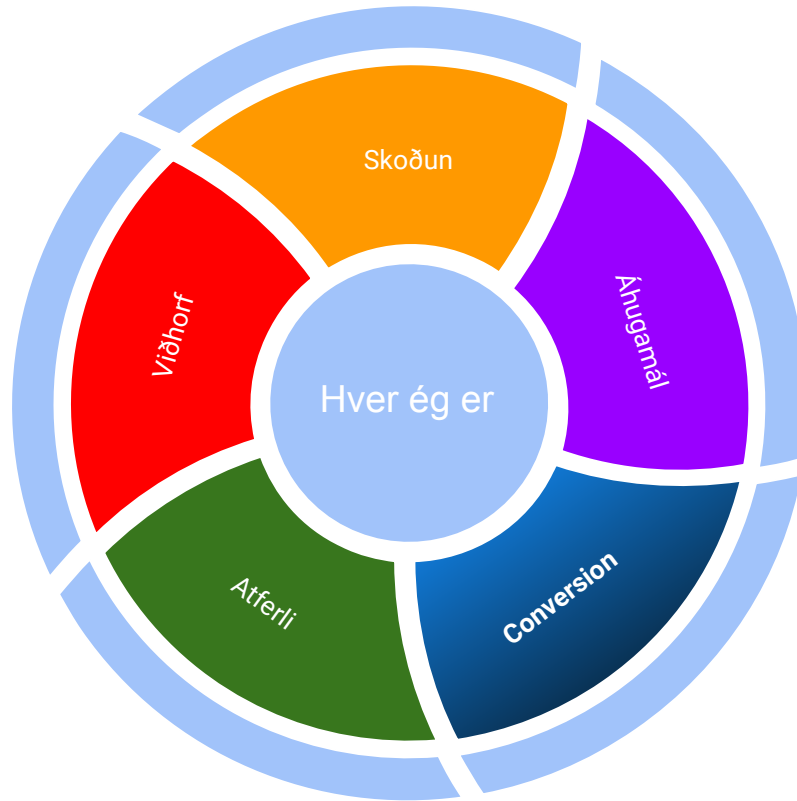






**Conversions** → Gervigreind





Takk fyrir