

## ***B2C COMMUNICATION IN ROMANIA, BASED ON CTA AND KEYWORD RESEARCH***

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*Abstract: The paper discusses B2C communication strategies, based on statistical keyword research. We will look into common online marketing methods based on the analysis of several Romanian and multinational websites. The outcome will be generalized and synthesized in order to develop a template for B2C online communication.*

**Keywords:** *B2C communication, online communication, keyword research, call-to-action vs. Keywords.*

Call to action and persuasive words may appear both on websites and in the meta description of the results from the SERPs. Such words are meant to determine a user to take a desired action: sign up for a newsletter, share his contact details, test a product or look inside a book. As the purpose of this subchapter is to consider SERPs and the ration between keywords and CTA as information found in search engine results pages (SERPs).

### **Case study**

I built a list of the most popular words used in advertising from three different sources:

1. A BBC program cited on <http://virtuallinguist.typepad.com> analyzing the most common words used both in poetry and copywriting. See appendix C.
2. William Wells retrieved from <http://www.frankwbaker.com/persuasive.html> collected the list in appendix D. His research was based on advertisements (Source: Wells, William D. (1965) "Communicating with Children." Journal of Advertising Research: 2-14.) See appendix D.
3. Most common adjectives and verbs used in advertising according to linguarama.com, a multi-language learning service provider [87] See appendix E.

First, I removed the duplicate words and there resulted a list of 74 words. They are displayed in alphabetical order. Second, I verified if in SERPs these words are as popular as with other types of advertising. The SERP against which I analyzed the popularity of the words is made up of the first 100 result for the *car insurance* keyword on Google.com. The following step was to translate the English list into Romanian, by using Google Translate, followed by adjusting the automatic translation by eliminating diacritics, for an easier analysis. Then I changed some of the words in order to highlight the Romanian words that were more likely to be used - some of them correctly suggested by Google translator, by clicking on the provided translation alternatives. I have not used any keyword research tools for the Romanian translation as the English words were not compared against any search engine statistics either and the list is quite general. Next, I modified the Romanian verbs to reflect the imperative mood which is the default verbal form used as call-to-action message. Unlike in English, the Romanian imperative verb form is different from the indicative mood. The feminine or masculine forms were also added for adjectives and nouns. Then I used the

search capability of the browsers (by simultaneously pressing CTRL and F keys on my keyboard) to track the number of occurrences for each of the 74 words. I repeated the same procedure for *asigurari auto* on Google.ro. I opted for *car insurance* and for *asigurari auto*, respectively, as it is a highly competitive market both in the Anglophone world and Romania. As for the Romanian keyword I opted for the plural form as it is the dominant keyword in Google Trends (<http://www.google.com/trends/>). By choosing this domain I further diminished my list (I removed words such as *taste, fresh*), retaining only those words that may relate to the car insurance industry, 67 words. The results can be seen in the table below:

English words	Count	Google Romanian translation	Adjusted Romanian list	count	Romanian alternative	count	Total count
amazing	2	uimitor	uimitor	0	uimitoare	0	0
announcing	0	anunțând	anunta	2			2
bargain	0	afacere	afacere	0	chilipir	0	0
best	10	cel mai bun	cel mai bun	0	cea mai buna	3	3
better	1	mai bine	mai bine	0	mai bun/a	6	6
big	0	mare	mare	0		0	0
bright	0	luminos	inteligent	0	inteligenta/e	1	1
buy	17	cumpăra	cumpara	5		5	5
challenge	1	provocare	provocare	0			0
choice	2	alegere	alegere	1	selectie	0	1
choose	10	alege	alege	7	selecteaza	1	8
come	0	vin	vino	0	hai	0	0
compare	40	compara	compara	11			11
don't	0	nu	nu	8			8
easy	2	ușor	usor	0			0
extra	2	în plus	in plus	2	supliment	0	2
first	2	primul	primul	0	prima	1	1
free	21	liber	gratis	2	gratuit	6	8
full	1	complet	complet	5			5
get	74	obține	obține	0	obținerea	2	2
give	7	da	da	0			0
go	0	du-te	du-te	0	mergi	0	0
good	0	bun	bun	0	buna	2	2
great	13	mare	grozav	0	excelent	0	0
have	6	au	ia (a lua)	0	ai	3	3
hurry	0	grăbește-te	grabeste-te	0			0
improvement	0	îmbunătățire	imbunatatire	0	ameliorare	0	0
introducing	2 as introductory	introducerea	prezinta	0			0
keep	3	păstra	pastreaza	0	mentine	0	0

know	4	știu	știi	1			1
like	0	ca	sa iti placa	0	cum ar fi	0	0
look	6	uita-te	uita-te	0			0
love	2	dragoste	(sa) iubesti/e	0			0
magic	0	magie	magie	0	magia	0	0
make	0	face	fa	0	sa faci	1	1
miracle	0	miracol	extraordinar	0	minune	0	0
more	9	mai mult	mai mult/e	3			3
most	3	cel mai	cel mai	9			9
need	9	nevoie	nevoie	1	necesitate/ trebuie	2	3
new	13	nou	nou/a	3			3
now	11	acum	acum	2			2
offer	16	oferta	oferta	17			17
only	2	numai	numai	0	doar/decat	3	3
our	17	nostru	nostru/noastra	3	nostri/e	0	3
people	3	oameni	oameni	1	persoane	12	13
quality	1	calitate	calitate	1			1
quick	4	rapid	rapid	6	repede	0	6
real	0	reală	real/a	0			0
remarkable	0	remarcabil	remarcabil	0	extraordinar	0	0
revolutionary	0	revoluționar	revolutionar	0			0
rich	0	bogat	(de) lux(os)	0			0
safe	7	în condiții de siguranță	in sigurantă	2			2
see	6	vezi	vezi	2	afla	3	5
sensational	0	senzațional	senzational	1			1
special	5 <sup>1</sup>	special	special	2			2
start	2	Start	start	0	incepe	1	1
startling	0	uimitor	uimitor	0	surprinzator	0	0
suddenly	0	dintr-o dată	instantaneu	0	pe neasteptate	0	0
sure	0	sigur	sigur	0	de incredere	0	0
take	3	ia	ia	0			0
use	2	utilizare	foloseste	2	utilizeaza	1	3
wanted	2	a vrut	dorit	1			1
we	9	noi	noi	4	ne	0	4
wonderful	0	minunat	minunat	0			0
world	0	lume	lume(a)	0	global/ mondial	0	0
you	55	te	te	1	tu	1	2
your	42	dumneavoastră	dumneavoastra /dvs	2	tie	0	2

<sup>1</sup> as *specialist/specialise*

The first column lists the most frequent English words used in advertising. The second column lists the number of occurrences for each of the words in the first column. The rest of the columns display information related to Romanian: Google Translator's Romanian translation, adjusted list followed by the number of occurrences, alternative lists followed by number of occurrences and the total occurrences, summing up the adjusted list and alternative list occurrences.

	English SERP count	Romanian SERP count
<b>% symbol</b>	24	7
<b>1 digit no.</b>	8	9
<b>2 digit no.</b>	6	1
<b>3 digit no.</b>	2	2
<b>4 digit no.</b>	1	21
<b>Phone no.</b>	2	3
<b>Total no.</b>	19	36

I further added to the list the percentage symbol (%) and number usage, divided into 1, 2, 3 and 4 digit numbers, and phone numbers. It has been demonstrated in several online studies that using exact data is more compelling than approximate data. For instance, using *most of the people* is rather vague as it can be presupposed as anything from (51% to 99%). Without a doubt, linguistically this can be further tuned to reflect what *most* means, from *only slight majority* for the low percentages to *vast majority* for the high values. However, compared to using *80% of the people* the linguistic expressions leave room for interpretation. For this reason, using numbers in advertising generates more leads (potential customers). People are more willing to accept offers that indicate clear delimitation either in time (*3 minutes to sign up* versus *sign up in no time*), stages (*5 steps to whiter teeth* vs *how to whiten your teeth*), authority and experience (*1st insurance company with 20 years of experience* vs *one of the top company with many years of experience*), or choices (*tens of insurance companies to choose from* vs *top 10 insurance companies to choose from*). However, using numbers requires attention: ... *comparing cheap car insurance quotes from over 120 insurance brands...* or *We compare quotes from 139+ companies ...* (actual snippets from google.com SERP for *car insurance*, Appendix F). Probably the first reaction would be that "Wow, these guys really did their homework!" Nevertheless, there are studies proving that an overwhelming number of options can block the user from making a decision [88]. Using smaller values would infer that the one providing the information saves the user from the burden of having to scrutinize additional information him/herself, thus saving him/her time. In practice, companies that function as affiliates choose to advertise the companies that are the most rewarding to them, as they receive a certain amount for leads or sign up forms or other

types of user action. Anyway, the user is more likely to click on a result that says *compare the top 5 UK insurance companies*.

Looking back at the statistics in the table above, analyzing the English results page, out of the 67 words only 42 appear at least once, while for Romanian the value is slightly smaller – 39. In terms of percentage of persuasive words as compared to the total words, for English there are 468 out of 3704 - **12.63%**, for Romanian 180 out of 3890 - **4.62%**. While the total number of words are roughly the same (the difference is primarily determined by the higher number of paid ads in the case of the Romanian SERP), the Romanian percentage of persuasive words is approximately 3 times smaller. This may indicate that the translated and adjusted words may not be the most frequently used for the Romanian market or that the Romanian SEO professionals are not aware of call-to-action (CTA) words. Sorting the table by the number of English word occurrences - from highest to lowest, reveals that word usage in English and Romanian is variable.

English words	Count	Adjusted Romanian list	Romanian alternative	Total count
you	55	te	tu /dumneavoastra/ dvs	4
get	48	obtine/primi	obtinerea	2 - 2
your	42	a(l) dumneavoastra/ dvs	tau/ta	0
compare	40	compara		11
free	21	gratis	gratuit	8
buy	17	cumpara		5
our	17	nostru/noastra	nostri/e	3
offer	16	oferta	oferte	26
great	13	grozav	excelent	0
new	13	nou/a		3
now	11	acum		2
choose	10	alege	selecteaza	8
best	10	cel mai bun	cea mai buna	3
need	9	nevoie	necesitate/trebuie	3
we	9	noi	ne	4

The top English word is, as expected, the pronoun *you* with 55 occurrences. The Romanian equivalent *tu/te/dumneavoastra/dvs* appears only 4 times. The possessive form, *your*, appears 42 times, its Romanian equivalents are not used. The low usage of the Romanian 2nd person singular pronoun is standard as the pronoun is inferred from the form of the verbs. When used, its purpose is to stress or to induce action. *Tu cu cine votezi?* (Who are you voting for?) is semantically similar to *Cu cine votezi?*. Using *tu* means that you pinpoint the reader to take action, in this case to share his/her choice.

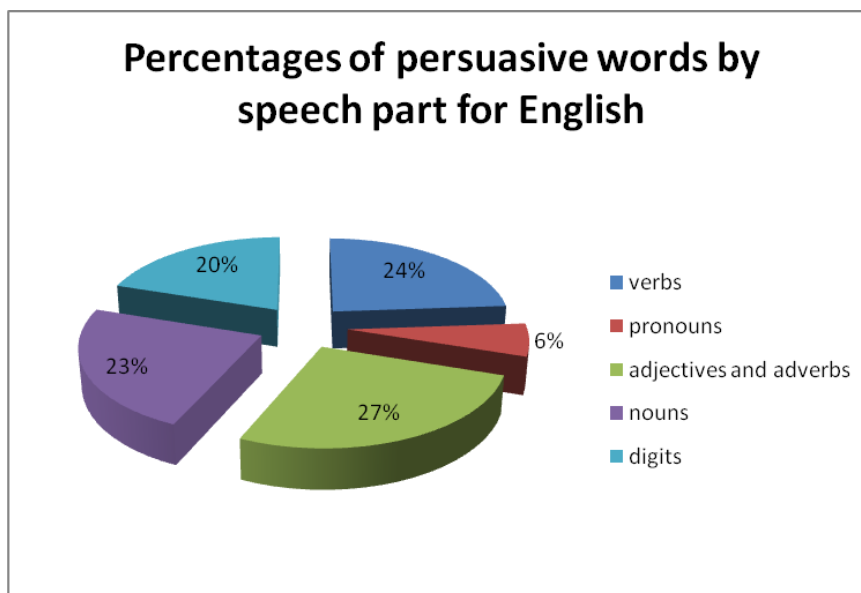
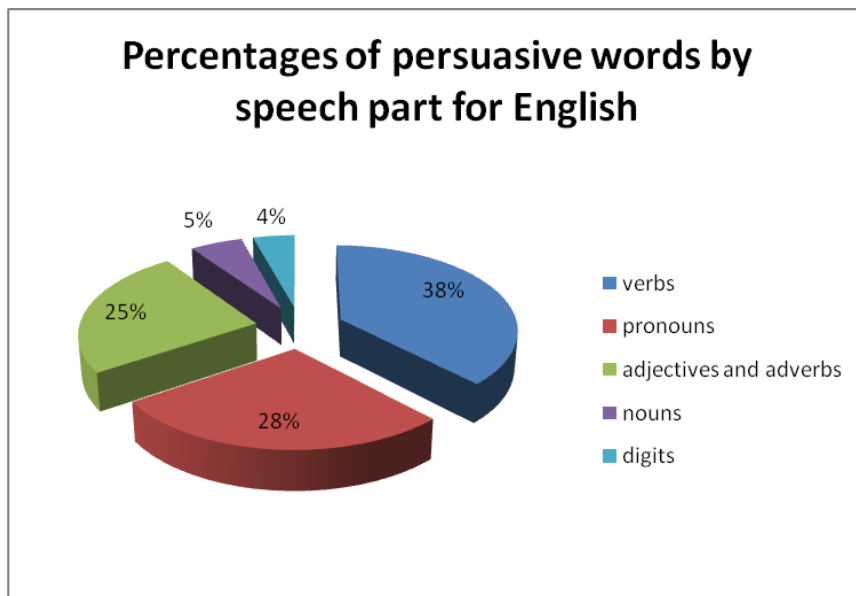
The second most used word is the verb *to get* – 48 occurrences. For Romanian I considered two verbs *a obtine* and *a primi* but I also considered the noun *obtinere*. Other translations like *prinde* (*prinde oferta*), *profita* (*profita de oferta*) did not occur. The total number of occurrences was 4. This is proof that *get*, a very powerful (CTA) word is used very frequently, whereas Romanian equivalents are used scarcely; in absolute numbers 6 times less, in percentages 9.5% of the total persuasive English words versus 2.22% of the total Romanian persuasive words.

The fourth entry *compare* and *compara* even if in absolute numbers appear to be quite divergent- 40 vs 11, in percentages the numbers are more balanced – 8.54% vs 6.11%. Very close in percentages are the values for *free* (4.75%) and *gratis* (4.44%), and *we* (2.03%) and *noi* (2.22%). For most of the other words the discrepancies are rather high. However, Romanian has its favorite CTA words that outperform as occurrences their English equivalents. Thus, *offer* (3.62%) is used 4 times less as compared to *oferta* (14.44%). *Oferta* and its plural form *oferte* is also the top Romanian word with 26 occurrences. *alege* (4.44%) is used twice as much as *choose* (2.22%) and it is the second most used Romanian verb.

Also, when considering the top words (highest to lowest occurrence) the English list is made up of 5 verbs (124 occurrences), 4 pronouns (123 occurrences), 1 noun (16 occurrences), 5 adjectives and adverbs (68 occurrences) one can claim that the snippets are CTA oriented. The similar number of verbs and pronouns is standard in English as only imperative sentences can imply a subject (a pronoun in the second person singular). The small number of nouns is an indication that the main purpose of the message is to influence (**communicative intention**) and not to inform (**informative intention**). On the other hand, Romanian is dominated by nouns and modulatory words (adjectives and adverbs).

Adjusted Romanian list	Romanian alternative	Total count
oferta		26
oameni	persoane	13
compara		11
cel mai		9
gratis	gratuit	8
alege	selecteaza	8
rapid	repede	6
mai bine	mai bun/a	6
cumpara		5
vezi	afla	5
complet		5
noi	ne	4
nostru/noastra	nostru/e	3
nou/a		3
cel mai bun	cea mai buna	3

*Oferta* (offer) and *oameni/persoane* (people) are used 39 times. There are 4 verbs (29 occurrences), 7 times first person plural pronouns (*noi, ne, nostru, etc.*), 7 adverbs and adjectives (40 occurrences). This suggests that Romanian marketing is more information oriented. The high number of adverbs and adjectives suggest that Romanian is a high-context culture, where mood is more important than information itself. A full analysis of all the CTA words further supports my ideas.



The two charts illustrate the preferences of advertisers for the use of certain speech parts. While for English the verbs and pronouns could be added up as they form a unity, in Romanian the pronouns can be used for emphasis. The usage of adverbs and adjectives are quite similar. Note that I considered for each of the words usage type. For instance, *quality* in advertising is often used attributively and not as a noun (*quality cars*). The usage of 23% of

nouns for Romanian vs 5% of nouns for English reveals Romanian marketers orientation towards information which is rather specific to low-context cultures.

As for number usage, one could claim that the results are biased because for Romanian I considered all the numbers, including those representing years. Apparently, for the Romanian web-user it is important to have the information contextualized for the current year, because of the car insurance related almost yearly changes in laws and regulations, hence it is an important element of the ad. The user does not search for information on car insurance for 2012 or 2013 but for 2014. As for the other numbers, they are used for providing exact information, both in the case of English and Romanian.

Telephone numbers were also included in this case study. Adding telephone numbers indicates that those behind the text snippet are a real business, both from the perspective of potential buyers and Google. Credibility is built more rapidly if the message from both the SERPs and the websites can be verified and reinforced over the phone as well. Subsequently, I consider that phone numbers can also be effective CTAs. All in all, number usage, that is using more precise signifiers, appears to be used more in case of the Romanian market.

As for negation words, *don't* or *not* was not used at all. Instead, the adverb *no* was used 4 out 8 times as advertising element and 4 times as part of a compound noun used attributively – *no claim discount*. For Romanian *nu* was used 8 times but only twice with CTA purpose.

Considering that the Romanian percentage of persuasive words resulted from my initiative to translate the English words caused a rather small percentage (4.62%) out of the total words from the SERPs as compared to English (12.63%), I decided to look up a list of persuasive and CTA Romanian words collected either by academics or by the industry. Unfortunately information on such words is either limited - *Psihosociologia publicității* (A Psychosociology of advertising) written by Septimiu Chelcea in 2012, or simply translated from English:

<http://romaniancopywriter.ro/15-cuvinte-care-vand/>, <http://romaniancopywriter.ro/cum-gasim-cuvintele-care-vand-mai-bine/>, <http://marketingprofitabil.com/cuvinte-care-vand-2/>, <http://www.wmm.ro/mesaj-publicitar/>. For Romanian, to reveal such data, no actual research was conducted.

As I have previously shown the translation approach is not the most appropriate or, if it is, it must be corroborated by further research. The objective is to synthesize a list of proven persuasive words to be used in meta descriptions by translators and localizers. Therefore, I decided to use a different method applied to the same data, which is to determine which are actually the most used words on both the English SERP and the Romanian one. One drawback with the data considered for analysis is that it is car insurance specific.

The tool used for extracting the words for the two search engine results pages is Side-by-Side SEO Comparison Tool [16]. It reveals the specific words used by both the Anglophone and Romanian websites from the insurance industry. Before providing further details, I have to mention that the tool does not address appropriately the Romanian characters with diacritics (ș,ț,ă,î,â). Therefore, some 1-word keywords may appear in the table for 2 or 3.



Another drawback is that the list of Romanian stop words is not complete; hence, many of them are included in this result page.<sup>2</sup> However the tool is still useful.

Google.com 100 results SERP analysis for <i>car insurance</i>			Google.ro 100 results SERP analysis for <i>asigurari auto</i>		
There are 2907 words on this page 160 of these words were filtered out as "stop words"			There are 2685 words on this page 63 of these words were filtered out as "stop words"		
So there are 2747 words that are being analyzed			So there are 2622 words that are being analyzed		
Word	Count	Density	Word	Count	Density
insurance	29	1.13%	asigurari	124	4.84%
car	19	0.74%	auto	122	4.76%
quote	16	0.62%	rca	88	3.43%
auto	11	0.43%	mai	33	1.29%
online	7	0.27%	casco	32	1.25%
search	7	0.27%	asigurare	32	1.25%
nationwide	7	0.27%	pentru	20	0.78%
save	6	0.23%	care	18	0.7%
coverage	5	0.2%	online	18	0.7%
discounts	5	0.2%	asigurări	18	0.7%

2 Word Phrase	Count	Density	2 Word Phrase	Count	Density
car insurance	17	0.66%	asigurari auto	44	1.72%
insurance quote	6	0.23%	auto rca	23	0.9%
auto insurance	6	0.23%	asigurari	18	0.7%
quote online	3	0.12%	asigurari rca	13	0.51%
quote today	3	0.12%	rca casco	10	0.39%
press enter	3	0.12%	❖ri auto	9	0.35%
online quote	3	0.12%	civila auto	9	0.35%
enter search	3	0.12%	cele mai	9	0.35%
insurance quotes	3	0.12%	raspundere civila	9	0.35%
state farm	3	0.12%	cel mai	8	0.31%

3 Word Phrase	Count	Density	3 Word Phrase	Count	Density
car insurance quote	6	0.23%	asigurari auto rca	12	0.47%
press enter search	3	0.12%	raspundere civila	9	0.35%
			auto		

<sup>2</sup> For the complete results page see Appendix H

asigurari auto	9	0.35%
auto rca casco	6	0.23%
asigurarea	4	0.16%
raspundere civila		
asigurari auto casco	4	0.16%
despre asigurarile auto	4	0.16%
cea mai buna	4	0.16%
unui accident auto	3	0.12%
urma unui accident	3	0.12%

By considering the 1-word table above, we can see that most words, both in terms of absolute numbers and in percentages, reflect the industry from which the data was extracted. A word that has not been mentioned in the initial English word is the term *online*. While on its own it is not perceived a persuasive or a CTA word, its simple usage presupposes that one of the features of the product or service is that you do not depend on a person, on opening hours, it is face saving (one might be afraid not to ask “a stupid question”), time saving (one must not wait on the phone line) and further similar examples. While all these are already implied by using the Internet itself, not all online companies use automated systems that help web-users. For instance, the insurance industry should have a system that calculates the price of the insurance based on user input. So, *online* is a power word that can increase CTR. *Online* in traditional marketing is replaced by more specific information, i.e. by using the exact Internet address. On posters or billboards one can often see it mentioned either as a direct page to the product or service advertised or as a social network page. The two-word and three-word tables confirm that *online* is used intensively in the online advertising medium. It would be valuable to determine if in practice using the word *online* actually increases CTR, considering its inconstant usage among web-users.

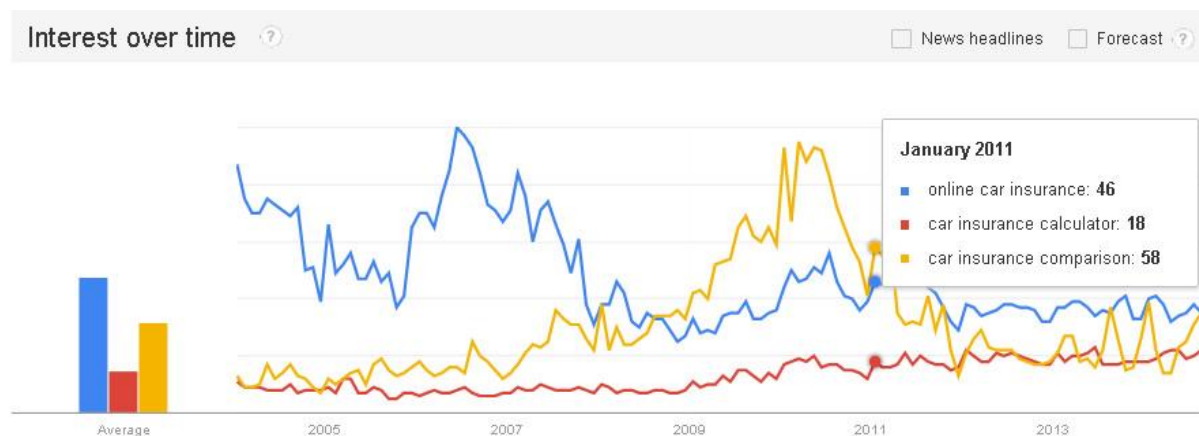


Figure 11: Google Trends chart for car insurance related keywords

Usage variability depends on the maturity of the industry on the Internet. *Online car insurance* was used by web-users intensively from 2004 through 2008, when the industry was functioning more like providing information and collecting data from potential clients through forms. With the maturing of the industry, or of users' information awareness, a new type of tool appeared, insurance comparison tool. From 2009 to 2011 *car insurance comparison* outperformed *Online car insurance*. From 2012 onward, all these terms appear to have been balanced. In reality all of them have been taken over by a more CTA locution: *compare car insurance* which started to be used more significantly at the beginning of 2008. In my opinion, the usage of *online* for insurance industry related searches has decreased, because online became an inherent feature.

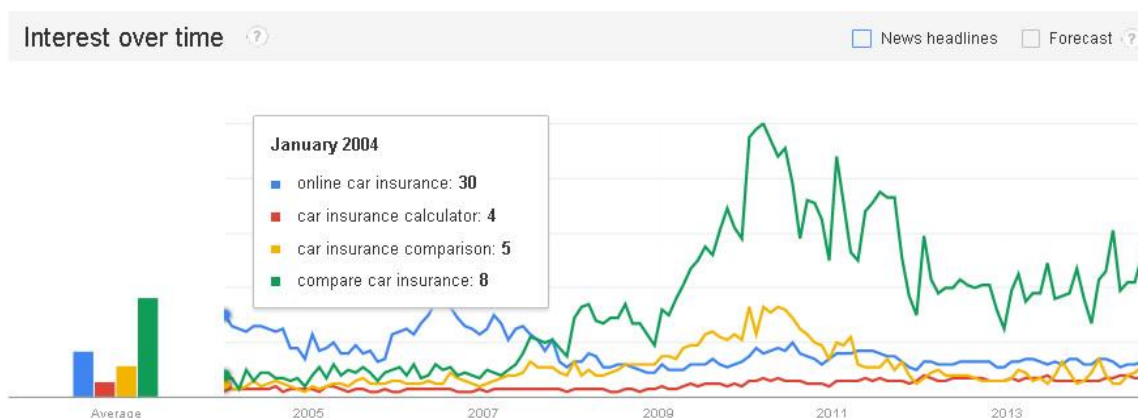


Figure 2: Google Trends chart showing the dominant *compare car insurance* keyword

Thus, it was replaced by a different term that fulfils another need, i.e. being adequately informed on price and features of similar products or services, in this case car insurance. Taken individually and out of context *online* is always on the increase and surpasses by a large margin *compare* and even adult industry related terms. However, used for e-commerce, *compare* is a CTA word that corroborates the findings from the first approach. The same applies for Romanian both in case of *online* and *compara*.

*quote(s)* and *price* have in this case a very high frequency, totaling 55 occurrence. The Romanian equivalent in the context of car insurance is *pret(ul/uri)* – 17 occurrences. Synonymic to them are *cost* – 8 counts, *costa* (as a vb.) and *costuri* (as a noun in the pl.) – 2 counts in all.

Further analyzing the data in Appendix H a word that can be added to the English list of CTA is *save* – 21 occurrences. Its Romanian equivalent is *economiseste* – 2 occurrences (within the same text snippet), and there are no other equivalents within the data analyzed. Another Romanian CTA that is equivalent would be *fa economie*. Another term, related to saving, is *discount(s)* – 9 occurrences. In Romanian the term is used as *discount* (used once in a URL) or *reducere(i)* – 10 occurrences.

*low* (9 occurrences) and *cheap* (8 occurrences) are also frequently used. Its Romanian correspondent is *ieftin(e)* – 12 counts. Other words are *minutes* used to convey that the process supposes only a limited time to accomplish. *just* corroborates *only* and the Romanian *doar* and *numai*.

The complete list of words found through analyzing word density (number of word occurrences applied to the target extracted data) is displayed below:

<b>Corroborated list of CTA English words (exact match)</b>	<b>Further suggested list of English CTA words</b>	<b>Corroborated list of CTA Romanian words (exact match)</b>	<b>Further suggested list of Romanian CTA words</b>
best buy choose compare easy good need offer people see start want	call cheap check cost discounts enter fit guide instantly just learn low minutes mutual online plans price provide quote rates results right save selection tip top visit	alege anunta buna cel mai cel mai bun compara cumpara dvs gratis gratuit mai buna oferta	afla calculeaza căuta cel mai ieftin gasesti importante instant ofera oferim online persoane poti pret reduceri tarifele

The first column shows a list of words common with the initial list, synthesized from the three lists (Appendices C, D, E). The second column lists my CTA suggestions of English words, based on the analysis of target data. The third column displays the words that validate the adjusted list of words from the initial method of analysis. The last one contains my suggestions for Romanian CTA words.

The purpose of the experiment was not to provide a full, definite list of CTA and persuasive words but to build a model for further analysis. The list can be further enlarged and fine-tuned by increasing the data to be analyzed both as number of results in the SERPs and by using several main keywords from different industries. This would create a useful list in any language, source or target. For creating a specific CTA for various industries one should use several keywords for the same industry.

It is important to underline that CTA and persuasive words are NOT similar to keywords. They can coincide for more general searches but as I mentioned in the subchapter on *Long-tail keywords* (2.6.7) the most lucrative keywords are made up of 4 or more words. CTAs can be part of keywords. The more mature a market, the smaller the likelihood to use subjective terms. Similarly to keywords, the content producers and the content consumers, influence each other into finding the common ground terms. While there will always be a core of CTA words for all the industries, translating for a certain industry will require more specific CTA and research may be required. For instance, *fresh* cannot be used for any industry. Also the usage of CTAs can be dictated by the company's purpose. *Cheap* will never be used for a *Mercedes Benz*. Generally speaking the car companies will not use such a term about their own product but a positive synonym like *affordable*. Instead, *cheap* could be used by affiliates that plan to attract customers. The main difference between CTA and

keywords is that CTAs are addressed to the emotions of the web-user (appellative function) while keywords to their intellect (informative/referential function); CTAs are rather subjective, keywords rather objective. CTAs rather address web-users, whereas keywords address search engine robots. However, there is no clear-cut usage between CTAs and keywords and they often overlap.

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<http://marketingprofitabil.com/cuvinte-care-vand-2/>  
<http://www.wmm.ro/mesaj-publicitar/>  
<http://virtuallinguist.typepad.com>  
<http://www.frankwbaker.com/persuasive.html>  
<http://www.linguarama.com/ps/marketing-themed-english/the-language-of-advertising.htm>  
[google.ro](http://google.ro)  
[google.com](http://google.com)