Secrets of Online Advertising!

Really it is not a secret, it is just most people do not understand advertising online they think they are still posting ads in the local paper and paying for each word. Advertising online is changing the way business and individuals buy and sell offering unlimited text and unparalleled exposure to the advertising public.

As with anything with opportunity comes the need to understand what is available as there are many different resources out there all of which state that they can get your business or products noticed and quite honestly that is not the case. As part of the advertising public that is interested in getting noticed online I have studied intensely for the last several years on the best way to get products noticed online in a cost effective way in order to build my business and in doing so created highly ranked online businesses.

It has taken years to begin to understand how the internet works so do not expect to learn it over night. I will cover a few key points that will enable you to become a better advertiser online and create ads that will get notice in addition to giving you the basic on deciding where to put your advertising dollars that are going to benefit you in the short and long term. Truly I do understand the dilemma that most business owners face with the ever increasing flood of mail they receive stating that a company online can put there business in front of millions and in reality your business is lucky to be seen at all.

Let us start with the most important first, deciding where to advertise! With my years of experience I have found that search engines will index standard web pages first, usually meaning .html that is why so many webmaster use script that converts there pages to standard .html when in reality they are probably .php or some other script language. Your first priority would be to advertise on a site that is either in .html or a script that converts advertising into .html as your ad will get noticed much quicker by the search engines. Additionally make sure that the site has some ranking on the search engines meaning that some links actually point to this site and obviously the more the better, though this is secondary to the site being properly optimized. When looking for a potential place to put your ad beware of sites where the title bar at the top of your browser never changes for the different categories with in the ad system, advertising on these sites is pretty much a waste of time and usually in inexpensive scripts this is the way it is done.

Moving onto your advertising, make sure that your title of your ad has important relevant keywords that pertain directly to your business not being the name of your business. An example of what not to do: “Joe’s Plumbing Shop”, this should be “Plumbing / Residential and Commercial”, Why? How many people honestly are going to notice Joe unless they are regular customers so you need to hone in on your area of expertise and honest I would take it one step further and put “Cleveland, Ohio Plumbing / Commercial and Residential” as the chances of ranking higher in the search engines are much greater here since the majority of the people go after either the main keywords or the name and thus never get noticed.

Step two is always use picture and preferably 2 or 3 but up to 6 on BuckeyeAds.com, as the old adage is true online a picture is worth a thousand words and can express more than all of the writing but most important it will entice a potential customer to click into your if they see you have a picture. Additionally use a hyperlink to your website if you have one and strategically place this in to or three different spots. It is important that you understand that in most online advertising resources you can express yourself in much more detail than in Newspaper advertising as you are not charged by the word.

Over the last several months we have added many new features all for building more exposure for your advertising on our site which include:

1. New map feature where customers can find local ads quickly and easily, go to the search area of our classifieds and click on the US map to hone in on your zip code, as we grow this feature will be even more advantage to find local ads.
2. The new YouTube feature is great not only to incorporate your video but also html into your ad or ads, go to my blog to read about this feature. http://ohioadman.blogspot.com
3. RSS Feeds, this will need to be activated in your admin section of your advertising for your ads specifically but as you will find this will give you access to new customers online and the visibility for your ads will go through the roof, best of all this feature is free.
4. On the main page of BuckeyeAds please take the time to download our .pdf then view our blog, it will be worth your time to learn how to properly use free advertising with the cost of other media only continuing to increase.

Let me toot my horn a little here now! At BuckeyeAds.com we are a subscription based online advertising resource that is high ranked, of course we do offer FREE ads in addition to longer term ads that will definitely get your business noticed as the longer the ad is up the higher it becomes ranked. Take advantage of our FREE advertising and I am sure over time you will move to the other, of course for one price you can place unlimited ads whenever you want which is a great plus.

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