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## Preface

*The value of organic traffic is undeniable as studies show that consumers are becoming more and more immune to classic forms of advertising. In fact, they often become hostile when faced with an advertisement.*

## Know How Internet Advertising Is Used As The Fastest Media All Over The World

Online advertising has definitely become an important player in the marketing world. Even though the market share of online advertising is still in the figure of around 15 to 17% of total advertising spending, internet advertising is catching up fast. A lot of experts think that internet advertising has yet to see brighter days. What we are seeing and experiencing now can only be deemed as the tip of the iceberg. There are still so many gimmicks and outlets that online applications and websites can enter in, to promote internet usage. On top of all that, cell phone usage and computer usage are expected to increase quickly within the next couple of years.

We mentioned cell phone usage because according to statistics, the cell phone is the primary tool used to surf the internet, not the personal computer. Nevertheless, the PC is still a formidable component that plays an important role in how online advertising will turn out.



With that in mind, if you're an advertising executive or a business owner, it would be crazy for you not to use the internet for advertising. With all the prospects and signs that are coming up, you'd be crazy not to ride the boat. It was also shown that the most active demographic in internet usage are those that are relatively young. This gives you an even more gripping reason to reach this very difficult market.

After going through all of these statistics and data about online advertising, it is now time for you to weigh your options and create a plan on how to start advertising on the internet.

First off, determine how much you are willing to spend. This is the most essential component in internet advertising because without any budget, you wouldn't know how to create your campaign. Though **internet advertising** can be started with pennies, you should still plan your budget out because this will give you a clear path to manage.

Second, determine what online mediums you want to make use of. There are several online mediums that you can tackle. There's banner advertising, there is pay-per-click advertising, there is advertising through social media, and there is also paid blog advertising wherein you pay bloggers to write about your product or service.

There are so many unique mediums that sometimes; your budget may be limited to what it can do. Nevertheless, this is a good way to start seeing what options you have.

Third and last step, execute your marketing campaign. At this point, we assume that you already have a good advertising campaign. This includes everything from the budget, the design, and the medium that you are going to use. Now, all that's left to do is to execute the campaign and see what the feedback is.

## The Different Ways To Get Started With Internet Advertising

In this day and age, it is given that if you have a business, you should also have a website. Websites are what we consider the windows of information. These are means to convey messages, sell products, and advertise. Having said that, as a website that promotes and conducts business online, you should also consider getting into internet advertising. Online advertising is absolutely indispensable for any business.

You see, unlike traditional brick and mortar stores, internet retail stores simply have no means to reach their audience. The phrase that people use, 'build it and they will come', simply does not apply to the internet because the internet is a virtual space. The internet is not tangible, nor is it physical. Having said that, you must do as much internet advertising as you can in order to get as many people to your website. Take note that the more visitors you bring in, the more transactions you will be able to do. This is why internet advertising is very important. Now that you know its significance, it is time to look into the many ways to get started with internet advertising.



### Search Engine Optimization

Search engine optimization or **SEO** is a way to advertise by using the search engines. SEO works by getting the most targeted keywords and making them show up on the search engines. For instance, say you have a keyword for a specific product. If you can optimize this keyword enough and propagate it as much as you can, you can expect to see this keyword on the search engines, which would result in a lot of traffic for your site. The number of visitors will depend on the rank and the number of searches that the keyword receives.

### All-In-One Service

For small online businesses and large companies, an all-in-one marketing service will reap amazing benefits. An all-in-one marketing service is very beneficial for all types of businesses because all they need to do is pay the company to cover all of their advertising needs.

What's good about this is that the advertising campaign is pretty much in auto-pilot and that marketing companies know exactly what you need for your business. They will pretty much handle everything for you.

### Pay-Per-Click Advertising

An alternative to SEO is pay-per-click advertising. Since the competition for the top spot in the search engines is very competitive, companies have turned into paid advertising for more visibility. Instead of optimizing a keyword for your business, you simply buy a certain keyword. The keyword automatically goes to the highest spot in the search engines and receives a decent amount of traffic.

## One More Way To Start Advertising Is Through Internet Advertising

Internet or online advertising is certainly a very versatile form of advertising. In traditional advertising, you are only confined to a certain medium and you basically have no flexibility. On the other hand, in internet advertising, you can more or less create your own advertising campaign based on only what you need. With that in mind, you won't spend excess money, nor will you waste your time on matters that aren't important.



In internet advertising, no matter what your budget is, no matter what medium you want, and no matter how long you want to hold the campaign, you will be able to do it. This is the beauty of the internet. There are plenty of things that you can do, that would otherwise be too difficult or too expensive in conventional advertising. With that in mind, you should now look into the different disadvantages and advantages that you may encounter in online advertising.

### Advertising for Free

Some people would even consider this as one of the most powerful forms of advertising since it caters to a certain need. In order to advertise for free, you can either do a web 2.0 marketing campaign, an article marketing campaign, or using back links. Basically, all of these methods allow your site to be more optimized in the search engines, which in turn allows it to be more visible to the public.

### Complete Marketing Service

Another good way to start advertising online without the hassle of creating and managing your own campaigns is to use the services of an advertising company. What's really amazing about this kind of service is that companies are pretty much experts on this particular field and they understand exactly what you will need for your website. Typically, these services start at around \$100 a month and move on from there.

## Advertising Through Blogging

Another very effective and cheap way of doing advertising online is through blogging. A lot of people blog nowadays. With this, you could either create your own blog for your website or you could pay bloggers to write about you. Blogging is indeed a more intimate but less offensive form of advertising. When people read blogs, they don't view it as advertising. They view it as a kind of informational piece that helps people learn about things. Along with that, blogging is also very entertaining, which makes it all the more worthwhile. With blogging, you get to mesmerize your audience while interacting with them, without the malicious side effects of advertising.

## Learn More About Internet Advertising

Online advertising has definitely become an important player in the marketing world. Although the market share of internet advertising is still only around 15-17% of total advertising spending, online advertising is fast catching up.

Experts believe that online advertising has yet to see even greener pastures. What we are experiencing and seeing now can only be considered as the tip of the iceberg. There are still so many gimmicks and outlets that online applications and websites can enter in, to promote internet usage.

On top of all that, cell phone usage and computer usage are expected to increase quickly within the next couple of years. We mentioned the use of cell phones because according to statistics, the cell phone is the main tool that is used to browse the internet, not the personal computer.

Nevertheless, the PC is still a formidable component that plays an important role in how online advertising will turn out. With that in mind, if you're an advertising executive or a business owner, it would be crazy for you not to use the internet for advertising.

With all the signs and the prospects of this industry, you'd be insane not to catch the wave. It was also shown that the most active demographic in internet usage are those that are relatively young. This gives you an even more gripping reason to reach this very difficult market.



After going through all of these statistics and data about online advertising, it is now time for you to weigh your options and create a plan on how to start advertising on the internet.

First off, find out how much you are willing to spend. This is the most essential component in internet advertising because without any budget, you wouldn't know how to create your campaign.

Although advertising online can start in the cents, you should still plan out your budget because this will give you a clear path to tackle.

Second, find out what internet mediums you want to use for your marketing campaign. There are a lot of different internet mediums that you can make use of. There's paid blog advertising, there's banner advertising, there is pay-per-click, and there's also social media. There are so many unique mediums that sometimes; your budget may be limited to what it can do. Nonetheless, this is a great way to start seeing what options you can use.

Third and last step, execute your marketing campaign. At this point, we assume that you already have a good advertising campaign. That includes everything from the design, the budget, and the medium. Now, all you have to do is execute the campaign and see how the public responds.

## Internet Advertising: Why Organic Search Results Are Still King

Google ads are everywhere these days, from mobile phones to YouTube videos, and while those text pay per click (PPC) internet advertising may never be quite as annoying as flashing banners and Netflix pop-up windows, consumers are nevertheless gradually slipping into internet advertising blindness. Proper search engine optimization techniques leading to organic Google traffic still produce the highest quality visitors and generate the most revenue for websites.

### “Banner Blindness”

As early as 1998, a Benway and Lane study demonstrated that website users purposely or unintentionally ignore those loud, flashing banner ads at the top of the page. Perhaps more interesting, the study also showed that internal navigation features, such as “quick links”, were also ignored. This latter result of the study is important because PPC ads such as those produced by Google AdWords closely resemble quick links.

### How We Surf the Web

A 2001 article in the Journal of Digital Information by Pagendam and Schamburg proposed that internet advertising is not as effective as organic search results because of the way we use the web. As Pagendam and Schamburg explain, we use the web in two primary ways: We're either surfing aimlessly, or we're looking for something in particular.



While internet advertising might work for someone who is surfing aimlessly, these users are not the high-quality users businesses want to attract to their website. Just as they aimlessly clicked and surfed into a site, they are just as likely to aimlessly click out again.

The second type of activity on the internet, a specific search, yields much higher quality visitors. An individual who opens Google and types in “dog obedience school” is looking specifically for a place to train their dog; they are not aimlessly browsing the web.

Because people still read left to right and top to bottom, Google heat map results show clearly that organic results on the first page of Google are the most likely to get clicked. PPC ads at the top of those results are slightly less likely to get clicked, and the PPC ads on the right-hand side of Google are far less likely to get clicked.

#### Paying for Search Engine Optimization Services

Companies such as VirKet.com specialize in getting providing search engine optimization services and internet business consulting services that bring their customers to the top of the Google results. Although it might be tempting to go the “do it yourself” route and provide your own search engine optimization services, internet business consulting services can save you time - and in the long run, money. <http://www.VirKet.com> is especially unique in the business of search engine optimization services: they have a money back guarantee if they do not place your keyword phrase in the top five Google results.

## Ways To Make The Most Of Your Website Positioning With Internet Marketing Services

The possibility for individuals to earn money has amplified as various of the larger firms struggle in the weakened economy as a result of their size, allowing the small businesses to boom. A main provider in assisting small businesses thrive is establish with the internet and its capability to provide a global marketplace for any company to participate in.

A lot of small businesses are looking to the internet as a key to financial opportunities by either building a virtual store to link their physical business or to shift fully online, relying on the internet as their companies' primary basis of business.

The potential online is far above the ground but a blooper that various individuals make when venturing into this new marketplace are expecting this virtual form of business to act like traditional forms of business.

These two market settings are extremely dissimilar and when working online it is fundamental to chase the selections accessible with internet marketing services.

Having the ability to stay alive on your own within the restrictions of the regional limitations of the physical environment does not associate to having the abilities to last in the strange environment of the international marketplace.

Web positioning is an incredible plus point to have when you are attempting to achieve success with your business online.

Web ranking is greatest defined as the position where your business sits in relation to online competition and the capability to be found on the website.

When your business has attained high website positioning it will replicate in your website traffic, your product and firms look for standing as well as in the percentage of the market your company owns.



With a business that has the ability to continuously improve their online customer flow and follow that up with reliable growing sales to meet your customer demands you have the opportunity to achieve high web ranking.

When the normal person does a search for either your company purposely or goods connected to your company and you are within the top 5 search options you have positive web positioning.

When an person looks into the most important firms of a definite product and your company rules as the primary provider of those goods then you have positive web positioning. **Web positioning** about developing your company to perform the best in regards to the aspects of the internet.

Newbies will attempt to find substitute techniques to advance their web positioning but the reality is that without the aid of internet marketing services your chances of success are low.

A lot of people view the investment made into internet marketing services as a waste of money but the low expenses related to opening an online business in comparison to starting a physical business make it achievable to make the most of these internet marketing services.

Marketing is a key aspect in any winning business and the time that is necessary in the targeting of customers online is a full time position. It wants identifying your target clients, finding those clients online and utilizing marketing on many sites that appeal to your clients to maximize brand dispersal.

## Recognizing The Function Of Internet Marketing Services In Business

Marketing in business has always played a vital responsibility in the progress of a business within most of the industry. With the formation of a promotion plan your company is setting expectations connected to its enlargement associated with thoughts such as client recognition, company competition and an advertising plan. Without marketing companies would live primarily in anonymity only to be noticed by the occasional passerby and untimely fail in its profiting objectives.

When your company's marketing plan can surpass that of your competition you make the chance to earn new and recurring clients, increase the customer alertness of your company and develop into a highest company over your leading competitors. Much like the marketing plan that is created when working in the physical environment the virtual market involves a marketing plan that focuses on the solution to online success, **web positioning**.



Ranking simply put identifies your ranking in regards to online business and the higher that website ranking is the better likelihood that you will dominate your online market. Something to be conscious of though is that there is a fantastic difference in marketing plans between physical and virtual businesses.

Having the high level of development in consumer searches and high customer attentiveness are the two chief focuses of web ranking. For the reasons of promotion in the virtual environment having the capability to find your clients and creating ability for them to obtain you is essential to website ranking. As a global competitor it is your responsibility to learn who are the idyllic clients for your product and then identify the most popular sites that all of these potential clients gather.

The intention of this is to create an advertising plan that will access your most wanted client and amplify your chances of having high web ranking. Marketing on the websites that your clients regularly build brand familiarity improving your chances that clients will hunt your company out directly and the promotion also supplies a direct link between your potential buyer and your site. Of course if an individual is not well-known with technology or website code becomes very difficult to establish web ranking on their own.

This is why rule one of internet business is to find a company that will provide you with the greatest internet marketing services to boost your companies web positioning.

The hi-tech demands that are linked with the demands of succeeding in web ranking make it difficult for the solo company owner to accomplish something, placing a consequence in seeking the services of a specialist. Internet marketing services will spot your clients, find where they visit online and market exactly to those clients utilizing target marketing.

When you have the capacity to speak with your clients openly, you open up the doors to developing a faithful client base, along with generating the brand recognition with potential clients who are not currently seeking your goods or services but may in the future. When you are able to accomplish brand recognition on the internet you secure a high level of web ranking increasing your businesses odds in success.

## Top Search Engine Rankings Guaranteed

Achieving high ranking results for a website is an extremely difficult and lengthy process without the use of a professional service such as VirKet's internet marketing services.

Traffic from organic search results still provides the highest return on investment because it provides the best conversion rate. The higher conversion rate is often due to the fact that when someone conducts a particular search they tend to look at the top 5 websites only. Visitors view these as being authority sites that will provide valuable and relevant content. This means that the bond of trust is formed even before they click and enter the site.

More and more businesses are turning to the internet to connect with their customers and increase their revenue as other forms of media take a back seat to the World Wide Web. This has given small businesses the opportunity of being worthy competitors to the corporate giants who seem to be rather slow on the uptake by being able to reach even more customers than corporate brick-and-mortar networks with minimal costs.



The 21st century is no longer about buying from faceless corporations with recognizable brands. It's about people buying from businesses they can connect to and identify with.

Since a small business owner is more likely to take a personal interest in every customer this gives them the upper hand. However, to fully take advantage of this infinite pool of clients one must be able to get their website in front of these people.

Depending on the niche of the business this can be rather difficult and can take years if the competition is stiff.

Despite the hefty competition, there is an affordable solution as VirKet provides a comprehensive service that guarantees they will rank any website in the top 5 positions in Google for any keyword, regardless of competition, in an extremely short time frame. The value of organic search traffic is equivalent to having a store on a large street where all the pedestrians are interested in what that business is offering. Therefore the chance of a sale is increased exponentially, especially if the website is optimized for the right keyword based on the searcher's intent.

Even though there are multiple advertising channels on the internet, from banners to text ads, just as with billboards people are becoming banner blind. However, if they are searching for a solution to their problem then they are almost guaranteed to click on one of the first five sites that the search engine presents them with. Only if they do not find the information or product they require will they then check the remainder of the sites.

VirKet provides an initial free analysis of a website in which they detail the current status as well as what needs to be done to improve search engine rankings. This service is critical in increasing revenue quickly as search engine algorithms change constantly. For someone to achieve these results in a similar time frame who has little knowledge of internet marketing is virtually impossible.

By comparison, an experienced, professional team, like VirKet, can rank a website and increase its traffic exponentially in very little time by comparison. This can mean the vital difference between the success or failure of a business online.

For more information regarding search engine marketing and how it increases a business' bottom line drastically, by visiting <http://www.virket.com>.