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**Internet Marketing and Advertising for the Green Industry**

**By Adam White**

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How do you tap into the network of online advertising without wasting your money on advertising that can bring you little results?

Advertising on the internet can be risky for landscaping companies because you may be paying for someone across the country or the world to see your ad or website. You need localized advertising. You ask yourself, well how can internet advertising be an effective way to advertise locally. Well let's think about this for a second. Who is your target audience? It is either businesses or someone willing to pay for lawn maintenance or landscaping. These are the people who use the latest technologies in everything they do. These are the people who go to the internet to find things they are looking for. They do this because they know that they will find the most information about what they are looking for. You want proof? How did you find this article? You looked it up on the internet. This is the way people find what they are looking for now. So they go to the internet to search for landscaping companies in their state or even their own town. Now you might be asking yourself, well I'm a lawn care company, not a landscaping company. Most people don't know the difference. They believe that a lawn care company is the same thing as a landscaping company. So they search for landscaping companies in their state and whatever website shows up at the top of Yahoo, MSN, or whatever search engine they use, that's the one that they are going to visit to find a landscaping company.

What about the yellow pages? I can't tell you how many owners of landscaping companies have told me that they spend hundreds of dollars each year to be listed in the yellow pages and don't get any calls from their listing. I ask why they continue to spend the money there and it is simply because all the other companies are listed. If you want to throw away money just because every other company does, throw it my way. I can guarantee you will get no calls if you give me your money and then you won't have to worry about it.

What you need to do is take that money and get a website designed and optimized for the search engines. What it means to get a site optimized for search engines is that when someone searches for landscaping companies in your town your website shows up in the top 10 search results. For more information on how to optimize your website for top rankings visit

<http://www.lawncaredirectory.com/search-engine-basics.htm>

With a website that has been properly optimized, people in your service area will be able to find your website. It will be the best form of local advertising that you will have because once the site is designed

and optimized, you don't have to do anything else or pay anything to anyone. You can't beat free advertising that brings people looking for you to your website. You can also list your company with its new website at [LawnCareDirectory.com](http://www.lawncaredirectory.com) for FREE. Make your landscaping business grow and get online today. To learn more about getting your own business website <http://www.lawncaredirectory.com/landscaping-websites.htm>.

Adam White has been providing internet marketing to landscaping and lawn maintenance companies since 1999. He is the owner of <http://www.lawncaredirectory.com>

### **Casino Affiliate Marketing: Gambling Affiliate Industry Explained**

**By Blake Stevenson**

If you have always wanted to be a part of the hugely lucrative online casino industry, but lack the capital to invest in the exorbitant software or to track down a unique Website domain. There is a remarkably easy solution for anyone finding themselves in this position. Whilst some may question the likelihood of earning money from a marketing program the results suggest something very different.

All over the Internet and in all the major industries people are profiting from joining online affiliate marketing programs. The larger the industry and it's potential clientele the more likely the success of an affiliates marketing. Few industries can match the phenomenal growth and financial muscle of the online gaming industry. Online casinos are riding a wave that shows no sign of depleting, dispersed over dozens if not hundreds of sites the industry is a multi-billion dollar market. When there is so much money to be made and such a large potential audience, the industry inevitably becomes hugely competitive. Marketing individual products is the key way for sites to gain in stature or remain amongst the market leaders, therefore all sites no matter how large or how small dedicate considerable effort in creating their brand identity through advertising.

Marketing through television, billboards, publications and event sponsorship requires considerable up front investment. Whilst the largest companies may flex their financial muscle, smaller companies must try to explore other avenues. The cheapest, most widespread and arguably most successful way of reaching people is through the Internet. The World Wide Web is a huge forum for advertising and cross promotion, site owners know that reaching an audience just a click away from their site is one of the best ways to attract new clients.

Through affiliate marketing all casino sites can benefit from free advertising on the Internet. Free that is until somebody clicks on the link and signs up for their site. This is an ideal way for sites to reach potentially huge audiences without having to pay anything up front. From the affiliate point of view, there is the possibility to earn money just for hosting an advert on their site. It only takes a few clicks from new customers to get the ball rolling for an affiliate to earn a serious amount of money. Most affiliate programs are based on a percentage of a player's lifetime revenue for the site. Meaning that the whole time a player remains on the site both the affiliate and the casino are earning a significant income. So in essence the casino affiliate program is a self-serving industry, in which both sides are equally happy with the arrangement. Due to the nature of the business structure it is also in the interests of both parties to attract more business for one another, which in turn keeps the industry

strong and productive.

Discover the secrets to becoming an online poker super affiliate today at



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