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Is Internet Classified Advertising Dead?

By Erik A. Olsen

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As little as two years ago, classified advertising on the internet was HOT! Believe it or not, up until then I had generated thousands of dollars in affiliate program sales utilizing free internet classifieds and services known as Free For All (FFA) Links pages.

But, alas, things change, and it is necessary to change with them. Free classifieds and FFA's have all but lost 99.9% of their effectiveness due to abuse by programs known as "auto-submitters".

These programs post to thousands and thousands of free classified ad sites and FFA's, usually for a fee. The problem with using such services is thousands of other people are using them as well, not to mention the fact that they rarely post an ad to any sites which receive the targeted traffic you're looking for. What do you think is more important...posting thousands upon thousands of ads to site which NO ONE (except for the auto-submitters) ever visit, or posting a handful of ads to sites that receive the quality, targeted traffic you need?

So is classified advertising dead? In a word....NO!

The "secret" to effective online classified advertising is not really a "secret" at all, but more a case of common sense. As of March, 2001, almost 90% of internet users found the sites they are looking for through the use of search engines.

Now you might be thinking, "Great, but what does that have to do

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with classified advertising?"

It's Simple!

Search engines send targeted traffic to the sites listed within them, but can also be your best tool to find the high traffic sites that offer low-cost classified advertising that both receives the traffic your looking for, and the targeted customers you NEED to make sales!

Here's what you do:

Go to any MAJOR search engine (www.google.com ,

www.yahoo.com, etc.) and do a search using a phrase someone searching for your product or service would look for (i.e. if you're selling golf supplies, do searches such as "golf supplies" , or "golf gear", etc.). You can find some excellent alternative phrases by looking at each engine's results, which should contain additional search advice (i.e. "people looking for golf supplies also search for; etc.)

Take a note of the top 20 sites that come up in each search. Check out each of these sites, and if they offer paid classified advertising, **THAT IS WHERE YOU WANT TO BE!**

I've actually advertised on sites that sent me 100–300 unique visitors per day for LESS THAN \$30 for a whole month of advertising!

Here's a specific example:

Let's say you're a member of a network marketing company or similar home business and you want to drive traffic to your referral website.

Go to the above major search engines and type in the phrase "work at home" or "work from home" (there are many more search phrases you could use, I'll just use these two as an example).

The #1 site for both Google and Yahoo for the phrase "work at home" is a popular site called "Work at Home Moms" (www.wahm.com) If you take a look at that site, you'll notice they offer low cost classified advertising (\$25 a month or less if you buy several months at a time). An ad placed at that particular high-traffic site sent more than 100 unique visitors a day to our site!

What's more, the visitors we received were the type of TARGETED visitors

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that are worth their weight in gold.

If you need some relatively cheap, targeted traffic to your site, give online classifieds a try—you won't be disappointed!

Erik A. Olsen is the Editor and Publisher of the Internet MarketingCommando® , a weekly ezine DEDICATED to bringing you no-nonsense, battle-tested tips and tricks to making your internet business a smashing success. To subscribe, go to <http://www.internetmarketingcommando.com> , or send an email to subscribe@internetmarketingcommando.com?subject=subscribe

The Best Internet Advertising Is Free Internet Advertising

By David Riewe

Free internet advertising is one very important method for promoting your products and services to thousands of free classified ads.

Most of these free classified ads web sites give you the power to facilitate marketing with features such as classified ads submitter forms. Features like this give free Internet advertising an extremely fast way of getting your products or services on line. It is accessible 24/7 allowing you access anytime, it's very effective and efficient and most of it comes free. No downloads. No sign-up fees. No hidden charges. No annual or monthly fees. No sales fees. It is absolutely free.

Free internet advertising makes it easy for you to put free ads on several of the premier quality web sites whenever you want, for free. This kind of benefit you get from free internet advertising can only do, to say the least, miracles for your business. Most of these free internet advertising companies give you 3 slots to advertise any product or service for free.

Free internet advertising is the perfect way and best way to make your products or services known to the millions of prospective consumers in the Internet and make your web site start producing money. There is an enormous audience for free internet advertising that is present in the Internet, that the probability of anyone needing your services or wanting to buy your products is very high. There are free services out there that may suit your services, products and web site. Browse the internet for the best free internet advertising for assessment on their amenities and features how to advertise or join your web site for free internet advertising.

Most web sites promoting free internet advertising have features like classified ads submitter - where you can get a enormous exposure with instant results and expand your sales by large volumes over night, opt-in email lists - non spam bulk emailing program, guaranteed 100% legal. Opt-in email lists are created by people who have volunteered or `opted-in' their email addresses to these lists. These lists are very effective for creating personalized email to prospective clients.

Free internet advertising provides a great technique for building traffic. People constantly search on online free internet advertising ads for specific services or products. Free internet advertising target clients inclined to buying a particular kind of product or service in mind.

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And the best reason to advertise in free internet advertising is because it is absolutely free.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals His Top Internet Money-Makers.

<http://www.push-button-online-income.com/pbi>



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