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100% Effective Natural Hormone Treatment
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The Best Way To Save Money On Advertising – Target Locally

By Linda Stevens

Over the years I have discovered exactly what derails an ad. More often than not, when an ad fails to produce results, the problem isn't with the ad. The problem is with WHO the ad reaches.

Before you start blaming lack of response on your ad, stop a moment to consider who it is TARGETED to.

Let's take a moment to look at Internet advertising. First off, let me say I dearly love advertising on the Net. The advertising rates for search engines and ezines are far, far lower than advertising your business on traditional media like TV or newspapers. For what one TV commercial would cost, I can advertise a business extensively for weeks, even months.

But, as I'm sure you've realized by now, the Internet is no magic advertising medium. Just as often as with anywhere else, your ad can pull less than expected response. The problem is with lack of targeting.

If most or all of your customers live in the geographical area of your store, using a search engine to reach people all over the world doesn't make much sense. You can consider your money wasted when somebody who will NEVER walk into your store reads your ad.

The solution is to advertise on sites or ezines that reach YOUR customers at a very high rate. This could be a local site that provides sports scores for dozens of local sports teams. Or a site that lists a great many local building contractors. Very specific information needed by people in YOUR area will draw just the kind of local crowd you can capitalize on.

We're seeing a sudden rise of local pay-per-click search engines. These use the same popular technology as Google and Overture, but limit their reach to businesses in a particular city, state, or region.

Often these local pay-per-click sites have very low rates, a little as one cent per click. Many offer as many as 1,000 free clicks to any business that signs up.

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Be sure to check if the pay-per-click site has plenty of businesses listed in their database. An empty site won't attract many visitors and you may not reach enough audience to have any effect on your sales. Also watch for a pay-per-click that is promoting in your area. If they are visible to you, they are probably getting the attention of lots of your customers.

Linda Stevens is CEO of

<http://MyCalgaryClicks.com>

, the local Pay-Per-Click city search directory for

Calgary, AB Canada. Linda believes in following her own advice and is offering \$10 in free bidding cash to any site that signs up to advertise. Reach Linda at

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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

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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 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>



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