
Internet Advertising For Profit

One Of The Fastest Growing
Industries in the History
Of World Commerce



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Internet Advertising for Profit

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Internet Advertising for Profit

Table of Contents

Copyright & Disclaimer.....	1
What Others Say About this Book.....	3
1. Introduction.....	4
Internet Origin and Design	4
Internet Marketing Advertising	5
Article Writing Pays Off in a Big Way	6
Take Time to Tweak Your Tools	6
Time Equals Success.....	6
2. How to Make Your Advertising Effective Online.....	7
More and More People.....	7
AdSense Shines Through.....	8
Easy to Use	8

What Others Say About this Book...



"If you want to make it big in Internet advertising, Anthony has the knowledge you require.

Start looking and implementing his suggestions. His strategies work, that's why I recommend them.

He outlines several methods for online advertising that can earn you money.

In addition he highlights how to advertise any product the right way... without any hype."

Karl Sultana

www.outranksmart.com



"As a website builder and owner the e-book "Internet Advertising for profit" is just what I needed. This e-book presents the various tools, techniques and strategies how I can monetize my website and profit financially. It educates me on various ways to use Internet Advertising. I spent a lot of time building my website. Now with this e-

book I will be able to generate the income I always wanted to earn. Thank you Anthony for your e-book!"

Barbara Van Harn

Website Builder and Owner

www.discover-southern-ontario.com

1. Introduction

What makes Internet Marketing Advertising super abundantly superior in the world of advertising? Also the potential is so enormous for Internet Advertising for Profit? Some background information will help you understand this computer phenomenon called "Internet Advertising" and how, with your computer you make money advertising online.



Internet Origin and Design

The Internet began as an experiment by the U.S. Department of Defense in the 1960's. The objective was to help scientists and researchers from widely dispersed areas work together by sharing scarce and expensive computers and their files, through the creation of a set of connected networks that would act as a coordinated whole.

Since then the Internet hit meteoric growth and is now universally accepted as the world's most sophisticated, interconnected database. Not to be missed is this main point: One of the original Internet goals was global information sharing. What is...

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Internet Marketing Advertising

Internet Marketing is the marketing of products or services over the Internet. This is an ongoing process of planning and executing a comprehensive strategy for the positioning of products or services. Whereas, Internet Advertising is: the presentation and promotion of ideas, goods, or services. Therefore the goal of **Internet Marketing Advertising** is to basically make products or services known and create an exchange between individuals and organizations.

There are several types of internet marketing advertising that you can use to promote your online business. You can choose from items such as:

- AdSense Links
- Banner ads
- Pop ups
- Affiliate marketing
- Online classified advertisements
- Email marketing
- Search engine optimization
- Pay per click advertising
- And many more!

Which one of these to choose has always tended to mystify those new to the whole online internet marketing advertising bit. A good way to decide on the best way to spread the word about your online business is to consider just what you want to say in your advertising campaign. Also, you should consider any difference in costs. Some online ads are free, while there is a cost for others. Most are equally effective. Your budget should dictate more than anything what choices you make.

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Article Writing Pays Off in a Big Way

If you're looking for a very effective tool for promoting your business, one that can also be inexpensive, look into article writing. Even if you are not much of a writer yourself, there are writing services online that can do the work for you at a very reasonable price.

The articles should, of course, be about your business in some way, and should be written in a simple and clear manner so that they are easy to understand. Make these articles interesting, so people will be eager to read the entire article.

The articles should then be submitted to article directories such as "[Ezine Articles](#)", so they can receive maximum exposure.

Take Time to Tweak Your Tools

Once you have decided upon the best forms of promotion for your business, you should stop and consider how much preparation you should put into this campaign of yours. Please do not think that just because you are in possession of a few great promotional tools all you need to do is place your information with them, turn them loose and forget about them!

You are going to have to take the time and effort to work with your tools. How should you go about doing this? By making sure they give out accurate and timely information, checking to see that they work and are worded correctly, and a host of other techniques that will seem logical to you once you have the tool in front of you.

Time Equals Success

It may take some time for you to choose the proper tools to work with your online internet marketing advertising, but it will be time well spent, and will make a lot of difference in whether or not your online business is successful.

2. How to Make Your Advertising Effective Online

The number of entrepreneurs who want to make their advertising effective online grows every day, just as the number of online business owners grows. They want to reach as many potential customers as possible. Fortunately, they've unknowingly started their advertising campaign at a very



good time. **The internet is red hot, more popular than ever.** Those who have been in business for a while are getting even more excited about the potential they see.

More and More People

Statistics show that more and more people are getting online these days, most with high-speed internet services. More people online equals more potential customers, so it makes sense to want to find an advertising method that is as effective as possible.

Did you realize that the revenue for internet advertising is now larger than the revenue for both newspaper and magazine advertising? With growth like this, it won't be too long until internet advertising's revenue has leaped above that of television!

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AdSense Shines Through

So what type of advertising seems to be standing out as the one used by more online businesses? Remember, they are trying to grab the attention of as many potential customers as possible. Google's AdSense wins the prize, hands down.

In 2007, Google AdSense earned one million dollars per hour after billing its users \$5.5 billion. That's some serious money! These little AdSense text ads appear on almost every static, or non-interactive web page on the internet, and also on the far right side of Google search results pages.

Easy to Use

Using AdSense is very easy, and **it's also free!** You sign up for an AdSense account, and receive a special code to put on your web page. Google then places ads on your page, choosing those that are relative to the subject of the page from more than 100,000 advertisers. When someone clicks through on one of the ads, the merchants pay an amount to Google, and the owner of the website gets paid as well.

AdSense will not only advertise your business website, but also allow you to have links that point back to it all over the web! Site owners make cash, and businesses get links. You just can't beat that! AdSense has proven that it can be an extremely lucrative way of making your advertising effective online.