

[Internet Marketing and What It Can Do for Your Website](#)

Do you need Internet marketing for your website? Many people do not think so. They believe that having a good quality website is enough to get them the kind of traffic that they need. They could not be further from the truth.

You may have the best site on the net, but its not getting noticed because it lacks visibility. Visibility is a key ingredient in getting your site working for you. If you are not as visible as your competitors despite having quality content and the best features around, you will lose out on the kind of traffic that will turn a buck.

Think about Internet marketing as a way to get your name noticed. It is just like having a product that is so good and while there are people who swear to it being good and come back over and over again to buy it, you may not be generating enough of an income to keep your production up.

Sure, you can say that word of mouth will get people to come and visit your site and maybe they will, but until they do, will you suffer the consequences of low revenues simply because you did not use an effective internet marketing strategy?

What is Internet Marketing?

In a nutshell, internet marketing is an advertising strategy that gets your site noticed by a lot of people who visit a lot of other sites and search on search engines.

How can Internet Marketing get my Site Noticed?

There are a lot of ways. The most commonly used and probably one of the most effective strategies used by websites and SEO companies is pay per click advertising.

Pay per Click Advertising

This strategy gets your website advertised and shown every time somebody types in a keyword that you chose to include in your list of active keywords. With the right bid and the right ad formulation, you can get people to come to your site simply because of these pay per click ads.

How much does Pay per Click Advertising cost?

Pay per click ads may cost as little as a few cents per click to over fifty dollars, depending on the popularity of the keyword you are targeting. Since you only pay for the clicks that your ad gets from people who might be interested in what your site has to offer, you are getting the most for your money.

Google has released a great tool to search for the current CPC for keywords which can be found at <https://adwords.google.com/select/KeywordToolExternal>

Where are pay per clicks ads displayed?

Aside from these ads showing on search engines every time someone types in a keyword that is relevant to what you are selling, by choosing to have these ads shown on certain content based sites that are related to your product, you also get an additional chance to attract customers that are already on a site that is similar to yours.

Always be careful when opting to advertise on certain content based sites. The website publisher receives a percentage of the cost of the click. The temptation will be there for the website publisher to click on your ad to increase their revenue from the pay per click ads on their sites.

Does Internet Marketing Work?

It may be pretty competitive but it does work. Search-related ad spending in North America neared \$10 billion in 2006, growing 62% over 2005. [Source: Search Engine Marketing Professional Organization (SEMPO), February 2007]

Six out of 10 marketers are planning to increase their paid search and natural search budgets over the next 12 months, a higher percentage than for

any other digital marketing channel. [Source: E-consultancy UK Search Engine Marketing Report 2007, April 2007]

* Half of respondents are getting an ROI of more than 300% from PPC. For natural search, two thirds of respondents are getting returns of more than 300%.

* For return on investment, Google is rated as the best search engine by 80% of company respondents compared to 11% for MSN and 8% for Yahoo!. In the US, 65% of advertisers said they expect to increase investment in search, while a mere 7% were likely to cut spending. The rest expected search spending to remain constant. [Source: Jupiter Research, April 2007]

I want to try Pay per Click Advertising, where do I start?

If you are planning on starting your own pay per click advertising campaign, Google Adwords (<http://adwords.google.com>) or Yahoo! Search Marketing (<http://searchmarketing.yahoo.com/>) is a good place to start.

Try not to waste your precious advertising budget by making sure to implement the return on investment (ROI) tracking codes on your site. The ROI tracking quickly identifies which ads are working and those that are just wasting money.

Is there anyone who will do my Internet Marketing for me?

You could use an Internet Marketing Agency but expect to spend around 15% of your budget on their management fee. Their expertise is usually worth paying for as they can use their expertise to make your budget go much further.

You can get the quality traffic you want by using smart Internet Marketing strategies. With a little help from an SEO team that knows what needs to be done within a certain budget; you can start generating the kind of income you want.

Good luck with your Internet Marketing!

About the Author

Adrian McLean is the Managing Director of Search Engine Optimising ([SEO](#)), one of the leading [search engine optimisation](#) firms in Ireland. For more about [Internet Marketing](#), please visit www.searchengineoptimising.ie.

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