

Online Advertising For Today is a Good Marketing Strategy

by J. Warholic - Article last updated on: Sunday, March 06, 2011

<http://pwebs.net/2007/12/online-advertising-for-today/>

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Good advertising is a natural extension of [marketing](#).

Marketing and [advertising](#) go hand in hand. Doing one without taking into account the other is like eating a steak without a good baked potato. Edgar Watson Howe, an American novelist and a newspaper and magazine editor in the late 19th and early 20th centuries put it this way, "Doing business without advertising is like winking at a girl in the dark. You know what you are doing but nobody else does."

When the [internet](#) was in its infancy, with only a few million pages of information, getting your message in front of the right audience was much easier, as compared to today. Why the difference? The bottom line is that it mainly has to do with the billions of new webpages online today. In fact, the number of websites going online is very difficult to calculate at any given moment. But, at the midpoint of 2007, the total base of domain name registrations worldwide was 138 million across all of the Top Level Domain Names. This represents a 31 percent increase over the same quarter last year. ([VeriSign](#)) Every country has its own top level domains, with over 840 domain name registrars worldwide. Keep in mind, that while the number of Domain Names for all [Top Level Domains](#) are able to be counted, this does not accurately reflect the true nature of the actual number of websites online today. With subdomain names being considered as separate websites, the true number of websites online is substantially greater. Many Second Level Domain names have thousands if not millions of subdomains, each having hundreds or thousands of webpages. Take for example, www.blogger.com. The .com represents the top level domain name, and Blogger represents the second-level domain (SLD) names, and the www and all others represent third or higher level domain names and are also known as subdomains. Here are two other examples of subdomains on top of second-level domains. See [Advertising.pwebs.net](#) and [B2B.SalesAndMarketing.ws](#) both of which are separate websites.

How Are Search Engines a Marketing Force Factor?

So, it really comes back to understanding search engines and how they will display the results for any particular search query. Imagine how many times your particular keywords of your business are used throughout all of the webpages online. Google gives an [estimate](#) as to the actual number of pages that have a particular keyword or keywords within the webpages themselves.

As you can see, to display any business online, within the natural search results takes quite a bit of webpage and website optimization to develop the keywords within the site, and the time and [Web patience](#) in developing quality links back to the pages of a website. Quality links back to webpages effectively provide a type of authority vote online that the page represents what it is talking about. During this period of time when the website is being optimized for its keywords, there is another way of quickly getting a business found online. This is through online advertising models.

Online advertising for today represents a viable solution to bringing in new customers and leads through the internet. Advertising online also is a great tool for testing and evaluating additional horizontal or vertical markets for any business today. Advertising campaigns can probe the market places quickly and help determine if there really is an additional horizontal or vertical market or markets in which to concentrate your company's Internet marketing dollars and other forms of marketing efforts upon.

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