

## Marketing Online With Yahoo Search Marketing

Yahoo! utilises its large network of websites and portals to provide Yahoo! Search Marketing services. These provide you with an opportunity to advertise your business using a variety of methods. These can be split up into the following categories:

**Travel Submit:** You can enable travellers easy access to information about your product or service by having it listed in Travel Deals marketplace or Travel Deals listings

**Product Submit:** Have your product found by millions of users just by getting it listed in Yahoo! Shopping and Yahoo! Buyers Guide

**Sponsored Search:** Have your advert placed prominently in leading search engines such as Yahoo!, MSN, CNN, Altavista and Infospace

**Directory Submit:** You can submit your business information in Yahoo! Directory, which is powered by the powerful Yahoo! Search

The first thing to do is to decide your category before moving any further as each category is set to meet the requirement of a certain type of advertiser. Once you have chosen your category based on whichever suits your requirements best, you can then begin to set up your marketing campaign at Yahoo!.

Search Submit provides Search Submit Express and Search Submit Probe which are both entirely related to getting your site entered on the search results of a group of the top search engines.

As well as the categories of advertising mentioned, Yahoo! also provides you with the option of Search Submit and Local Advertising. Local Advertising is split into two groups of Local Sponsored Search and Local Listings. Local presence provides advantages for businesses and they can spot users who are searching for a service or product in a locality. For an online campaign, the costs of advertising in this section is probably one of the most affordable.

Yahoo! Search Marketing realise that people may be confused with the various types of products they offer, so they have provided an online tool to help you determine which product may suit you best. You can view detailed analysis of traffic coming to your website, provided by Yahoo! Search Marketing and this will help you make further decisions on your online marketing campaign.

For example, if you have a budget of over £10,000 per month to be spent on online advertising, you can contact the Yahoo! sales team who will provide you with a customised package to suit your business more appropriately.

Even though Yahoo! Search Marketing programme may appear slightly complicated, it does have some brilliant marketing tools to help you during your entire programme. It involves two components: the first is a Marketing Console which tracks the effectiveness of your campaigns and issues detailed information on them. This application saves time as you can see the end results of your campaign straight away. The second application is Search Optimizer which helps you get a maximum return of investment out of a Cost Per Acquisition (CPA) campaign.

In order to sign up, the process requires you to create an account, moving funds into this by credit card, and then choosing one of the marketing products mentioned above.

### About the Author

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Source: <http://www.spivo.com/articles>