

Creating An Online Advertisement For Your Small Business

If you're a small business owner, you've most likely taken note of online advertising campaigns representing big brands and a lot of money. It's no secret that online advertising and marketing techniques have risen above other traditional advertising methods, such as TV commercials and billboards, but, when creating their own online ad, small business owners have a hard time deciding where to begin.

Building an online advertisement takes time and involves a lot of trial and error. The great thing about online ads is that you can observe feedback from consumers and measure how many potential customers respond to your advertisements. Using that data, you can rework your advertisements and change headlines, texts, photos, videos or anything else until you find an ad that works for you and generates a lot of traffic. To help decide where to begin when creating your first online advertisement, printed below are a few steps to keep in mind:

1) Keywords –

Including keywords in your headline allow your site to be ranked higher on search engine sites and will therefore drive more traffic to your business. Keywords should be relevant to your business and what products or services you offer. For instance, if you sell sports-related T-shirts, some keywords may be sports, T-shirts, sports wear, jerseys or football. When a potential customer enters one of these keywords into a search engine, such as Yahoo or Google, your website is listed amongst thousands of others offering the same products.

2) What Makes You Different? –

There are millions of businesses advertising on the Internet and consumers tend to get lost amongst all the information. Highlight what sets you apart from the crowd and why your business, services or products are unique compared to others. For example, if you offer a particular service that other company's like yours don't, include that in the body of your ad.

3) Creative Copy –

The copy of your ad should be tested and perfected. The great thing about online advertisements is that you can launch several different ad campaigns to decide which works best for your needs and your business. The copy of your ad should be creative, interesting and catchy, don't be afraid to try different things.

4) Keyword Misspellings –

Though it may sound strange, including common misspellings of keywords in your advertisements could increase in the number of consumers who click on your ad and visit your site. Remember, your advertisement will appear on a search engine after a potential customer has entered a keyword and many people misspell the words. For instance, including the word "casidilla" if your business specializes in quesadilla makers could be beneficial because most people would spell the word the wrong way.

5) Test, Test, Test –

Online advertising allows you the freedom of constantly revisiting ads to edit them based on the overall success or failure of the advertisements you use. You can track the results of ads and edit them until you find something that works for you and is successful.

About the Author

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