

Tips On Using Classified Ad Websites: What To Look For Before Placing Your Ads.



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About USA Online Mall Network

USA Online Mall, the Publisher and Author of this eBook, has been in Business since 2001 and provides free & paid Business Web Page Ads to Companies of all sizes.

These free and paid Business Web Page Ads also have their own URL Web Address. Up to 300 words can be added for each Ad, a large Image, 3 Hyperlinks, and a section for the Business Name, Address, Phone and Email.

Businesses get exposure from over 66,100 Shoppers that USA Online Mall receives yearly. Shoppers easily find the Business Web Page Ads using USA Online Mall's state-of-the-art In-House Search Engine, or by Categories.

If you would like to get your Business listed for free, simply click on the link below, your Business Web Page Ad will appear instantly in the Mall's Directory.

You will also receive over [16 eBooks](#), most of them on Marketing, absolutely free of charge when you place your free or paid Business Web Page Ad!

[To Place A Free Or Paid Business Web Page Ad In Mall, Click Here!](#)

Note: For Pricing Of Paid Web Page Ads See The Ad Rate Card On Page #21 In This eBook.

Also, is your Business a Brick and Mortar Store? Need to get the attention of people driving by your Business? Then you'll need one of our amazing Changeable Banners! Letters simply slide into durable 20-gauge plastic pockets...they're so easy that you can change your Sales Message daily! Banners are made of heavy-duty double-stitched Vinyl and will last 3 to 5 Years!

[Click Here To See Our Amazing Changeable Banners!](#)

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Introduction:

There are many ways to advertise your Business online. In this eBook, I will be showing you the best ways to utilize the Advertising Websites that are out there, without wasting your valuable time, and above all, your money.

When looking for places to advertise on the Internet, you'll need to keep in mind the following information:

- **Website Traffic**
- **In-House Search Engines**
- **Categories Related To Your Business**
- **Large Ads vs Small Ads**
- **Ads That Are URLs vs Ads That Are Not**
- **Hyperlinks In Ads**
- **Images In Ads**
- **Emails In Ads**

Again, the Topics I will be writing about in this eBook deal with;

#1: "Website Traffic", which allows your ad to be seen, because without traffic, you of course will not make sells.

#2: "In-House Search Engines", that allows your ad to be easily found at the Classified Ad Website by potential Customers typing in your product's name, service or Company name etc.

#3: "Categories Related To Your Business", which is another way for people to find you, by people looking in the appropriate Category matching your Business.

#4: "Large Ads vs Small Ads" that make it easier to tell people more about your product or service, which then helps people to make a decision on whether or not to respond to your ad, and or go to your Website.

#5: "Ads That Are URLs vs Ads That Are Not", that can and do bring more traffic into a Website through each of the ads placed, which in return, creates more visitors, who then might also want what it is you're selling.

#6: "Hyperlinks In Ads", which allows a potential Customer to easily click on your Website's URL and be taken directly to your Product Page, Order Page or Website's Homepage etc.

#7: "Images In Ads", that makes a visual statement of the product that you are trying to sell, because without an image in your ad, your ad's success rate will suffer greatly.

#8: "Emails In Ads", which is another way of contact for a potential Customer to get a hold of you. The more contact options you can offer, the more chance of a purchase.

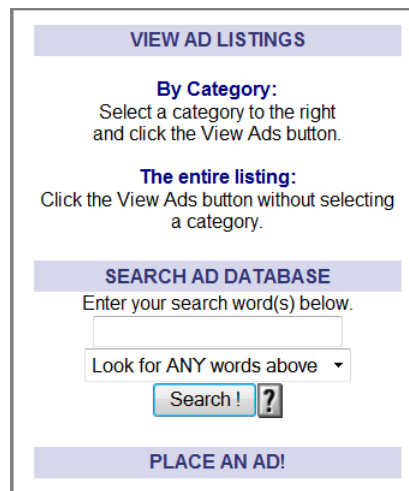
Now let's go into each of the Topics with a little more detail.

Website Traffic: The Advertising Websites that you plan on placing your ads on will need to have enough shoppers / visitors, or it will be a waste of your time, and even worse, your money, if you're paying for ads.

So place ads only on Websites that are getting visitors, whether it's 500 or 5,000 visitors per week, the secret here is in the numbers.

Because if (10) free Classified Ad Websites that you place your ad on are getting 500 visitors each week, it's the same value as placing your ad on (1) free Classified Ad Website that receives 5,000 visitors per week, so don't limit yourself to just the large Classified Ad Websites, but don't waste your time placing ads on Sites that only get a few visitors weekly. If however, you're paying for the ad, and the (10) Websites above (when combined) are cheaper than the (1) Website, then place the ad on each of the (10) Sites instead.

In-House Search Engines: The Advertising Websites also must have an In-House Search Engine. An In-House Search Engine is similar to like a Google or Yahoo Search Engine, only an In-House Search Engine searches for content that's on that particular Website. See sample of an In-House Search Engine below:



The screenshot shows a web interface for an In-House Search Engine. At the top, there is a blue header bar with the text "VIEW AD LISTINGS". Below this, there are two sections of instructions. The first section, titled "By Category:", instructs users to "Select a category to the right and click the View Ads button." The second section, titled "The entire listing:", instructs users to "Click the View Ads button without selecting a category." Below these instructions is another blue header bar with the text "SEARCH AD DATABASE". Underneath, it says "Enter your search word(s) below." followed by a text input field. Below the input field is a dropdown menu with the text "Look for ANY words above" and a downward arrow. Below the dropdown is a blue button with the text "Search!" and a question mark icon. At the bottom of the interface is a blue header bar with the text "PLACE AN AD!".

This is an outstanding feature, because when you mention your Products or Service in your ad, it allows people to easily and very quickly find your Business Ad when they type the information into the In-House Search Engine, whether it be by them searching for your product's name, service or business name. The Website's In-House Search Engine is very important to the success of people finding your Business Ad, so use the Sites that have them, it's to your advantage.

Categories Related To Your Business: Categories also make it easier for someone to find what it is they're looking for. However, some Advertising Websites have many multi layers of categories, called sub-categories, which can be harder for a potential Customer to find you, so please keep that in mind.

When placing your ads at the Advertising Websites, make sure that they have appropriate Categories available for your Products or Services, and if they don't, is there a link somewhere on the Site that allows you to suggest Categories for your Business?

Sometimes however, it can take a few weeks for a Site to add the requested categories, so you might want to bookmark the Website, move on to another Site, and then come back later to add your advertisement.

Large Ads vs Small Ads: Large ads are the best choice due to the amount of information you can add about your product or service, not to say that small ads don't work, it's just a little harder to tell people about your Business, and then convince them to check out your Website with just a 15-30 word ad.

(See sample of a large Ad below)

Click image to see the full size Web Page Ad:



You will need to be able to describe in great detail what it is you are selling, or the Service that is being offered, and a large Ad will make that possible, Vs the small Ad.

It's also best to place a photo of your Product in your Classified Ad (if they allow one). See also; **Images In Ads:**

If you have described your product or service in great detail in your Classified Ad, you will get a better response, and your potential Customer will want to click on your Company's URL that you placed in the Ad also, in order for them to get the complete details and to see all the products you offer, and hopefully place an order from your Website.

Have no Website? No problem; if the Ad is large enough, you can sell your Product right from the Ad itself. The Customer would then click on a hyperlink and go to a Website that takes the online payment for your orders, or an Answering Service that takes your Customer's call, or an address where they mail you the payment.

If you're going to sell your product or service from the Ad alone, you must go with the large ads. The larger ads will usually allow space for a photo to be added too (as shown in the sample ad on page #11 above), where the smaller ads will not. We will cover the advantages of adding an image to your ad later on in this eBook.

Ads That Are URLs vs Ads That Are Not: If possible, find Advertising Websites that automatically create a unique URL for each ad, why? Well, now it's a Web Page with its own Web Address that Search Engines can index into their Directories, sending extra visitors to your ad.

Some smaller Companies still don't have a Website, and or they just added a new Product and haven't had the time or money to hire a Webmaster again to add the product, and will most likely use the Ad with its URL for their online presence.

This means more than likely that they will be promoting the Ad's URL exclusively, which brings traffic into that Website that your Ad and its URL are on too. That can mean additional Shoppers seeing your ad, if they happen to also need what it is you're offering.

This also gives you the option, if you want, to promote your Ad through its URL from anywhere on the Internet, or even offline; small Newspaper ads, free Ad Papers, Business Cards etc.

Hyperlinks In Ads: This also is important, and many Advertising Websites do allow hyperlinks in their Customers ads, some however do not, or charge you for this feature. Having hyperlinks in your ads allow your potential Customers to simply click on your link and be taken directly to your Product page, Ordering page, Service page or your main Website etc.

If the Website you're advertising on doesn't allow a hyperlink in the ad, many times you can just add your URL to your ad's text, and mention to your Customer in the ad: "please copy & paste URL into Web Browser's address bar to view our Website".

Don't waste time however with Websites that will not even allow you to add the URL to the ad's text. You'll need your URL in the ad for your potential Customers to learn even more about what it is you're selling, and they will need to do that by visiting your Website.

Images In Ads: Placing ads are great for bringing potential Customers to your Website or place of Business, and adding an image in your ad will greatly increase the chances of it getting noticed, and your product being sold than without an image. Statistics have proven that adding an image increases the response rate by up to 3x than without one.

It can also allow you to sell a product right from the ad itself. I am not saying that you can't sell a product from an ad without a photo, it's just much harder to make the sell, and most of the people will want to see what it is they are buying.

I know you have heard this before; “actions speak louder than words”, well now, replace actions with images; “images speak louder than words”. Yes, this is so true, images help people to take “action” and buy your products, and that’s of course what you need them to do.

Emails In Ads: Finding Classified Ad Websites that allow you to place your Email in the ad is good for several reason;

#1: If you can't be available to take Phone calls, you can place in your ad something like this: "Questions are answered quicker when contacting us by Email". It's another quick and easy way for you to answer your Customers questions, and Customers to get answers.

Again, which is great if your business has a very small budget and you can't afford an Answering Service to handle the calls, or you yourself will not be available to take the calls, due to you running the operations of your business, or you do not like answering Phones, or returning Phone calls, using an Email in your ad instead of a Phone number would be an alternative.

#2: It's also another form of contact for your Customers to use. They too might be busy, can't make or take a Phone call, and would rather send off an Email to you.

Excepting Credit Card Orders Helps In Ad's Success:

One other thing, allowing people to pay with their Credit Card at your Website helps to greatly increase the chance of a purchase, which will make your classified ads even more successful.

Do you need a Merchant Account so that you can **Securely** take Credit Card orders on your Website from your Customers, but can't afford or don't want to pay the monthly fees for one?

Well, we have the solution for you. The Company is called PayPal, and if you haven't heard of them by now, they are owned by eBay Inc., and I know you have heard of eBay.

USA Online Mall and Parent company Summit Merchandise are and have been using PayPal for our Merchant Account needs for now over 8 years, and we couldn't be more satisfied with them.

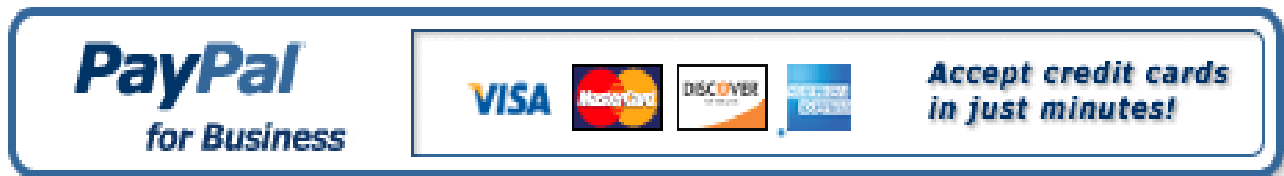
There is no signup cost for PayPal and no monthly fees, you only pay a small fee each time when your Customers pay you.

PayPal as of January 2012, charges only 2.9% + \$0.30 Transaction Fee for each order you receive.

For example, a \$10.00 order placed at your Website would cost you just \$0.59 cents (2.9 x 10 = 29 cents + 30 cents Transaction Fee). PayPal would then automatically take this off the \$10.00 order. Now depending on the cost you would have paid for the Product; the \$9.41 would be all profit!

Simply click on PayPal's banner below to go to the Merchant Account Signup Page and start accepting Credit Cards securely on your Website in just minutes! Again, there's no cost until your Customers pay you.

Click on PayPal's Banner & start Accepting Credit Cards Today!



Continues on next page....

Final Thoughts:



I have tried to layout in this eBook the best types of Classified Ad Websites to place your ads on. I really hope that you have found this eBook to be of value, and you have learned some great tips on Marketing. If you have, please feel free to give away copies (PDF file) of this eBook to anyone you know that also operates a Business, or if you like, you may sell this eBook and keep all the profits, the suggested Retail Price \$5.00.


We also will be updating this eBook from time to time, and adding more content, so please come back regularly to download the latest version, updates will be free.

Thank You!

I want to thank you for reading "Tips On Using Classified Ad Websites: What To Look For Before Placing Your Ads", and I wish you great success in your Business. The "Free Market" does work properly when the Government does not interfere with it.

Sincerely,
Darrell L. Jeffrey,
Author of this eBook &
Administrator of
USA Online Mall Network;

[Free Web Page Ads at USA Online Mall](#)



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Paid Ad and
receive 16+
eBooks Free!

[Changeable Banners – Outdoor/Indoor](#)



**AN AMAZING
OUTDOOR
MARKETING
PRODUCT!**

USA Online Mall Network's Ad Rates:

We Receive Over 66,000 Shoppers Per Year!

| | |
|--|--|
| <p>USA Online Mall's Web Page Ad With Marketing Service:</p> | <p>6-month Web Page Ads \$12.00 12-month Web Page Ads \$20.00</p> |
| <p>USA Online Mall's Side Banner Ads:</p> | <p>1-month \$10.00 12-months \$75.00</p> |
| <p>USA Online Mall's Featured Merchant Banner Ads:</p> | <p>1-month \$5.00 12-months \$50.00</p> |
| <p>USA Online Mall's Online Business Card Marketing:</p> | <p>With A 1-Year Web Page Ad \$5.00 With A Free Web Page Ad \$10.00</p> |
| <p><u>USA Online Mall's Outdoor Marketing Products:</u></p> | <p>Changeable Outdoor Banners:</p> <p>2'x4' Banner..... \$205 2'x6' Banner..... \$225 2'x8' Banner..... \$245 4'x4' Banner..... \$295 4'x5' Banner..... \$305 2'x10' Banner..... \$345 2'x12' Banner..... \$365 3-1/2'x16' Banner..... \$525 3-1/2'x19' Banner..... \$595</p> <p>Add \$20 S&H For Each Banner Ordered. Add \$40 For The 3-1/2'x16' & 3-1/2'x19'</p> |
| | <div style="display: flex; justify-content: space-between;"> <div data-bbox="248 1360 808 1436"> </div> <div data-bbox="873 1373 1458 1428"> </div> </div> |

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