

Free and Cheap Advertisement

While advertising is not what it is all about, there sure are a lot of places to make it look that way, this is why that as an Internet marketer or webmaster you need to come up with quality sites which allow you to advertise your products or services in a much better way. As an advertiser you may choose to pay for advertising space at websites which are relevant to your niche, a high page rank, and send good traffic. While this is very easy to say, it is not an easy thing to do nor it is cheap either, let's go ahead and mention the benefits of online advertising.

Benefits of classified ads:

Websites which gather classified ads tend to be organized as a traditional directory, this means that all the information and websites listed are organized by category or using a tree-like method. One clear benefit of classified ads is said to be traffic due to the fact that people who read those classified ads are already looking for your products or services and want to get the best deals possible. Locating websites which classify your advertisements in the most relevant category for free, are of great help when it comes to marketing your site and can also be used to for search engines optimization purposes.

The page rank factor:

The traffic and page rank factor:

It is very well known that directories which link to your website will not only send traffic to your landing pages but will also be useful as a good source of link equity, this means that if the classified ads or directory site with good page rank link back to you, the site you are advertising for will get a boost when it comes to search engine rankings, which is a very nice added bonus.

In order to receive link equity you need to verify that the directory is not using link attributes, which block Google from indexing and crawling your site, the link attribute which is famous for blocking link equity distribution is known as no-follow, if you right click every directory or website your browser will give you the option of reading the source code, please source code will show you all the link attributes and scripts which are used on such sites.

The main difference between directories and classified at websites is that the later will allow you to place banners which are often rotated at the homepage, the dimensions allowed for these banners change from site to site, some may take 100 x 100 banners, others will take 175 x 175 banners; on the other hand link directories may not rotate your advertisements at the homepage using banners, only text links, which may be a bit of a disadvantage, if you compare them to classified ad websites.

About the Author

Elistz.net provides more information about placing [free classifieds](#) which will benefit your marketing campaign. Learn more about cheap and [low rate advertising](#), visit us today!

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