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Three Internet Publicity Concepts For Online Businesses

You must be on the Web to have a successful business today.

Is this true?

You decide.

Even so, a great deal of the attention is being directed to Google business search in the form of Google ads.

Here are 3 related terms people wanting to do business online should have an understanding of:

- Pay Per Click (PPC)
- Local Search
- Organic Search

A screen of related results is returned every time a person Google's. Across the top of the page and down the right side are results people have paid to be placed in which is called PPC advertising.

An advantage of paying for clicks is where you are displayed on the page compared to other technologies even though more and more people are looking beyond these positions to find exactly what they want to secure online.

Disadvantages of PPC would be how expensive this form of advertising can be.

Other opportunities for PPC advertising outside of Google include:

- Marchex AdHere
- Yahoo! Search Marketing
- 7Search
- SearchFeed
- ABCSearch

When someone puts location information into their search they are searching local. Given that searching local makes so much sense, I believe the amount of searchers doing this will continue to increase.

Do you need your car fixed? Search "car repair your city & state".

Hungry? Search "restaurants your city & state".

Need to have your hair done? Local searching is the answer.

Local searches appear under the paid search and above the organic search results traditionally on a Google page. One of the biggest advantages to local searches is the map that displays as a result which does a great job of drawing eyes to its offerings. While Google does offer local searching results it is important to know that many of the other major search engines have their own versions because of the popularity of this type of search.

Google's free organic results are yet another place you want to be sure to be found in. Organic results take up the bulk of the space on the page usually providing 10 entries per page even though most searchers only focus on the top 3 options to find what they are looking for.

Getting traffic from search engines like Google involves using PPC, local searching and organic results. Using these concepts will help you succeed with search engines online. These type of concepts will help you succeed online as it relates to the search engines. Search engine results in any form will lead to success for online business.

While free results make sense, actually making them happen can be more than a little challenging at best. While doing so is supposedly free, if you haven't taken the time to learn the art for yourself it can actually cost a pretty

penny to actually understand how to make free organic results work for you.

In the end, every good Google business search strategy really needs to include some amount of pay per click Google ads, organic search and local search for optimum search engines results today.

[Google business search](#): There is a single system which handles all three aspects affordably as a single Google business search strategy. As the Internet continues to emerge into a powerhouse entity of its own I believe more companies will position themselves like EZLocal where pay per click ads, free organic search & [local search](#) are combined into a single affordable package to help online marketers succeed. For more online business strategies please "LIKE" my FaceBook Fan Page where I talk about [Google ads](#) from and a whole lot more.

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