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Martial arts schools can use web 2.0 sites to advertise their schools just as effectively as any other business can. Whether you are a large martial arts enterprise with studios in a number of major cities or a small, locally based operation, the internet is an ideal way to advertise your services.

The term "web 2 point 0" came into usage after the big dotcom collapse of 2001. Web developers were forced to take a look at why the collapse occurred, who survived the crash and why they survived while others went under.

What they discovered was that many of the biggest players in the internet had based their advertising and marketing strategies on a business model that just didn't appeal to the billions of internet users. Netscape had been the leader in browsers and search engines, but it was quickly outpaced by Google because Google emphasized improving users browsing experience over advertising and sales.

For example, selling banner ads on specific websites was a big part of the old model. However, not only did people have to visit the sites to see the ads, they were often put off by the intrusive banners. They left a bad taste in their mouths both for the site they were visiting and for the business with the banner.

The web 2 point 0 introduced far better advertising strategies. Adwords and Adsense are two examples of this. Instead of obtrusive and annoying advertisements, this type of advertising appears only on the sidebar and doesn't distract the viewer from the content they want to read on the website. It is there for them if they want it. What these ads lack in high visibility, they more than make up for in exposure. While a banner ad on a busy website might be seen by a couple of thousand viewers a day, these ads might be viewed by millions.

Pay Per Click is just one way a martial arts studio can use web 2.0 to advertise their services. If it is done correctly, PPC can be very economical and effective. However, if it is not done properly, it can be very expensive and inefficient.

The key to an effective PPC campaign is keywords. If you are a small martial arts school located in Portland, Oregon, you want to be sure that only people looking for a school in Portland will click on an ad for your school. Remember, you are paying per click, not per sale. If your ad campaign specifies your location and your service, every click you pay for will maximize your chances of a conversion into sales.

A "longtail keyword" is actually a phrase or series of words. You want to choose keywords that both will ensure that your ad appears on a range of related websites and also attracts the clicks that are most likely to turn into sales. Your ad may appear on the sidebar of martial arts supply dealers, other martial arts schools or even general self defense websites. Since you have specified your location in Portland, you won't be paying for clicks from people who want a martial arts school in Beijing.

Combine your global advertising campaign with a Web 2.0 site of your own that includes a blog, video clips and other changing content. They will work together to make your site as effective as it can possibly be.

This article was brought to you by a joint effort on behalf of this site and Martial Arts Equipment Direct, thanks for reading. Stop by some time a check out our great selection of [beginner martial arts weapons](#) such as our [real throwing knives](#) at our must see low prices.

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