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Are you concerned about how to attract more visitors to your site and convert them into your clients? There are hundreds of options out there, but not all of them are effective enough. How to find the most effective one and bring your online business to a different level? You are about to discover how can classified ads help you to achieve it.

First and foremost, you want your classified ad to be relevant. Unfortunately, many marketers miss this out being too general in their ads. For example, if you offer books in German, your classified ad should reflect it, instead of stating just 'books'. Being as specific as possible will result in targeted traffic, and most likely in sales.

The second thing which your classified ad must do is speak to a person as if they were person. If you look on the Google content network where most classified ads are you will see a ton of ads which read like simple signs in a grocery store. They say things like: "Train your dog to be obedient." Now sure that may be what the person is after but you are not speaking to them as if they were a person.

Pretend you are speaking about your product or service to someone you met on the street. This is how classified ad should sound like. Nothing odd and complicated.

Your classified ad should sell people a dream. You have to communicate some benefit on the emotional level to a person before he actually clicks your ad. You should be saying something like: 'Tired of the same meals every day ? Learn 1000 easy recipes of Italian cuisine and surprise your friend and family.' The emotional benefit is clear and a person is curious and clicking on your ad.

Once this is done, you are ready to place your ad. You can also prepare a couple of ads and rotate them to find out which one converts better. In the end of the day it is a customer who decides if it will work or not and if it is worth spending time on. Testing is the best way to find it out. So advertise, keep testing new ideas and see which of them result in conversions and profits.

If you would like some assistance with your Pay Per Click campaign, make sure you visit this professional [SEO Company](#), chat with them live 24x7-365, they have very reasonable [PPC Pricing](#). They never close.

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