

Title:

You Are An Internet User... But Many People Are Not

Word Count:

516

Summary:

Many companies now advertise on search engines. It can be very lucrative if you know what you

Keywords:

Article Body:

Many companies now advertise on search engines. It can be very lucrative if you know what you

Ponder these statistics for a moment:

US - Population: 299,093,237

US - Internet users as of Jan/06: 205,326,680

That means 68.6% of the population use the internet.

(Information from Nielsen/NetRatings, published on InternetWorldStats.com)

According to this information there are almost 94 Million Americans (or 31.4% of the population)

So if you are only marketing via the internet, you are probably excluding up to 40% of your po

Search Engine advertising can be a great asset because it helps people who are looking for you

If we only advertised on the internet we would only get business from people already looking f

Maybe you are in a Business-to-Consumer Industry, the same rule applies. Some people will type

While internet advertising can be a healthy part of your balanced marketing diet, if you are o

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