

Online Classified Advertising - What Do We Need It For?

Classified advertising on the web exceeded the most generous forecasts and today the sector is larger than press classifieds and regional newspapers. So what is the classified ads market and why it is one of the best way to earn your e-money?

The online classifieds market sector is quite large. Businessmen often use classifieds to sell their services or products. Classified ads are also among the tools used by many companies in recruitment for available job opportunities, for example. Today's trend is to create multi-category classified ad websites to advertise several types of services and goods.

One of the most popular classified ad website is Craigslist.org. The service was founded in 1995 by Craig Newmark. As of September 2007, Craigslist had established itself in approximately 450 cities in 50 countries. The web site serves over nine billion page views per month and has over thirty million unique visitors. It is in 66th place overall among web sites world wide, 9th place overall among web sites in the United States (per Alexa.com on April 9, 2008). Craigslist's users publish over 14 million new ads per month, and today Craigslist is the leading classifieds service in any medium. The web site is earning nearly \$25 million per year. Indeed, it is a great example of the online classifieds success.

Nevertheless, most people don't appreciate the pulling power of classified ads. They think classifieds ads are for selling cars, or finding jobs, not for expanding a business. And while it's true that a classified ad is a good way only to sell a car, or find a job, it is also true that classified ads can be used to launch and operate multi-million dollar businesses.

In fact, many businesses rely exclusively on these low cost ads to generate all their sales and get new customers. The reason is simple. Once they have discovered how to use the power of these ads, they won't run expensive ads in mass-media. Classifieds, when used effectively, can be one of the quickest and inexpensive ways to increase sales and customers. A single well-written classified ad can generate thousands in sales, but only costs you dollars to run. That is why classifieds website is one of the best ways to start your online business.

Typically all you need to start your classifieds web site is to decide what sector of advertising you are interested in (real estate, job classifieds, auto or personal classifieds etc.) and to make the right choice of the classified ad script for the website. Usually the best business ideas for the classified ad web site are related with your areas of interest: professional activity, hobbies, etc. After you have chosen the area of your interest, it is time to find a classified ad script for your web site.

You can find a lot of such scripts on the Web. But remember, one of the important features of the classified ad script is the ability to customize it for your needs, ad search and browsing capabilities, SEO-optimized URLs and content. iLister is one of the script that corresponds to all the requirements for the cutting edge classifieds script. It is an all-purpose SEO-optimized platform for creating classifieds websites of any kind. With iLister you can create you own website to advertise anything, from cars to houses, to watches, to pets, to software scripts, or to works of art.

So to summarize the said above, online classified advertisement is one of the most fast-growing e-commerce sectors. Today it is very promising to build your online business with classified ad web site. You need to create your business idea and make the right choice of the classified ad script to start your classifieds web site.

Make the right choice in the wide market of online classified advertising!

About the Author

Web developer, work for iListerSoft.com [iLister Classifieds Software](#) is an all-purpose SEO-optimized platform for creating classifieds websites of ANY kind. Categories and subcategories for cars, scripts, etc. Unique templates for categories. SEO-optimized URLs and content.

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