

## How to Deal With Internet Marketing Limitations

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Some people believe that online marketing is the future of advertising, but there are some internet marketing limitations that everyone has to deal with. While online advertising is both a great way to reach a large number of people and a fairly cheap form of advertising, being aware of how it's limited can help you target your online marketing campaigns better and get you more business. One of the biggest limitations on the internet is people have come to view it kind of like the television—they want to watch what they want and nothing else. Just like people tend to get snacks or visit the bathroom during commercials, no one really wants to pay attention to advertisements online. This means you have to be almost sneaky in the way you advertise. Many online marketing techniques rely on getting other people to post links or graphics that connect to your site on their sites. This link exchange works fairly well if you don't mind having a part of your site dedicated to hosting reciprocal links. These other sites don't want to link to you without you linking back, after all! The problem here is that a few links or graphics don't look to bad, but when you start getting dozens of them, it can make your site look a little cluttered. Another of these internet marketing limitations concerns search engines. The way these sites work is that they rank your site according to how well it seems to match the user's query. It's not an exact science, but it has to do with what words you have in your title, metadata, and in the text on your site itself. You might have heard about these keywords or about SEO, or Search Engine Optimization. That's one of the most popular buzz words on the internet today, and everyone seems to want their site optimized. Basically, SEO is the practice of using keywords a certain number of times on your site so that search engines will consistently rank it very high. The limit here is that writing for search engines means you're not writing for the actual people visiting your site. If your page is too heavy on keywords, it just won't read naturally and may not be that informative. Readers are becoming more and more sensitive to poorly done SEO sites, and most click off the sites they find too keyword-heavy. Another online limitation is that sometimes, people simply won't sign up for your email list. While in the store, you can often say something extra or give them more information about what you'll email to them, it can be hard to really push your marketing list on your website. On the other hand, though, the people who do sign up for your email list online are generally customers who are very interested in what you offer and will purchase from you again. These limitations are just a few issues you may run into when working on your online marketing strategy, but they can all be overcome with a little work and creativity. Plus, no matter how the internet marketing limitations seem, remember that your information is still reaching many, many people.