

MALP Online Advertising Frequently Asked Questions 05.07.2016

Testimonials

“Beautiful Job! Timely, accurate, well-placed and provides multiple connections to the Lawn Jaws web-site.”

Much Mahalo
Larry

Why should I purchase an image advertisement (Banner, Skyscraper, and Button) on the MALP Website?

The major reason to have a top tier advertisement on the MALP website is to associate your brand with the members of the association who collectively specify the way millions of dollars are spent annually on products such as equipment, vehicles, fertilizer, plant protection chemicals, irrigation parts, seed, plants, sod, and business services, etc.

The second reason to advertise with a Banner, Skyscraper, and/or Button is to reach the website visitors (delivered by Google) who are searching the MALP website. MALP is one of the authoritative sources on the topic “tropical horticulture.” These visitors are “self-selecting” by their interest in all facets of the “Green Industries.” If you manufacture, sell supplies or services you will find that it is more likely that a MALP image advertisement reaches the audience who are interested in your product.

What benefit is it to me, a MALP Member, to add my logo to the membership directory pages?

This Logo is designed to attract the eye of a visitor actually viewing the directories as they scan the page. The membership directories are the most viewed pages on the website and have been very successful in collecting clicks for member's websites. The logo distinguishes the members name and member's business name visibly on the directory pages. Visitors find that by clicking on the logo links them to the member's website. If you don't have a website, clicking on the logo will take you to your classified advertisement or your listing in the general membership directory.

What if I don't have a logo?

You will have to supply the image and if you don't have one already something very simple can get you going such as your company initials in a box with a border. Even if the logo is very simple it is bound to attract more clicks to your website or MALP classified advertisement and/or generate more phone calls than a directory listing without a logo.

How will a classified advertisement help my business?

Predictably, the pages in the new classified advertisement section of the MALP website will become the most visited, giving advertisers' exposure and adding credibility to their business from their relationship with the Association.

For those members without a web presence currently, this would be a **low cost entry** to online exposure of their business to internet "Search Engines," and be a vehicle to list their menu of services and/or products. It can also be used as a "link to" by adding the classified advertisement's web address to other online marketing campaigns such as, Craig's List, etc.

For members with websites the additional link from the MALP website enhances their search ranking.

Also, just as the membership directory logos catch the eye of the website visitor, a classified ad catches the attention of the Google search robot since it is a webpage. For Example, a typical classified ad web address would look like this:

<http://www.malp.org/{...website location code...}/mauscapes-llc-professional-landscaping-services/maui-hawaii/>

Here you see the valuable keywords "landscaping", "services", and "maui" associated with the name of the company "mauscapes" which is also in the address. Google is attracted to these keywords because of their prominent placement in the address and is quick to index them and deliver traffic from visitors searching on these terms.

When we refer to keywords as valuable we mean that Google would charge a substantial amount to deliver traffic to the page from people searching on those keywords using their pay-per-click system but in the case of traffic brought in to a classified ad page there is no charge beyond the setup fee. Currently the Google cost for having a Google Pay-Per-Click advertisement for the first page of search results for the keywords "Landscaping", "Services" and "Maui" is \$2.25 per click. As you can see then the MALP classified advertisement might very well pay for itself in the course of a year, and maybe then some, when compared with other online marketing options. This is a **Superb Value!**

Additionally, the classified ad pages addresses will be included in the "Google .xml site map" which will be regularly submitted to Google and Bing insuring that all the words in the classified advertisement will be indexed.

Please write, webmaster@malp.org, with any questions.