Title:
Internet Advertising Effectiveness - Increasing Profits

Word Count:
335

Summary:
When it comes down to it, I like the internet. I should, I've met almost all of
my dates there.

Keywords:
Internet Advertising Effectiveness

Article Body:
When it comes down to it, I like the internet. I should, I've met almost all of
my dates there. Except for Farrah Kritzak, but that was 5th grade and she was
long gone by 6th. The point is that there are of course things that I find
frustrating and at times, simply do not agree with online. Incidentally, the
things that I don't agree with are probably much different than the things my
mom's pastor doesn't agree with. Maybe.

Connection interruptions are irritating and bugs and viruses can be really
troubling. But, I really have problems with some of the advertising. For me
they're simple annoyances. My concern however comes from hearing stories about
people that have lost big sums of money due to scams and advertising deceit.
Bothersome to me, the loss of money intended to pay for medication for some
senior citizen.

My personal nature though is one where I like to toss around blanket accusations
and guilty verdicts. Perhaps this is misguided. The internet clearly provides
countless benefits to an unfathomable number of people. The availability and
dissemination of information is something that we simply could not give
reasonable measurement to. Along with the importance of getting information
available to people is their ability to access it. This has been done with
relatively little cost to many people.

The fact is that advertising is one reason why internet access is offered at
such a low cost. So, as opposed to cursing all internet advertising, perhaps
the better approach would be to cull out those which are harmful and
problematic.

The great thing about the internet and internet advertising is the ability to

track its origination point and all other aspects of its usage. So, with the
systems that have been created to measure and consider internet advertising
effectiveness we should be giving equal importance to eliminating the
problematic advertising distributors. This will create a better environment for
internet users, which in turn benefits the legitimate advertisers.