

## LOCAL BUSINESS AND WEB ADVERTISING



One of the main problems with elections is, most Americans do not favor any of the elected candidates. In an era where the economy has been in such turmoil, many people in the United States do not even feel the need to vote during elections because they are so turned off by the candidates and elections.

While there are many people who are not interested in elections whatsoever, there is evidence that local businesses who choose to advertise about elections can actually help increase the number of people who vote during elections.

NyackNewsAndViews displayed advertisements for various candidates in the election for early November. In total, the website displayed seven different candidates and of those seven candidates, Internet users who view the website had a higher click rate for five of those candidates. Some of the larger amount of click rates were made within the first few days of the election. Perhaps one of the most interesting points that was made with the click rates of these candidates is, the five candidates who had actual pictures of themselves as a representation of who they are received the most click rates while the two other candidates who did not have a picture of themselves received the minimum amount of click rates.

There are several reasons as to why it is believed that NyackNewsAndViews has had such a high success rate with ad clicks. One of the reasons it is believed that people actually clicked on these advertisements for candidates is because the Internet users were already engaged in the context on the website. The NyackNewsAndViews has plenty of regular readers and these readers probably felt more inclined to actually view and click on these advertisements because they were on a site they know and trust.

It is also believed that people who viewed the advertisements for elected candidates felt better about clicking on the advertisements because the website, NyackNewsAndViews, does not display a ton of advertisements at once. Instead, they displayed one ad at a time.

While there were definitely plenty of clicks for candidates, it does not necessarily mean that the people who clicked will actually vote in the real elections. It is believed that most of the people who clicked on the advertisements for candidates will vote but not everyone actually will.

What this entire situation proves is, the Internet is a great tool way for advertisements to get noticed especially when the advertisements are displayed on well-known and liked websites that people use on a daily basis. Websites that have rich and enjoyable content will typically receive better advertisement response compared to websites that simply choose to force advertisement without providing real information on content on the site.