*Use more formal language*

Online advertising : guiding or misguiding Customers?

Outline :

1) Introduction

**Thesis** ~~Topic sentence~~ **statement**

*This statement can be written more concisely*

Online advertising is guiding as well misguiding customers. The reason behind the misguiding is more than the guiding as false ~~Advertisement~~ advertising spread more quickly than the real picture. However the misguiding websites can be banned to make online advertising more useful (39 - words).

(2) How online advertising guiding and misguiding tool for customers.

1) Online advertising guiding customers. (Thesis) *Use marker*

A) All the products available for everyone equally.

2) Information about the product well described.

3) Online advertising help ~~s~~ to reach the required product easily.

Options available for customers on online products

*Same point*

The real **known** company advertising real picture First use then buy" phrase available on almost ~~apsads~~ ? Review of users' on the ad for assuring customers.

4) Online advertising misguiding customers (Antithesis).
A) Almost ~~the~~ fake Products available for every one.
B) Misinformation also used for advertising
C) Online advertising ~~not~~ show the real picture [Doctored] of the required product.
D) Money back warranty option not available [available] for all products.
E) Fake company also misguiding customers
F) "First use then buy" the phrase only for attracting customers.
G) ~~Users are~~ paid ~~for their~~ reviews on the product.

5) Despite some flaws online advertising more guiding customers (synthesis).

A) Tools available for identifying the false products.
B) Customers can get more real information about the product.
C) Information technology makes it possible for identification of real picture.
D) Real products do not require for advertising money back warranty [Ultimately fail.]
E) Fake companies ~~not~~ ~~run~~ for longer periods
F) The product itself attracts the customer.
G) Not All buyers are paid for their comments on the product. [Not all reviews are paid and fake]

6) Conclusion.