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Effective or Irritating: The Use of Pop Windows in Internet Marketing

By John Carr

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A few years ago, pop-up windows were all the rage in Internet marketing. It seemed that every time one opened a web page they would be bombarded with offers for this or that. It had gotten to the point where surfing the Internet was almost like playing a video game; when the ads would pop-up one would try and close them out before another one came. This is precisely why we have seen the decline in the use of pop-up windows on the Internet today; surfers simply do not even look at the pop-ups anymore. They close the windows out before even reading the ad. Very often, a surfer will even leave your site if there are too many pop-up ads. They simply do not want the hassle of closing those windows while trying to obtain the information that your site has to offer. This information, while valuable, is not as valuable as the surfers time. Studies have shown however, that even with these set backs, pop-up windows are still an effective method of Internet marketing.

Is there some way that pop-up windows can be less irritating and still be effective? Yes! What if the pop ad were seen upon exiting your site instead of entering? This would allow the surfer to obtain the information that they need from your site, feeling that they were able to come and go quickly without being hassled by other ads and offers all the while making the surfer happy. You have left the surfer with a positive attitude and therefore are more likely to respond to the pop advertisement. This is being accomplished more and more by using what is being called pop-under windows. When the surfer comes to your site, the ad is opened discretely behind the your web page. Then, upon leaving your site, after obtaining all the information that they need, will see the ad and therefore be more likely to respond. Since the surfer has the information, he has achieved his objective and is now open to do other things; ideally respond to the pop under advertisement.

Not all pop-windows are created equally. There are some things that you can do to make your pop-windows, whether pop-up or pop-under more effective. The pop-window should be easy to "escape" from. If the surfer does not want to see the add, but has a hard time closing it out, they will likely become frustrated and could leave your site all together. You should either use a button to that will allow the surfer to close the window or be sure that the "x" is easily visible. Another good idea is to use a script that utilizes cookies. Cookie will prevent pop-windows from overloading the surfer since you can decide the frequency of the pop-windows, rather than each time a page is opened. Also be

sure that there is no more than one pop-window per page.

When creating a pop-window, you will be asked to fill out a short information form, select the length of cookies, and choose the layout of the pop-window. When choosing the design of the pop-window, you can increase the effectiveness by creating a large headline that includes benefits that will be most appealing to the customer. You should also consider using incentives and lastly do not ask the customer to read a long and drawn out advertisement. Keep the message simple yet powerful and your pop-ads will be sure to generate profits for your site.

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<http://www.JohnsNetPackages.com>

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WHAT ARE HOVER ADS?

By Tanner Larsson

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Hover ads have been touted as the replacement and successor of those irritating and annoying pop up ads and it seems that the world have mixed feelings about this new advertising method. According to a popular Internet Marketing Dictionary, Hover advertising is a new method of displaying a message in a webpage. With the painful death of pop up ads, along comes the next generation of Internet advertising, the Hover ads.

What is a hover ad and what do they do?

The great big news is this - pop up killers that has been on a killing rampage since middle of 2004 or earlier cannot kill hover ads. You see, a pop up ad is a new web page that pops up whenever any page with popup codes embedded in them. Compare this to a hover ad. The hover ad is a kind of ad that hovers within the HTML page itself, so, the popup killer applications can't get to them unless they kill the whole webpage....which isn't exactly what the advertisers and media is looking for.

Pop up ads mainly use Javascript to load new popup windows while hover ads use DHTML (something like HTML - DHTML stands for Dynamic HTML).

Have you ever seen ads that sort of like floats around in a webpage and it won't go away until you click

on the little 'x' at the side of the advertisement to close the window? Those are hover ads. They just....well, hover within the webpage.

How does the hover ad work and why does it work?

Generally speaking, with hover ad codes embedded into a webpage, it does slow down the downloading of the page a little but let's take www.auction-essentials.com as an example. Even if the downloading of the webpage is slowed down a little, an interested reader won't mind the unobtrusive ad. Imaginative and creative minds have even put a new twist to hover ads. They can make the hover ads a little transparent too, so, even if the hover ad is on top of a portion of the page (or text), they won't miss a thing because the ad is sort of transparent. Brilliant, won't you agree?

How effective are hover ads in bringing traffic?

Not surprisingly, since hover ads are less irritating than popup ads, hover ads are more effective for branding, newsletter signups, announcements, advertising, and promotional campaigns. Because hover ads are not like flash ads that run away every time you try to close the ad, they are more 'tolerable' making exposure rates higher and more effective.

As one user and advertiser said, "If commercials on TV irritate you, does it make you stop watching TV altogether?" The answer is a resounding NO. Internet marketers are flocking to this new technology and using hover ads as a way of getting their most important messages in front of their website visitors without annoying or irritating them.

Tanner Larsson is a veteran entrepreneur and the creator of the award winning HoverPro Ad Generator. Create powerful attention-grabbing Hover Ads for your website. Free DEMO!<http://www HoverPro.com>



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