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How To Get Great Buys On Banner Ads And Make Them Produce Results

By Kevin Nunley

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Banner ads are down but not out. The billboard-like Internet ads that appear on web sites everywhere don't pull the response they once did. Yet, today's much lower ad prices are giving many businesses an affordable and effective way to spread the word online.

Back in 1994 when the Web was new, as many as 40 percent of people who saw a banner ad clicked on it. As time passed and banners became commonplace, response rates dropped to 1 to 2 percent. Those figures are comparable to what other media—radio, TV, newspapers, and direct mail—can deliver.

Banner ad rates have dropped from \$20 to reach 1,000 people a year ago to just five or six dollars today. Even though the trendy luster of the Web has passed, there are still millions of interested prospects to be found online. This could be the best time ever for small and medium-sized businesses to stock up on banner ads.

The Internet ad industry isn't taking response rates lying down. Recently the Internet Advertising Bureau approved standards for new, larger banners. The new "wide skyscraper" size has already appeared on top sites and is three times larger than what we are used to. Advertisers hope the larger size will get reader attention, converting more sales.

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Experts warn not to get caught up in the flash of new banner technology. The quality of your offer and the clarity of your message are still the main factors in getting results. Here are five ways to make sure your banner gets attention and pulls response:

* Your banner should ask the reader to take action. Something as simple as putting "Click Now!" on your banner can increase response.

* Use words that attract interest and create emotion. Free and Special Offer are favorites. I like to start each line with an action word. Buy, Save, Profit, and Rush work well.

* Push the main benefit your product or service provides. Most advertisers forget this point and promote their product's features. Show readers how a feature leads to something that benefits their situation. The chrome fender on the Gizmo 2000 saves time and reduces costs.

Animated banners pull better response than static ads. Sites and banner networks usually have guidelines that help keep your animated banners from becoming a turnoff. Keep your ad size under 12k. Anything larger takes forever to load for anyone using a slow dial-up line as almost 80 percent of North Americans do.

If you use photos in your banner, keep them low resolution so they load quickly. In many cases you can reduce the standard 256 web-safe colors to just 16 for an even "lighter" banner.

Animated banners step readers through two or three successive panels. Put your most important message on the first panel so those with slow connections don't miss out if the second panel doesn't pop up before they click away. I like to put the main offer on the first panel with a few delicious details on the second.

If your banner is light and loads fast, feel free to have the most important part of your message on the third panel. For example: (1) Tired? (2) Feel better fast (3) Get Energizomine...Click here!

Before you commit big money to your banner ad campaign,

test your ad or ads with a 30 day trial run. Most banner networks provide reliable statistics on how many people have seen your ad (impressions) and how many clicked on it to go to your site (click-throughs). You can also check the server logs your web host provides to see where hits are coming from.

Pay close attention to the web page visitors are taken to after they click on your banner. One of the biggest complaints is users can't find information about the offer they saw on the banner. Tailor a special page to correspond with your banner. Make sure you give plenty of information, ways for prospects to contact you, how to buy, and what your product or service costs. Too many sites are leaving these points out of their sales page, making this one of the chief causes of lagging banner response.

Banner ads are the Internet's main advertising vehicle. Over

the next few years, as more and more people get fast broadband Internet connections, we will see "rich media" banners that look more like television.

Low ad prices and less competition makes this a great time to promote your offer or name online. By following these simple tips you can make banners a reliable part of your marketing arsenal.

Kevin Nunley provides marketing advice and copywriting. See his 10,000 marketing ideas and popular promotion packages at <http://DrNunley.com> Reach Kevin at kevin@drnunley.com or 801-328-9006.

Two Great Tips To Increase Your AdSense Revenue

By Chet Brzezinski

Two Great Tips To Increase Your AdSense Revenue by Chet Brzezinski

If you are involved in affiliate programs then you most likely know about and are using Google AdSense. If used right, you can earn great revenue with the use of AdSense ads when strategically placed throughout your web pages. Over the past 2 months I have literally doubled my AdSense revenue by following two simple steps which I am about to share with you.

Other than general knowledge of using meta tags and keywords, here are two great tips on how to increase your revenue through the use of Google AdSense:

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Multiple Adsense Ads

Google now allows up to 3 ad units per page. This means that you can strategically place adsense ads throughout your site. I like to use one wide skyscraper ad (160x600) on the right or left side of the page. Then I like to add two banner type ads (468x60) within the content of my page. It has seemed to work best placing the banner ads far enough apart but not too far where the user never loses sight of one while scrolling down the page.

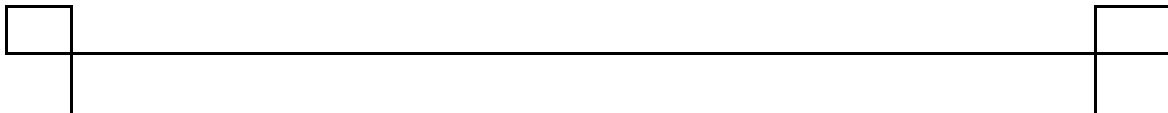
Ad Design

What I have found that works best when it comes to how your adsense ad looks is not making it stand out from the rest of your pages. Try to blend the ads in with the rest of your pages. The ads should look like text links within your page. I feel that giving them fancy backgrounds, borders, text colors, etc will draw attention away from your ads. This is because they start to look like banner ads and most people have become immune to seeing banner ads. But if the ads look like they are a part of your site then visitors will not ignore them.

Chet Brzezinski has been in the affiliate marketing and affiliate management industry since 1997. View more affiliate program related articles at any of Chet's sites below:
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