

How To Get Insane 70%–100% Banner Click–Throughs!

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By Sen Ze

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We've all heard of dismal banner click–throughs of less than 1% as being the industry standard.

This means that less than 1 person in 100 will actually click on the banner displayed on the web page he's looking at!

If you're an Associate selling a product via banners on your web site, this is simply not good news.

Because you will never close 100% of your prospects. And if your traffic count is only 100 a day, it would mean you only have 30 actual prospects a month (one a day). And assuming your Principal's Killer Sales Letter sells one prospect out of every 10 (which is a great conversion rate, by the way), you'll be making only 3 sales for the month.

But what if you could get all or almost all of those 100 visitors to click on your banner? You'll have close to 3000 prospects, and 300 sales for the month based on the same conversion rate!

You've just increased your sales by 100 times! But are we dreaming here?

Here's the good news:

You CAN get almost ALL, if not all, your visitors to click on the banners while they're at your site!

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All you need to do is to understand a little psychology. Because when you know the reasons why very few prospects ever click on a banner when they see it, you'll be able to devise a strategy and the right tactics to override their reasons and achieve whatever you wanted them to do all along.

Get ready now. This is proven, exciting stuff! ;-)

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THE REAL REASONS FOR LOW BANNER CLICK–THROUGHGS

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They are so simple that I'm still surprised why nobody even thought of them, as I simply don't see anything radical being done to solve this problem. Here they are:

1. Most Banners Look Like An Ad

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Your visitors are not at your web site to look at banners. If they are, you don't have to provide any content on your site. Just slap up a web site containing banners, submit it to the search engines and sit back and watch the millions come rolling in.

Yeah, right.

2. Most Banners Are Placed In The Same Positions

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It's usually at the top of the web page, before the content of the page is seen, or at the bottom, after the content of the page. Now when you know that these 2 positions are usually where banner ads are found, would your visitors even look at them when they're waiting for your web page to load?

Of course not. They'll immediately scroll down or look elsewhere to the first available text that make up your content! And what's worst, your visitors are doing this subconsciously due to habit. They quite simply and literally don't see your banners!

That's it! With this knowledge, we can create miracles.

And I have. ;-)

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THE AMAZING, SIMPLE CURE

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Now for the simple, magic "cure" that makes low banner click–throughs a thing of history. It'll require some work, but it's nothing you cannot do.

1. Re–Design Your Web Site

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That's right. Keep your content, but:

i. dump the design where you have your banners at the top or bottom of your web pages; AND

ii. dump the usual navigational buttons or links on the top, left, right or bottom of your web pages

Do BOTH of the above. Then:

2. Make Your Content The Main Focus Of Your Site

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You can have a series of great original articles, with each article having its own heading and web page. "Content" can take many forms, however. Articles are only one form. A tutorial is another. Whatever it is, your content takes center stage simply because your visitors are there for your content, not your banners. And you should give it to them first prior to leading them on to clicking on your banners eventually.

3. Create A Table That Is Of The Same Width As Your Banner

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This table should have at least 3, 5 or 7 rows.

4. Put Your Banner In The Middle Row

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That's the reason for the table being at least the same width as the banner. If your table has 3 rows, place your banners in the 2nd row. If it has 5 rows, place it in the 3rd row. If it has 7 rows, place it in the 4th row.

5. If You Have More Than One Banner To Display:

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Insert a javascript that rotates your banners within the table with a new banner appearing every time a new page is loaded.

6. Now Fill Up The Other Rows With...

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...links to your other web pages on your site! You'll need to divide these rows into several columns to accommodate the number of links to your other pages. The more web pages you have, the more rows and columns you'll need.

7. Then Place This Table At The BOTTOM Of Each Of Your Web Pages!

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By doing this, your visitors will first and foremost see your content, before arriving at the navigational table that contains the banner.

Putting it at the top of your page doesn't make sense as we've established that he'll likely not click on it in that position. Therefore your mission is to interest him immediately with your content so that he'll want to navigate your site further, subscribe to your e-zine or otherwise "warm up" to your site.

And once he's interested, and since he cannot otherwise navigate around your web site without clicking on your table containing links to the other pages on your site, he'll have to look at your table of links containing the banner – with the banner staring straight at him!

This will increase your banner click-throughs simply because it's a novel way of displaying banners, and he's now looking at your banner when previously he's been ignoring it.

In addition, because the banner is in close proximity with the links, you'll also get some "accidental" clicks!

See exactly how this is done on my site at <http://www.senze.com> right now! (Note: I'm not putting up banners for products that I'm an Associate of because that is not the business model for my site. However, the principle is the same.)

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HOW TO GET ALMOST 100% CLICKS ON YOUR BANNERS!
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The above technique on its own will increase your banner clicks many times over.

However, if you want to get almost ALL of your visitors to click on your banners, take the following extra steps:

1. Re–Design The Banners Given To You!

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Don't just put up banners given to you by the Associate Program owner – because they all look like banners!

You'll need to create your own banners using your own words and make it blend within the color and theme of your site.

If the color of your web site background is white, design the banner in white. Don't even put a border around it!

Your mission is to make your banners not look like a banner. Simple enough?

(Actually, a better solution is to dump the banner graphic and simply put up a text link – but since we're discussing how to increase banner clicks, we're not going to do that.)

2. Dump The Animation!

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Animation is used by banner artists to draw attention to them. However, they are synonymous with banners, and where they used to work, they don't work now because animation screams advertising.

Make your banners as plain as you can, as if it's a link to another area of your site – which is the reason why their background color should be the same as the background color of your web site. Just don't make it look and sound like banners normally do, and you've won half the battle already even at this stage!

(Note: the banner on my site is animated, but I can afford to do this because I'm selling a free subscription to my e–zine – which forms my overall site in the first place. This reason overrides the "disadvantage" of animating my banners – but if you're

placing your Principal's banner – make sure it's not animated for the reason discussed here.)

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THE REFRESHINGLY SPECTACULAR END RESULT

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You'll get close to 100% click–throughs with a combination of all the tactics above! Which means you'll be a far happier, richer Associate, as well as being one of the rare breed of web site owners out there who truly understand what Internet Marketing is all about.

Try it out and see just what a HUGE difference a little brain power can do!

Get the uncommon, eye–popping and jaw–dropping "All Uncommon Senze Internet Marketing Secrets" fortnightly e–zine written in the exciting Sen Ze style to instantly increase your profits by sending a blank e–mail to <mailto:zsubscription@senze.com> now!

Ask Mr. D on Banner Exchange

By Bill Daugherty

Ask Mr. D on Banner Exchange by Bill Daugherty

Dear Mr. D,

I recently joined a banner exchange. This is my first venture into banner advertising and I was shocked to see my banner getting a measly .3% click–through rate.

Is this a normal ratio or do I just have a lousy banner?

Signed,

Clickless In Seattle

Dear Clickless,

Back in the good old days (three or four years ago) it was easy to get surfers to click on banners. Today that has changed dramatically, banner advertising has hit hard times.

But even in today's climate, a .3% click–through

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rate is extremely low. I haven't seen your banner, so I don't know if it is lousy or not. But here are some tips to follow when creating your banner.

- * The text should consist of only a few words that offer a clear message.

- * Choose your color scheme with great care. Make sure your text color contrast well with your background color.

- * Animation is great, but don't make it too busy.

- * The two most important words you can put on any banner are "Click Here."

Now for a look at banner placement strategy:

Some banner exchanges allow you to target the type of sites where your banner will appear and some do not. If your exchange doesn't offer this feature, switch to one that does.

Banner advertising may never again enjoy the strength it had in the good old days, but you can get the most out of your banner advertising by following the guidelines above.

Bill Daugherty. Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freadsgalore.com>

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