

Web Banner Design Tips

Best ways get readers
to click to your site

by Terrie Goldstein, publisher

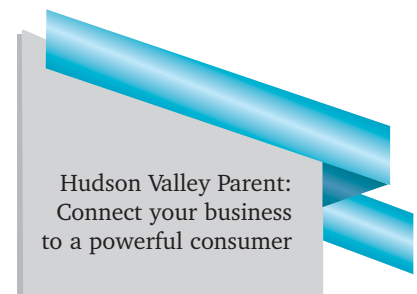


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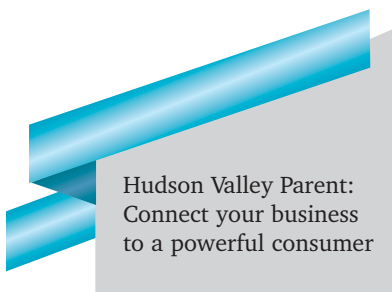
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Getting Results

When I first began my marketing firm, I remember reading an article about an award-winning ad that brought no new business. I always remember that example when I develop creative strategies and make it my top priority to create a program that brings results.



Keep in mind that a good web banner ad does not have to be a fine work of art. The only purpose of a banner is to get someone to click to your site. It doesn't have to look good to work.



How does a print ad differ from a web banner?

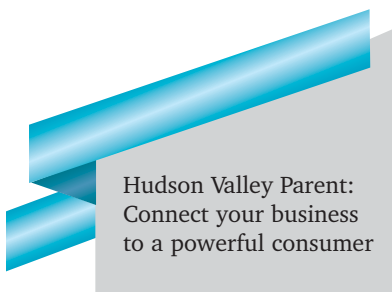
One of the biggest errors clients make is to assume a banner is a print ad but a different size and different medium. This assumption can cost you time and money.



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Does your web banner look like your print ad?

If your web banner ad looks like your print ad, then question the viability of your design. Your print ad has a short time to capture a reader's attention. But once you have done that, they will read all the copy that is relevant to their interests.

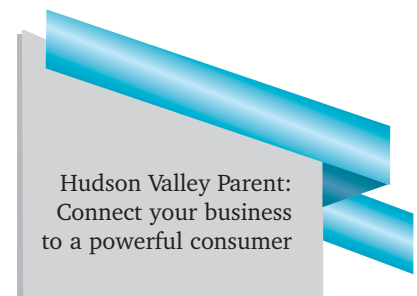


The web is a different animal.

Like print, you have a short time to capture attention. But the next step is to get the reader to click to your site.

Your site is more like your print ad, where people are willing, if interested, to read more.

Three easy steps lead to a successful banner campaign



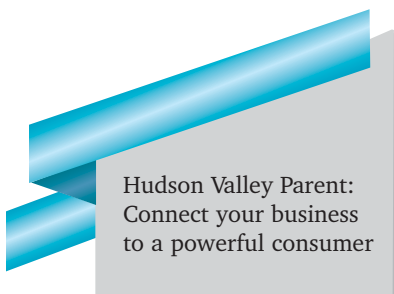
1 Good copy sells

The success of a banner is based on the headline. Your banner should answer a key question...why should I be interested?

Keep it short and simple.

Note, if your banner tells the reader everything they need to know about you and your company, why should they click forward to your website?

- Free uniform with lessons
- New spring line revealed!
- Best kids summer program now open




Remember: If you get the headline wrong nothing else matters.

Always include a call to action.

“Click here.” “Get your free...”

“Sale.” “New.” These trigger words create an immediate impulse to take action.



***Buy a 6" regular sub and a 32 oz drink and get a 6" sub FREE**

Daily serving fresh, delicious made to order sandwiches.

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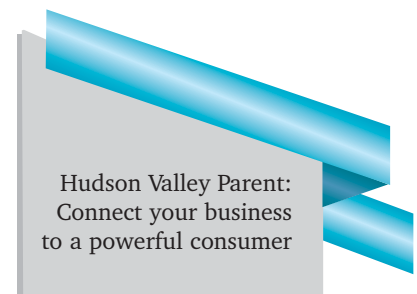
available at 76 North Plank Road, New Windsor, NY location ONLY
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Special Karaoke Night Deal with each sub get a free soda or coffee

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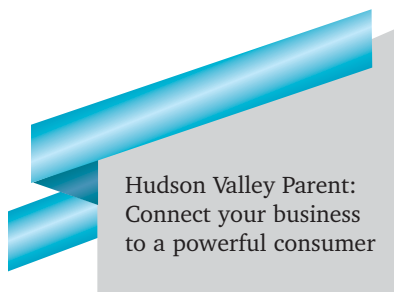
2 Graphics Attract Attention

Make sure that the picture included in the banner is relevant to what you are selling. Your pictures are part of your story. Cute babies, attractive people, baby animals...if these images are part of your sale use them.



**Family portrait
SPECIAL!**

50% off
complete package

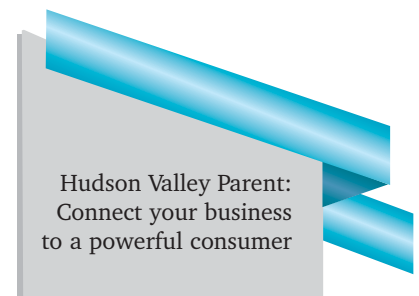


3 Use Easily Readable Fonts

You have a few seconds to attract someone's attention. The reader should not have to spend that time trying to translate your fonts. Make sure all copy can be easily read and has good contrast. Remember not all buyers have the eyes of a 21-year old.



or



Following these
simple tips
leads to
business growth.

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