

Placing Banner Ads

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Created On: 07 Oct 2009 10:49 PM

Placing banner ads can be a highly effective way to market your business on the Internet. Banner ads are essentially advertisements which appear on a website, usually in the form of a combination of graphics and text, to encourage Internet users to click through these advertisements to your website. The most common form of banner ads is an advertisement which appears on the top of a website and spans the width of the webpage. These advertisements derived their name from the similarity to a banner but technically banner ads can come in a variety of shapes and sizes. This article will take a look at the effectiveness of banner as well as methods for placing these banner ads.

Banner ads can be highly effective if used properly. However, placing your banner ad all over the Internet with very little consideration to whether or not the location is likely to be beneficial to your business is not a good idea and can be a tremendous waste of money as well as other resources such as time and effort. Therefore business owners who are considering using banner ads to promote their business should spend some time to learn how to use banner ads effectively and to find ideal location for placing their banner ads.

The most ideal location for a banner ad is prominently displayed on a website which receives a great deal of website traffic and also complements your products and services well without providing direct competition for your products or services. As an example consider a business owner who specializes in selling athletic shoes specifically for runners. Buying banner ad space on a website which offers advice on training for running events and provides information on upcoming races would be an excellent idea. This website attracts visitors who have an interest in running and are likely to purchase athletic shoes but does not sell running shoes directly. This means the website attracts members of your target audience but does not compete for your business.

In addition to purchasing banner ad space, some business owners opt to join banner ad exchange groups. This is an alternative in which the business owner does not pay for their banner ad to be placed on another website but in exchange they agree to post one or more advertisements on their own website. This is a very affordable option for placing banner ads but it is not always the best strategy. This is because the business owner often has little input into where their banner ad appears and has limited input into the banner ads which appear on his website in return. In most cases, business owners have the ability to decline to host advertisements which they deem to be offensive but cannot specifically choose the banner ads they must post.

Finally, when posting banner ads, business owners should be aware of the effectiveness of the ads they place. They may choose to post different designs for their banner ad on different websites but they should monitor the results of their advertising to determine if one style is more effective than another. This information can be very important. If one style is enjoying a great deal of success while the other style is not, the business owner may wish to use the more successful style for all of their banner ads or to redesign the less successful style to make it more appealing to Internet users.

