# Banner
# Adverts

**localsearch**

# The main purpose of Banner Advertising is to draw the viewer to the Advertiser's Profile Page where all their information is available in detail.

Contact details such as phone numbers, are not necessary on this type of advertising. Banner Ads for website advertising should include the following elements.

Once this information is provided our LocalSearch Design team can then successfully create a web banner advertisement.

## Advertiser's Logo

**Text** - minimum of 9pt text. If too much text is provided to be included in the ad, the text will be edited to ensure the text is not set smaller than 9pt.



COOLMAN
Airconditioning
For More Information
CLICK HERE

Use **Grab Words** that catch the viewer's attention. (8 Word Limit)

**Image** (optional) Inclusion of image depends on amount of text required in advertisement.

**Action Words** that guide the viewer to the advertiser's Profi le Page. (5 Word Limit)

● Indicates maximum word limit. Word limit is subject to placement position of logo and/or image within banner advertisement.

# Banner Advert Sizes



## XLV1
833 × 208 px @ 300dpi
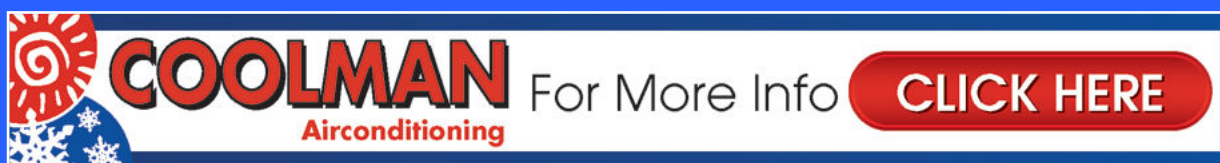
**Small Desktop / Tablet**



## XLV2
833 × 417 px @ 300dpi

**Large Desktop / Tablet**



## XLVM
1333 × 267 px @ 300dpi

**Mobile**



## XPV1
1896 × 246 px @ 300dpi

**Competitors Profile**

# Banner Advert Position

## Desktop



## Mobile



● Not to scale

# How to Create Effective Adverts

## Tip 1: Call to Action:

What do you want people who see your banner ad to do? First and foremost, you want them to simply click on it, so be sure it says so. Because this is so important, most of the banner ad designs already have a 'call to action' (such as 'Click Now') built in. Simple phrases such as 'Click Here', 'Visit Now' and 'Enter Here' tend to improve response rates. These phrases should be strategically placed in the ad, preferably on the right hand side. This is where the viewer's eyes will be drawn first.

## Tip 2: Pose Questions:

Don't just make statements or show pretty pictures. Use questions ("Looking for a Free Quote?", "Have you seen?") to initiate an interaction with your audience by acting as a teaser. This will entice people to click on your advertisement.

## Tip 3: Keep it Simple and Obvious

Although intrigue can sometimes work, the general rule is to make it obvious. Make sure the viewer knows exactly what the ad is for and what they can expect to happen when they click on it. Your banner must be able to make an immediate impact on the viewer. It must be able to convey your message and quickly grab the viewer's attention. By keeping your ad's concept and wording clear and concise, you increase the likelihood that the viewer will actually get your message and react to it by clicking the banner. Remember, if the viewer can't easily and quickly understand what your banner ad is saying, it is unlikely they will click on it. Use the fewest (and most simple) words you can. Just because you can fit more words in your ad doesn't mean you should. Instead of advertising your business name, advertise a particular product or special offer. Once someone clicks through to your profile page, you'll have ample opportunity to provide more details.

## Tip 4: Get Attention

Use words that raise attention or emotion: Banners allow visitors to take immediate action and you should take advantage of this. Words like 'free', 'special offer', 'secrets', etc. help grab the viewer's attention and increase their curiosity in your offer. Try this technique. Pretend you are reading your banner ad's text for the first time. Would YOU be interested in or excited about what it offers? If not, then most people probably wouldn't be either. Conventional wisdom says you should try to grab attention through animation, bright colours, etc. The idea is sound, but be careful. Gaudy is not always good and visitors may be put off by "in your face" ads. Sometimes understatement can work wonders - a subtle ad might actually be what sets you apart.

## Tip 5: Emphasise Benefits, not Features

What is the difference between a 'benefit' and a 'feature'? In simple terms, a 'feature' is a service or an aspect of a service that you offer. A 'benefit' is the actual impact it has on your customer. Let's say your site offers income tax services. Which of these is more enticing? "We specialise in finding deductions" (a feature) or "Pay less tax" (the benefit)? Advertisers realised long ago that more than anything else, people want to know how your product or service can improve their lives.

## Tip 6: Be Honest

Make sure that the pictures displayed in the banner are relevant to the products or services you are offering on your site. A woman in a skimpy bikini would surely attract the attention of male surfers and get a click, but if your site sells electronic goods, the visitor is sure to leave your profile page immediately.

## Tip 7: Something that will Never Die!

TV advertisements have overused the word 'NEW", or the phrase 'New and Improved'... but they still sell! Similarly, on a web banner, nothing attracts a visitor more than the word 'FREE'! It provides an incentive to viewers when they click on the banner. However, please ensure you deliver what you have promised and point it out quickly on your profile page. Otherwise the visitor will simply click on the 'Back' button never to return again. It might also generate some negative publicity!

Banner Adverts

**local**search