Ground rules in creating successful web banners by Sam Johnson

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When it comes to getting huge traffic to your website, PPC advertisement can play a vital role. Just choosing the right campaign and sites only isnâ€™t enough; you must have an array of killer web banners ready. Your web banner is your online advertisement and it must be designed to convey the right message. The design of the banner is very important and it must grab instant attention when placed on a page. The colors, image, font styling and animation must compliment the message of your advertisement. The color of the web banner must match with your website or product so that there is a synergy. Using your logo on the banner is good for brand building. The fonts used must be easy to read and occupy moderate space. Animation plays an important part in a good banner. The text must be properly broken into frames, so that it is meaningful and gets the intended message across. The frame rotation timing must be balanced for ease of reading and also draw attention. A professionally done web banner advertisement can really boost your site traffic.

There are some ground rules one should follow while creating a banner of good quality.

Focus on the subject: The web banner must convey properly the subject of the product it is representing. It should match the theme of your website, maintain a color synergy with it and connect to its intended niche.

Using Images: Images are used in banners to make it eye catching. It can be the image of the product, the company logo, someone endorsing the product or a relevant image. There must be balance in the number and size of the images used. Try using not more than one or maximum two images in a banner.

Dimension of banner: There are some standard sizes for banner ads. You must follow these while creating the banner. The dimension is important when you want to run your web banner ad in different websites for affiliate marketing. The bigger size banners get more attention and hence more clicks than the smaller ones.

Text Content: The phrases used in a banner must be well thought of. It must not only speak for the product but also create some curiosity in the mind of the viewer. Often marketers use promotional offers or special events as the subject for the content. There should be a proper â€˜call to actionâ€™ phrase in any professional banner. It is action statement that instructs the viewer to make a â€˜clickâ€™. It can be something like â€˜click hereâ€™, â€˜join nowâ€™, â€˜avail this limited period orderâ€™, etc.

Animation: The main idea of animation is to increase the visibility of the web banner and get the click. The text in different frames also creates a curiosity and makes the viewer pause to read it completely. Animated banner ads get better clicks than static ads.

If you follow the above ground rules, you can come up with real professional web banners which will get you good traffic.

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