All About Banner ads

Banner Ads are an effective way to generate leads or promote a product or service online. What's great is that they're relatively inexpensive and you can laser target your ad to your audience and you can focus on specific sites of your choosing. The drawback is that you'll need to do your own legwork and negotiate your own deals.

Banner Ads

To boil it all down to the simplest components, here are the 3 steps in the process:

Find a relevant website to place an ad on.

Negotiate with the webmaster

Create your ad

Search Relevant Search Terms

The first place to start is to search in Google using a relevant search term. You can then go to the first few sites that appear in the SERPS to see if the sites have any **Banner Ads** on them. If they do then you're in luck. Go to Google's AdWords External Keyword Tool to determine the overall strength of the keyword and also go to Alexa to determine the overall popularity of the site you're interested in.

Negotiate With the Webmaster

If you are interested in placing a **Banner Ad** on a specific site, some sites put this opportunity under the "Advertise" second or something like this and others may not. Most Wordpress sites have a "contact us" button and it won't hurt to drop the webmaster a note and state your interests. It doesn't hurt to ask. No harm, no foul.

Create You Ad

You may need some Photoshop and copywriting skill to create an effective banner ad. You might be able to outsource the creation of a few simple **Banner Ads** at Elance, oDesk or even Fiverr might be a decent place for this. Having a compelling ad is absolutely essential.

There are two theories behind creating an effective **Banner Ad**. You either want it to stick out like a sore thumb or you want it to blend in so that it looks like it's part of the site. A middle of the road will not be effective. It either needs to be load and obnoxious or look like its part of the site.

The objective of the **Banner Ad** is to get clicked. You're selling the click. You can sell your offer on the redirect, so create an ad that motivates the site visitor to click your ad.