

## Website Advertising Best Practices

Please consider best practices when designing your ad campaign.

Remember that consumers read banners left to right and top to bottom.

### Design:

- Create a bold headline in three to five words
- Use a clear call to action, place if possible in more than one place; if not bottom right
- Place a large and clear logo at the top left
- Use clear and legible fonts
- Ask a question to engage the reader
- Use aspirational or inspirational photos
- Use standard format radio buttons and links

### Alternative Text:

Advertiser should provide an alternative text line (30 characters max) for each ad in a graphic format.

### Advertisement Border

Consider removing borders around your ads to allow them to blend in with the page. This seemingly minor detail could help improve your Click Thru Ratio (CTR).

### Rotations

It is recommended that multiple ad designs be submitted for a campaign. This will allow the most effective ad to be determined by the Click Thru Ratio (CTR) for each. Additionally, it is recommended that new ad designs be provided every four weeks to ensure that the campaign stays fresh in the viewer's mind.

### Advertisement Colors

In addition to optimizing your ad placements, should your ads contrast with your Web site or blend in? Both Yahoo! Publisher Network and Google AdSense report that best performance of their ad placements *tend to be* from ads that blend in with the content

### Reporting

Communicate often with the advertising representative to understand how your ads are performing, and whether optimization via design variations or entirely new ads would be helpful. All ad campaigns are tracked using an ad management system. The Click Thru Ratio (CTR) metric is especially helpful in determining the effectiveness of a campaign.