

Banner design guidelines – tips.

A high click through banner design is difficult and requires a lot of testing and testing again. At AdEdnum.com, we have found that the subsequent banner design tips will and shall increase click through ratios and consequential visits to your site. We expect these tips help you in your own banner design challenge. We did about 2000 banners for all kinds of customers with only one rule. The banner must be suitable for children, beside this one, we never reject any order.

Banner Design Tips

1. File size - smaller better. It seems that every one on Internet is in rush. You should take care to be certain that your banner will be delivering and the visitor will have enough time to see it.
In general if the page on which your banner is displayed is bigger then 10 seconds to load your chances to be seen are slim and even slimmer to get clicks on it.
2. Imagination, creativity, eye catching message will definitely help your advertising promotion.
3. Color, layout and contrast. Think about who will watch your banner. Have in mind all Cultures, Nationality, and Religions.
4. Research, do your homework, check with the search engines or directories what people are looking for. If you sell on your site CD or Video collect all information necessary, all key words related to your industry.
5. Proportion, alignment, simplicity try not over do, less is often better. Let the eyes follow your message with natural rhythm.
6. Fonts. Be certain that your targeted clients can read the message. If you sell hearing aids for elderly people use larger fonts. Do not use more than three different fonts types in one banner again less is better.
7. Use standard size and web safe colors.
8. Use animation. Two or more frames will let you sell more option in your advertising message.
9. Emphasize a call to action or the famous Click here or Click here for more information.
10. The old fashion words like: free, you, get, are still working so is the sex. Use them often.
11. Watch for to good to be true when you form your advertising strategy or compose your copy.
12. Update or change your banners as often as need it. On sites with returning customer change the banner every day on other sites every 50k.
13. Brand correctly. Show your banners on sites that are related in subject to your product.

If you need second opinion below are links to other banner design tips that we found interesting

Banners are not welcome from the visitors point of view and people will only give some sort of divided attention to advertising only few banners will break through and receive viewer concentration mostly you can get a part of the mind and maybe one eye.

voytech.com

1. When I began designing ad banners a few years back, I quickly became frustrated with the file size limitations and the odd proportion constraints.
After working on hundreds of banners, marketing every site Wired Digital has ever produced, I've come to realize that designing for such a limited medium is actually somewhat of an art form.

<http://hotwired.lycos.com/webmonkey/99/05/index3a.html?tw=design>

2. An effective banner design can make the difference between an unsuccessful and successful banner ad campaign.

<http://www.grantasticdesigns.com/bannertips.html>

3. In order to maximize the results received by your banner advertising campaign, it is essential to get your ads viewed by those individuals most likely to be interested in your product or service.

<http://www.econtractor.net/BannerAdPlacement.html>

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