

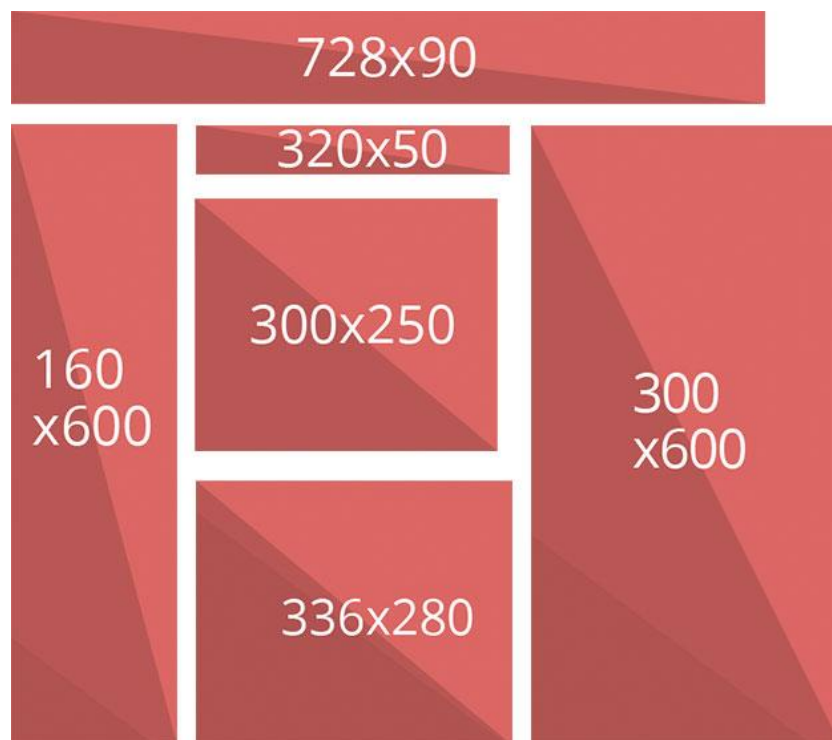
# How To Design Clickable Banner Ads

Banner ads are a cheap and effective way to drive traffic to your sub-niche sites. Especially since you'll be working one-on-one with blog/site owners in your niche.

Let's get started...

Here is a list of guidelines I use for creating my banner ads.

## 1. Use the standard banner ad sizes.

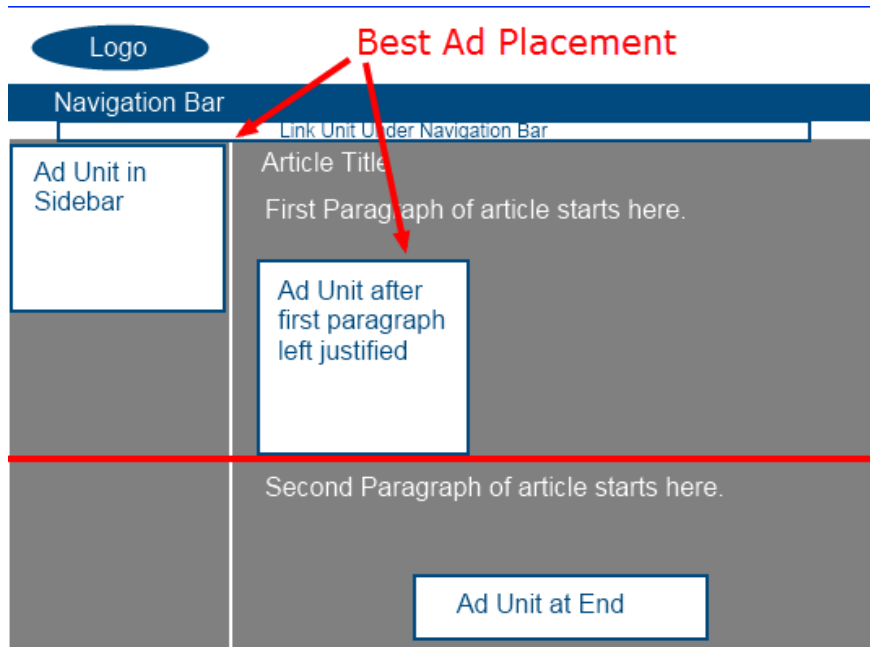


These are the sizes you'll want to use to create your ads...

- 336x280 Large Rectangle
- 300x250 Medium Rectangle
- 728x90 Leaderboard
- 160x600 Wide Skyscraper

Of course, you'll want to speak to the blog/site owner first. The size you'll use will depend on where you'll be putting the ad on the owner's blog/site. Ideally, you'll want to put your ad towards the top of the page (what's known as "above the fold"). If possible see if the owner will

let you have your ads inserted within the content, towards the top of the page. Use the 300x250 or 336x280 ad size.



**2. Make sure your ad calls attention to itself and uses a big benefit headline.**

For example, if you're selling a guide about getting rid of toe-nail fungus, then your ad could feature an image of a toe with toenail fungus and the headline could say something like, "Get Rid Of Fungus Fast!". Or, if your product claims to get rid of toenail fungus in 7 days, then the headline of your banner ad could read: "Toenail Fungus Gone In 7 Days!" This is the big benefit that your product offers, therefore you want it in the headline of your banner ads.



*\* Also, make sure you actually guarantee your product before you use the term "Guaranteed" in your ad.*

### **3. Include a “call to action” button.**

Make sure you have a clear call to action: The call to action is usually made of text or a button with phrases like ‘Click Here’ or ‘Learn More,’ It should be easily noticeable.

While most website/blog visitors know they can click ads, sometimes including an actual button is what makes them click.



### **4. Keep the design as simple as possible.**

Just like my example above, it’s only got one image, two lines of text and a call to action button. That’s all you need. Don’t overcomplicate it.

### **5. Make sure your banner’s frame is clearly defined.**

People’s eyes are naturally drawn to things inside a frame. So make sure that your banner ads have a clearly defined frame by extending the graphics right to all the edges of the box. If the frame of the ad is white, make sure to have a border around it.

If it’s not white, you can still use subtle borders like a faint black border around the edges.

**Toe fungus gone in just 7 days**  
**GUARANTEED!**



**CLICK HERE**

**Toe fungus gone in just 7 days**  
**GUARANTEED!**



**CLICK HERE**

**6. Make sure your text is highly readable.**

Make your text (including headline, sub-headline, and any other text) 4 lines or less. Too much text can ruin your ad. Don't use small fonts (anything under 10 pt font), cursive fonts, script fonts, extremely thin fonts or all uppercase letters.

**7. Keep your file sizes small.**

The smaller the better, under 150 kb according to Google Adwords. Your ad needs to load fast on that webpage before viewers scroll down and miss it.

**8. Make sure you link appropriately.**

If a website visitor clicks your ad, they should be taken to the correct page. I know this sounds obvious, but you'd be surprised how many people screw it up. Double check the link before you send it to the blog/site owner to make sure it's correct.

Also, once the website/blog owner has the ad up, visit his/her site and click on it to make sure it's working properly.

**Here are several websites that allow you to create attractive banner ads for free:**

[Canva](#) (This is my favorite! You can also create social media images, product images, and more... for FREE!)

[Banner Ads Creator](#)