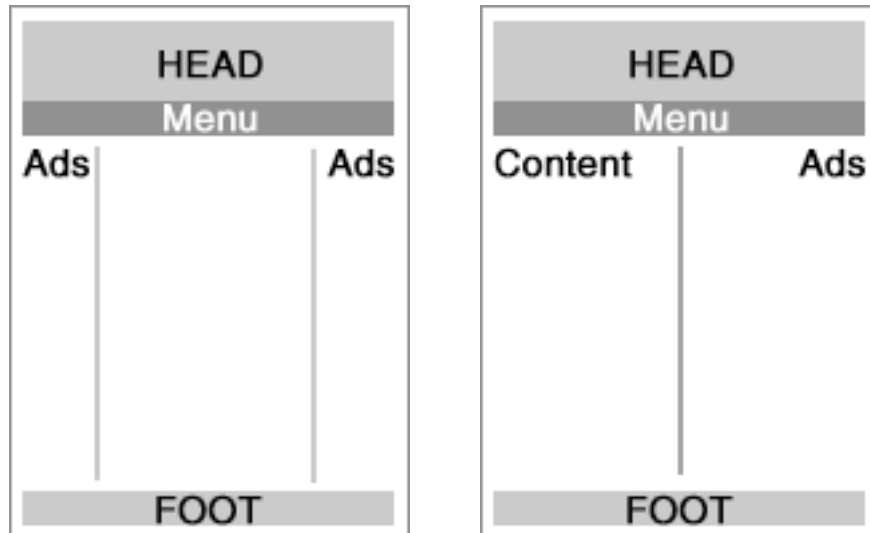


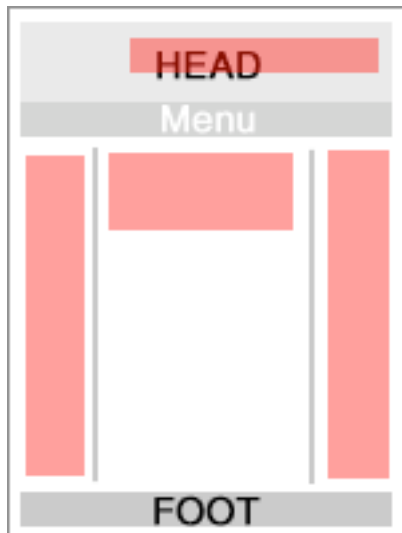
Web Page Real Estate

It is a good practice to layout your web pages with advertising in mind and to understand what advertisers are looking for because your web page space has value.



There are certain areas that are common for advertising space but that is getting redefined all the time especially with the bloggers. I am seeing more blogs using half of their page real estate for advertising.

Here are some of the traditional hot spots for ads on a web page.



Because we don't know the end user's monitor resolution settings or if they are viewing full page or not, the upper left corner is the most valuable. It gets seen no matter what.

The top left corner is very important and is usually reserved for your logo. Just like letterhead, this is where the document begins.

Once in a while I will see advertising in the upper left corner but usually those sites do not deliver the content that I am searching for and are all about advertising and nothing else.

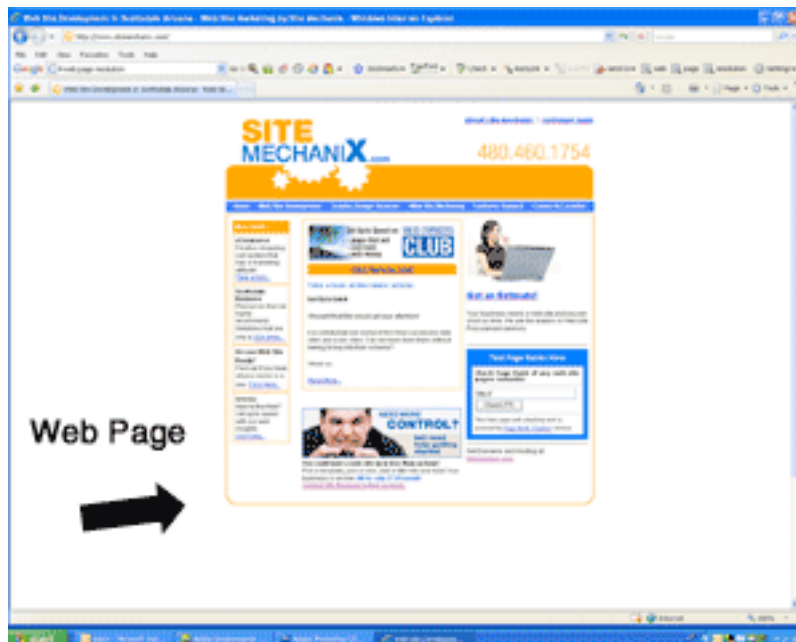
Resolution?

Believe it or not some people are still using a 10 year old computer and a small monitor. Usually all they see is the upper left corner of all web pages.

The new computers have enormous resolution anywhere from 1280 [pixels](#) across to 1600.

Only a few years ago it was tough even seeing 600 pixels full screen.

So what is happening is old pages as well low-resolution sensitive pages appear in the middle or the left leaving a whole bunch of blank space. Many advertisers are going after this space knowing that some can't easily view it.



Seed Your Web Site

Just like testimonials people often want to believe that what they are reading is real. They should be real, but how would you know?

The same goes with advertising. Pick any web site with ads running on it and look at the advertisers. Do you believe that they are all paid advertisements?

There is nothing wrong with putting fake ads into your web pages. If anything you are illustrating your desire to monetize your web site and this how you allow advertising on your web site. If you've got eyeballs - you've got value.

You should also have a page describing your advertising terms. I would first advertise my friend's businesses because well heck I wouldn't be where am at now without them. So I pay them back with some free advertising so that they can benefit from my traffic.

Ultimately you are the **owner** of your web site and you have the power to put what ever you want on it.

The effect you want to produce is that you are an established web site and that you already have advertising support for it. These advertisers must have seen some value in your web site right?

Do all web sites have seeded ads?

I am sure there are a lot because it doesn't cost much to post an ad on a web page. However, at the same time we as users tend to tune out advertising especially when it is segregated in it's own advertising area. I am sure none of you are looking at the column to the right...

Too Much Advertising?

I believe there should be a balance with all things. Many web sites tend to go overboard with advertising to the point of not having any content. Yes,.. No Content.

Or, what I have been seeing recently, and I am sure you would agree, when searching for information on the web the pages that come up have only 10% content or less and tons of advertising around it.

Content is still very important because that is what got your eyeballs to the page.

Inline advertising

This kind of advertising is placed inside the actual content. As you are reading you may see a word that is linked. Normally links (hyper-links) were suppose to reference more information to help support the page you are reading.



These days it is an opportunity for advertisers to get in front of your eyeballs where the link (even on hover) may open a new window with their ad.

Another type of inline ad is simply placing a text ad as a paragraph between paragraphs of content.

Again your eyeballs pass right over the ad as you try to make sense of what you are reading.

I personally think that the ad should be denoted as an advertisement otherwise you are virtually being tricked into reading an ad when you thought you were reading content.

Many web publishers mix up their [Google AdSense](#) ads with their content to force you to read and potentially click the ad which in turn produces a small commission for them.

Advertising on Other web sites

While you may not want to have ads on your web site you may want to consider placing ads on other web sites. Try your friends' websites first. You gotta get buzz going.

When purchasing advertising make sure you are getting the best bang for your buck. This is a 2-fold proposition.

First, make sure that the web site that you want to advertise on is getting the kind of traffic that is right for you. Secondly, make sure that your ad contains an attractive offer.

You can't always blame advertising performance on the medium. Look carefully at your ad offer and the landing page that you present to the user.

Google [Page Rank](#) will help you determine how popular a web site is with incoming links from other web sites. A page rank of 4 is good, but 5 is much harder to achieve, thus they have been around longer and are more popular.

A web site that sells advertising should be able to produce current statistics for you. Remember that hits may look impressive but unique visitors are a more accurate gauge of traffic.

Conclusion

Logging on the internet these days means you are virtually turning on the advertising stream to splash right into your face.

I think advertising is important. Hey, I click on ads that I am attracted to and I hope that I discover something of value. Many times however, I am disappointed.

Don't disappoint your customers!

If you are going to support advertising make sure it doesn't clutter up your web site and conflict with your message.

If you want to advertise make sure that you are advertising on a web site that is content rich and not advertising rich.

Best of all, make sure that you have an honest attractive offer because not only will you win confidence, but quite possibly be able to transcend the medium.

Posted on February 9th, 2008 by Karl Knelson