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# **How To Use Banner Advertising Statistics To Your Advantage**

There is a reason why so many business owners and website owners use banner ads - they really work! Banner ads are a great way to get visitors and customers to your website, and using banner advertising on Google can mean literally thousands of visitors every day, if it's done properly.

Very often a banner is provided on a pay per click basis. The set-up will be putting your banner on another site and you only pay when visitors click on them. Other banner advertising statistics show that some work on a type of credits basis, meaning you pay for so much exposure of your banner regardless of how many visitors do or do not click through.

Banner ad costs will depend on how much you are willing to pay per click. The higher payment you give to PPC, the more often your banner ad shows up. Your banner ads may be shown to sites that have high volumes of visitors.

After catching people's attention, banners should also make them click on the ad. This means giving thought to the phrases being used as well as the graphics themselves. Words must be clear, crisp, and most of all they have to make visitors interested on clicking the banner to see the full ad. An effective banner is the cornerstone to successful banner advertising services but unfortunately this thought often gets lost in the creation of flashy or "fun" banners.

Rarely do you pick and choose which sites will show your banner, but you need to know your genre. Those really good banner advertising statistics are stressing on the importance of genre when selecting the sites for banner ads so that the accurate traffic can be lured into the site of ad owner.

Specific keywords and phrase will be associated with your banner ads on Google. If you're selling a weight loss supplement, this will mean you'll be using the keywords of "weight loss" as well as things like "supplements" and "healthy weight loss." Those keywords are important because it will tell Google where your banner ad should be placed. It is weird to see a weight loss supplement being advertised on a skateboarding website!

Should you trust banner advertising services to increase your profit? They do, if they're done properly. Just always remember the two key strategies: effective banner and websites that compliments your own.

Not a day will pass by without you getting amazed with the speedy increase of visit rate for your site and you know that it means more business.

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