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# Online Banner Generating

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## Importance of Generating Online Banner and how to do it!

By Behrouz Pooladrag

<http://www.FlashBannerOnline.com>

NOTICE: Feel free to Share this e-Book with Your Friends and Give It Away on Your Website.

## About the Author

### **Behrouz Pooladrag**



Behrouz Pooladrag is an expert in Web Design, Programmer, Animator and Flash Generator. He has working in this field since last 4 years and has good experiences in designing and generating Flash and Banner files.

Since his first experiences in generating flash files he had the concern about why users are not able to Generate Banners Online. He had seen some sites which deliver this service but with many constrains and limited capabilities and most suitable services where not Free of charge.

In this E-Book he is going to share his experiences with you about generating Banner SWF files and you can generate them very easily without any Skills in just a few minute all FREE from his special site :

<http://www.FlashBannerOnline.com>.

He is available on:

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RSS Feed: <http://feedproxy.google.com/flashbanneronline>

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I wish him all the best.

Behrouz Pooladrag

## Introduction

Why Banner files are nowadays important?

**Making money** in the world of Internet and Marketing advertising has too many ways which each of them needs its creativity and effort. But do you really agree with those who say just a good web design and can get good traffic and conversion rate? Of course you do not!

There are several ways to make your business work and get your products noticed. A very popular tool that is used by search engine advertisers is referred to as PPC (Pay Per Click) campaigns. A good example is **Google Adwords** which allows advertisers to show their services to potential customers by using a contextual system. PPC platforms are effective to some extent but more users are more attracted to a good looking banner than a simple and generic looking text link.

Despite the great success PPC campaigns have had, the use of banners has not decreased at all. On the contrary, more and more Internet advertisers are using them in order to drive visitors and potential sales to their websites. Banners are very effective tools in search engine marketing because they have a good click through rate (CTR).

## Banner Sizes

Never ignore the size of you banners. Creating an ad that is larger than standard is not the way to get attention. Keep you banner design standard with a bold heading, nice and good. Such a banner would attract more attention than any web banner design.

There are several types of banners regarding to sizes and shapes each one is designed with a different purpose in mind that makes them perform very well.

You can generate online almost any Standard Banner sizes which you need from <http://www.FlashBannerOnline.com>. You have following options to generate your Banner sizes:

- Full Banner - 468x60
- Half Banner - 234x60
- Sky Scraper - 120x600
- Wide Sky Scraper - 160x600
- Half Page Ads - 300x600
- Vertical Banner - 120x240
- Square Button - 125x125
- Medium Rectangle - 300x250
- Square Popup - 250x250
- Leader Board - 728x90
- Vertical Rectangle - 240x400
- Large Rectangle - 336x280
- Rectangle - 180x150
- Blog Ads - 120x280
- Microbar - 88x31
- Button1 - 120x90
- Button2 - 120x60

**Flash animation:** Banners with flash animation are more attractive than normal graphic banners. People prefer top click flash banner design more as compared to normal graphic design.

**Color:** Keep colors that are attractive, eye catching but also make sure that colors are easy to look at. Also keep the colors of your banner design same as of your website. Banners should have same look and feel as of your website.

**Call to Action:** It's highly suggested to use call to action like call now, click here, buy now, download etc. Call to action word increases the conversion rates dramatically and using them into won't hurt you anyway.

**Get others opinion:** You may also show your sample designs to your friends etc and get there opinion before finalization of your banner.

### Where to put Banners?

Some are very effective if you place them at the top of your website or your website header, others will drive a lot of clicks if you place them within your content as an illustration and footer banners perform really well if they are particularly large.

Do we have to keep one Banner for all seasons?

Choosing the right Banner design for the time being is critical for your success. If you need to get more clicks and conversion rate you must always pay attention to social, cultural, economical, seasonal and political changes and elegantly change your Banners. You can not show Christmas Banners during Easter or winter snowy Banners in summer.

## Simple Steps for Effective Banner Design

Banners are a great way of marketing anything. But most people ignore changing their Banners constantly depending to changes mentioned previously. The most and important reason of that is time and costs of getting new Banner. But what about generating new Banners Online total FREE?

You can generate any number of Banners with different design and sizes in FlashBannerOnline all FREE. Simply go to site and follow the steps 1-5 and generate you own Flash Banner file in just a few minutes and put it on your site. That's it!

You do not need any software and skills to generate your Flash Banner file. Just go to FlashBannerOnline and try it yourself.

## How to Make Money with Banner Advertising

Banner advertising is an effective tool for both the advertisers and publisher to make money of their websites. As a publisher, you can earn money by selling banner ads at prominent positions on your website. And as an Advertiser, you will get lots of quality traffic and links for your website and services, which will ultimately help you in earning lots of money from your websites.

As a publisher, you will need to bring high amount of traffic on your website to earn some decent amount with banner advertising. And when you have traffic on your website, you can join some banner networks to start making money with banner ads on your website.

And if you are not willing to give some share of your earnings to these networks, you have to make more efforts at your level to sell banner ads. And in case you are able to sell some ad space to advertisers, you will be able to generate more money as there is no middle-man to pay.

Matched.co.uk, Burst Media, Value click and Advertising.com are some of famous banner advertising networks you can join.

Banner ads are very popular way of making money from a website. There are many websites available on the internet whose only source of income is banner ads. The only requirement for making money from selling these kinds of ads is that your website must have high amount of traffic.

### [FlashBannerOnline](#)

According to previous discussions you have now understood that Generating Banners as soon as possible to any numbers and FREE of charge of course has a big impact on getting clicks and increasing conversion rate which all of them means earning more and more money. You can do every thing in [FlashBannerOnline](#).

### Search Engines and [FlashBannerOnline](#)

One of the main concerns with Banners or better to say Flash SWF files is that search Engines can not crawl in these files and index them in their lists. So it is the possibility that Banners could not be searched by search Engines and that results loosing potential customers.

[FlashBannerOnline](#) has resolved this issue with Generating required codes with Search Engines use them for indexing.

Some advantages of [FlashBannerOnline](http://www.FlashBannerOnline.com)

It's total FREE with no Ads in generated Banner file

- Available all the time
- No need to install
- Be updated with the last upgrades
- You need no Skill to make Banner files and is quite easy to make Banners
- A motivated response team is available to answer you questions
- You'll be informed with latest upgrades and features by E-Mail
- Applications will be equipped with latest technology
- You can make your Banners apart from your OS

Steps using [FlashBannerOnline](http://www.FlashBannerOnline.com)

Step 1

1. Select your Banner Size.
2. Select you image slider
  - a. You can define your photo or image as your flash file's background. You can have one or two images which after each other.
3. Choose your prepared templates or Back Ground frame
4. You can select if you want your total template be shaky or not. You can let your template be vibrated horizontal or vertical
5. You can select one of prepared frames for your Banner to illustrate it much better
6. Select your mouse cursor. Wait do not just leave it, it is the best and unique feature to encourage visitor to click on your Banner. Within this part you can select the shape of cursor when mouse moves over your



Banner. Changing the cursor once mouse moves over your Banner has a psychological impact on visitor and motivates him/her to click on your Banner.

7. You can select special moving effects in you Banner for more attracting.
8. You can show your visitor that your Banner file is loading. According to researchers if you show your visitor that his request or page is loading, you can stick the visitor to your site. In this part you can select a colored pre loader bar to show him/her that your Banner is loading
9. You can select your Banner border color easily from color picker
- 10.Border thickness can be determined too
- 11.If you have selected a Back Ground for your Banner you can define its color here. This part is useful if you want to decrease your Banner size
- 12.If you Banner size it high you can compress it here. You have to know that more compression then less quality
- 13.Select effects speed. You can select the speed of effects NOT YOUR TEXT from here. It is better to test it!

## Step 2 and 3

1. Enter your text. You can enter two different texts with current update.
2. You can select you text size in pixel. Allowed sizes are from 5 to 80
3. You can select your text font and pre view it before selection
4. Align your text. You have the opportunity to define your text alignment as you wish. You have two rotating options, centered, left and right. Of course you have the option to enter you values too. This option is valuable when you select a rotating effect for your text. Center, left, right or what you enter as X,Y means the center of rotation. It's better to text this option to see to capabilities. You have almost everything you need to make your Banner as you wish.
5. Space between letters. With this option you can define the spaces between letters of word. You can enter a number from -50 to +50. For some fonts this may be not applicable.

You can define your text color simply from color picker.

6. You can define text transparency from 1, not appear, to 100. Text pauses. With this option you can simply define in seconds how long your text stays on Banner for each appearance. You can enter a number from 0.1 to 25 seconds.
7. You can define Text Entry effect from the list.
8. There is one unique option which you can define the speed of Effects. With this option you are able to create very fantastic Banners.
9. You can define Text outgo effect from the list. With this option after spending the pause time, your text will disappear from the screen with the effect you define.
10. Again you have the ability to define the speed of outgo effects.

## Step 4

1. In this part you can enter your URL which can be your Web Site, Web log address or any thing else that you want to guide user once he/she clicks on your Banner. You have to know that your URL must be compatible with one of http, https, ftp ... protocol. To check your address in preview mode, once you click on Banner your address will be shown on a window. To check total work you have to download SWF file and open it. If your address is too long you can shorten it here.
2. You can define where your link be opened. Select from the list or enter your custom place.
3. If you do not check this box once mouse goes over Banner all the effects will be disabled.

Note: You can define the color and its transparency once mouse moves over the Banner. You can set the color which Banner changes but still visible once mouse moves over it.

4. If you do not check this box once Banner is clicked all the effects will be disabled. Again you can set the color and transparency once Banner is clicked.

## Step 5

1. Before you download your Banner you can preview it to check everything and manipulate it as your needs. You can change any part of the Banner and click on preview to see the effects. Once you are satisfied with your Banner you can download your Banner's SWF file.
2. After you made your Banner you can download Banner's SWF file. If you just need ONLY SWF you can use "Download SWF". Each time you make and change your Banner you have to download it again. This button gives you just SWF file without any JavaScript codes etc. If you need Scripts you can download it with "Download Zip" button.
3. With Download Zip button you can access to Banner's SWF file, HTML code, Read Me file for help all in zip format.
4. With upload feature you can upload your photo to be used in Banner.

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