Class Activity 05 (A)

**OBJECT**

Determining graphic elements and layout of website

**THEORY**

**Layout/Color/Theme**

 What look are you going for?

 How do you want visitors to feel or to perceive your company or product when they visit your site?

**Images/Graphics**

 Images: photos, clipart, commissioned work, animated art, few or many?, Digicam?

 Logo: existing into electronic form or design from scratch?

**Pages**

 Main page, company info page, products page, order page, guest book, etc.

 Make your site information rich

o Contact Info (be sure to include phone numbers, mailing address, email links,etc)

o FAQ’s (frequently asked questions)

o Company History

o Information to support the use of your products

**EXERCISE:**

1. Describe layout of your Web site.

Since my website is an online smart watch store, I want it to be simple, easy to access yet attractive. On the top most I need buttons for each of my category pages, after that I want a search bar which help customers to find what they are looking for. Next there will be some exciting advertisements of various reknowned brands which manufacture smart watches, which attracts the customer. Second last thing on the front page will be the page numbers and after that on the bottom I want buttons for the link of my other social media handles along with some information about the website.

2. What graphic elements do you want for your Web site?

(Organization’s logo, trademarks, and branding themes / Navigation elements / Special interest items)

The graphic elements I want for my website is navigation elements because it gives better accessibility to the website which is user friendly and customers won’t find any difficulties in using my page, I want a trademark too.

4. Describe the content to be included in your Web site

The content on my website includes the pictures of the smart watches with their short description. It also shows the

prices of the items with respective to their features, accessibilities, remarks and available quantity.

5 (B)

**OBJECT**

Learning Online Advertisement

**THEORY**

All paid-for space on a Web site or in an e-mail is considered advertising. Today many website owners have switched to selling advertising to cover costs because the typical Internet user refuses to pay for information.

 Banners and buttons

o Banners and buttons (pop-up window) occupy designated space for rent on Web pages

o Evolution of banners: click-through, animated GIF, interactive banner

o Web banners help build brand awareness

o Tickers are banners that move across the screen

 Sponsorships integrate editorial content and advertising

 Interstitials (roadblocks) are Java-based ads that appear while the publisher's content s loading

 Using online e-mail or sign-on Web casting services such as PointCast and Ifusion, which automatically download customized information to recipients

Banner advertising is one of the simplest ways of advertising on the Web. The Following are a few basic strategies for banner advertising:

 Keep banners small- a banner should never slow down the speed of the content related page

 Invest in design- an ugly banner will not be successful. Use a concise design to display the message

 Avoid complex messages-a short compelling message is best

 Make it readable-display the message in such a way that it is readable

 Avoid complex animations -animations are cute, but they take too much time to download

 Make sure the link works-the best banner ad is useless if the link leads to nowhere

 When you exchange banners with other Web sites, don’t have more than two banners on each page. Review

banner exchange services like [www.linkbuddies.com](http://www.linkbuddies.com/)

There are many specialists who offer online advertising and search engine promotion services to eBusiness owners.

**Web resources for online Ads service:**

[www.flycast.com:](http://www.flycast.com/) allows its customers to monitor the click through rates of their banner ads in real time [www.webtrack.com](http://www.webtrack.com/) , [www.sisoftware.com](http://www.sisoftware.com/) : Internet advertising rates directory

[www.coder.com:](http://www.coder.com/) the banner generator

[www.clickthrough.com:](http://www.clickthrough.com/) online full service advertising agencies that help business clients find appropriate sites for their banner advertisement

[www.netratings.com:](http://www.netratings.com/) provides statistics on top banner ads on line [www.linkexchange.com](http://www.linkexchange.com/) reports click-through statistics to its members [www.banner-net.com:](http://www.banner-net.com/) Internet banner network

[www.cybersitter.com](http://www.cybersitter.com/) , [www.intermute.com](http://www.intermute.com/) - ad filtering

**EXERCISE:**

1. What do you want to advertise online? (goals of your online advertising)

I want to advertise my e-store so that more and more people can get to know about it and they can reach to my site, the main goal is to tell audience how my e-store is different from other and the products of the e-store is more affordable and has a good quality.

2. Whom do you want to reach with your online advertising? (target audience)

My target audience are sportsmen and teenagers other than that I will also target the people who want their life according to the latest technology and accessibilities.

3. Which of the online advertising activities are you considering? State how you will differentiate your products and services from those of your competitors. (Advertising tools)

I will be using ad campaigns, influencer marketing and offer surprise giveaways with each successful shopping. This will attract more buyers.

4. Design your advertisement using features and benefits. If you are using an outside agency, select an agency and a site to sponsor