

# Web Ads: Best Practices

What makes an ad effective?



# Web Ads: Best Practices

CTR = Click Thru Rate



# Web Ads: Best Practices

## Conversion Rates and Ad Design



# Call-to-Action: Beyond “Click Here”

## Use Design Principles to Increase Conversions

### Copy Design

Message

Colour & Contrast

Shape

Placement

Directional Cues



**CTA**

vs.



**CTA**

Supporting Statement

vs.



**CTA**

Supporting Statement



# Call-to-Action: Beyond “Click Here”

## Use Design Principles to Increase Conversions

Copy Design

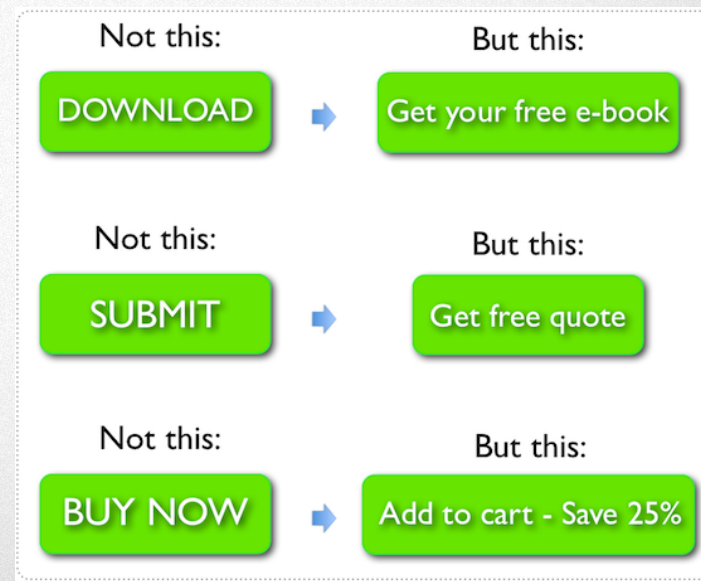
**Message**

Colour & Contrast

Shape

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Copy Design

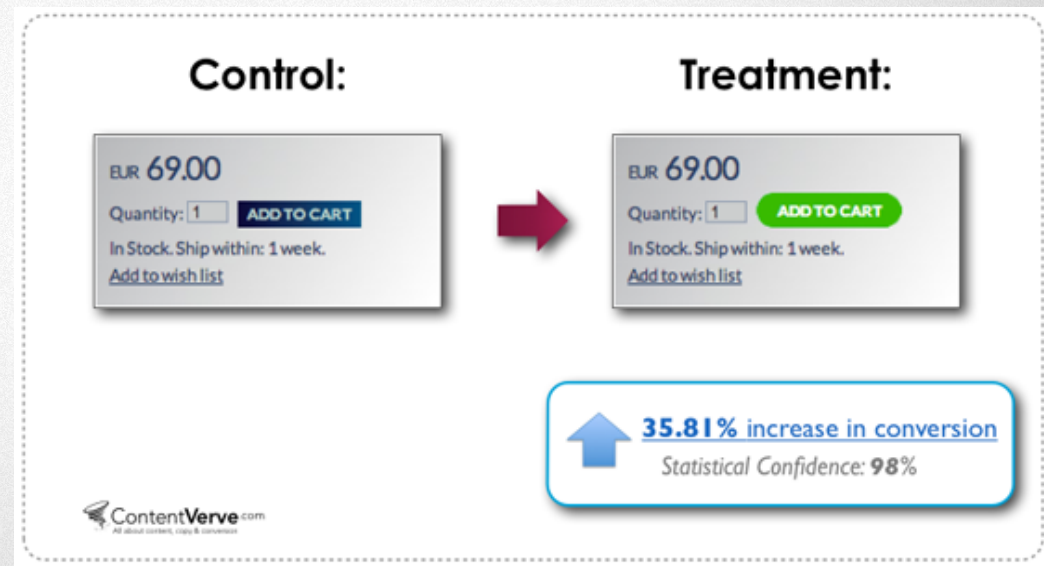
Message

Colour & Contrast

**Shape**

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## Use Design Principles to Increase Conversions

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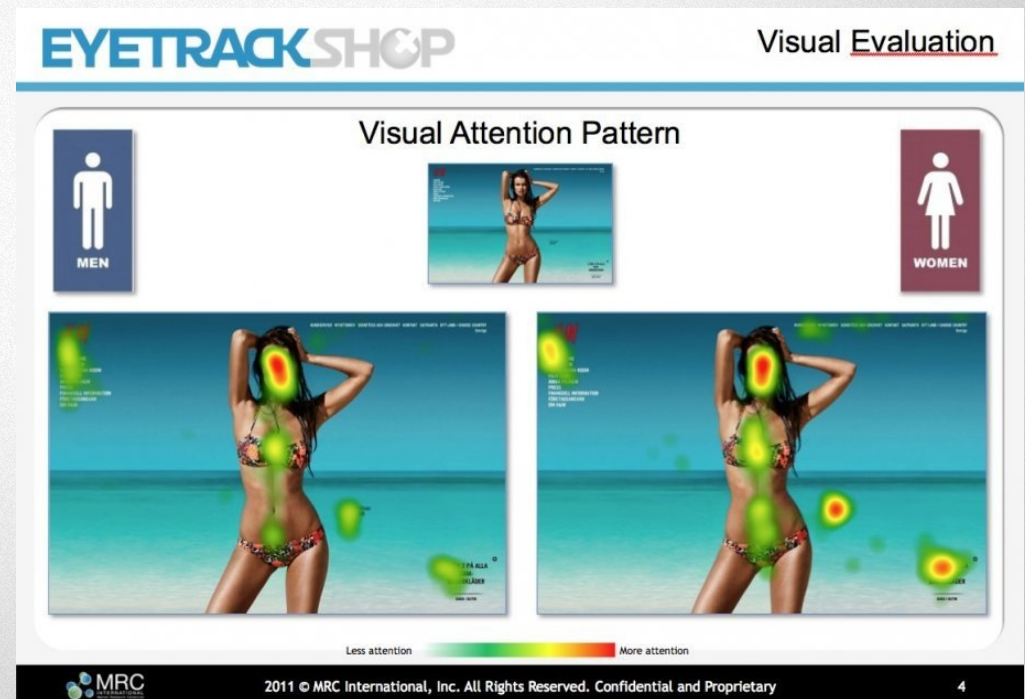
Message

Colour & Contrast

Shape

**Placement**

Directional Cues





# Call-to-Action: Beyond “Click Here”

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**Directional Cues**

(no) Directional Cues



Directional Cues

