

Ads and Landing Pages

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Headlines



“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”

-David Ogilvy

Dynamic



- The Good

Madagascar Hotel

Official Site - Save on **Hotels**
Cheap Rates from 200+ **Hotel Sites!**
www.Kayak.com

- The Bad

Doctor

Get Numbers, Addresses, Directions,
Ratings & Other Info for Businesses
YellowPages.AOL.com

- The Ugly

Small Compact Car

Small Compact Car Online.
Shop Target.com.
www.Target.com

Attention Getting Tactics



- Bolding
- Numbers
- Characters
- Get 'R Done!

[Tattoo Removal - \\$39.95](#)

Before Lasers Doctors Recommended
TCA To Fade And Remove **Tattoos**.
www.InkBusters.com

[Urgent Care Clinic](#)

Need Urgent Care, Live in Texas?
Try NextCare for Quality Treatment
NextCare.com

[My Coke Rewards™](#)

MyCokeRewards.com

Drink **Coke**® and Get Rewarded with Electronics, Games, Music and More.

Phone Numbers



- Attention Getting
- Tracking
 - Specific Phone Number and Landing Page
 - Metrics Issues
- Great for Local

Strand Brothers Plumbing

Call-For-Service.com/StrandPlumbing

Austin **Plumbers** For All Your Plumbing Needs. (512) 371-6860

Car Insurance Through AAA

Low Rates for TX Drivers. Get a free quote online or call 866-570-4AAA

www.aaa-texas.com

Texas

CRM Conversion Software

Your **CRM** Converted Helps You

Get More Sales Call 609-607-0778

www.InfoOptics.com

Company/Product Names



- Branding
 - What is the ad's purpose?
- Attention Span
 - Like 3 seconds
- Utilize Your Space

Time & Attendance Systems

Track employee **time & attendance** with TimeForce. View a demo today.
www.MyTimeforce.com

Employee Timecards Online

Clock-in online makes payroll easy and accurate. Free trial period.
www.TimeclockOnline.com

“It's not our fault our generation has short attention spans, Dad. We watch an appalling amount of TV.”

-Lisa Simpson

Capitalization



- Display URLs
 - Test Both
 - Can Make It Stand Out
- Ads
 - Grammatically correct

[Tattoo Fade Away System](#)

Most Successful Method for **Tattoo Removal**. Effective-Painless & Easy
www.tatbgone.com

[Laser service & sales](#)

Candela, ConBio, Fotona, & others
Aesthetic laser parts & consumables
www.laserteks.com
Austin, TX

[Home Tattoo Removal](#)

Remove **Tattoos** at Home for \$39.95
Offer Ends Soon! Shop Today
www.Nuviderm.com

Navigation on Landing Pages



- Keep them in the silo
- Let them find related items
- Company Validity
 - Contact Information
 - About Us

Bose Landing Page



BOSE

NEW SoundDock®
Series II digital music system



Small size. Proven performance. Sleek design.
Our classic system for your iPod®. Now updated with new styling and more features.

- Liven up your kitchen, bedroom or living room with quality Bose® sound
- Auxiliary input lets you play an additional sound source
- Remote operates SoundDock system functions and iPod® playlist navigation

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\$24.92 per month ▶

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Thank You!

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