

Stealth Banner Generator User Manual



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Contents

Contents	3
Getting Started.....	4
Tips	10
Recommended Tools & Sites	11
Support	14
Software License Agreement.....	15
Register Your Software.....	19
Take Advantage of These Other Special Offers	19

Getting Started

There are many forms of online advertising, chief among them are graphic banner ads and text links. Over the years, banner ads have proven to be a reliable form of advertising with an average of 2% click-throughs; however, textual ads typically receive a consistently higher click-through and conversion to sales. Why?

One reason might be because many people tend to find graphical banner ads invasive. They feel clicking a banner ad will only result in a barrage of pop-up windows and more banner ads offering little value.

On the other hand, people have been trained to believe that clicking a textual link will bring them to a page with an answer to their question. This perception is strong, and as online marketers we can use this perception to our advantage.

While you can certainly use simple text links to advertise products, HTML banners are even stronger because they are interactive, and people love to interact! That's the inherent charm and hypnotic nature of the Internet. You can click on links to make things happen.

HTML banners offer people the ability to click on checkboxes and radio buttons, scroll through lists of options, and click buttons to subscribe, or vote, or take a chance at winning a prize. But unless you are an HTML developer, you may be challenged in creating such interactive advertising banners.

The Stealth Banner Generator responds to these perceptions and challenges by empowering you to create graphical banner ads that look like textual and HTML ads, but in reality, they are stealth banner ads – a graphical banner ad that appears to be a textual or HTML ad.

Stealth banners have VERY high click-through rates. Leading online marketers including gurus like Marlon Sanders use them, and you should, too.

Use them to promote affiliate products across your sites, or if you have your own product, create a family of stealth banners and distribute them to your own affiliates.

It's very easy to get started with Stealth Banner Generator. When you launch the tool for the first time, you will notice the screen is divided into two areas: on the left side is the workspace for your design, and on the right side are options for banner objects like text boxes, check boxes and radio buttons. Using these options, you can change fonts, sizes, colors and much more.

The toolbar across the top of the tool has a series of icons. These are very intuitive and what you click is what you get.



New Banner



Save Banner



Insert Image



Insert Text



Insert Text Box



Insert Text Area



Insert Button



Insert Check Box



Insert Radio Button



Insert List Box



Insert Combo Box

To get started on designing your first banner, select the background color and dimensions for your banner. In most cases, accepting the default of white background and 468 x 60 pixels is acceptable.

Note: Since you want your stealth banner to blend in with the background of your web page, it is highly recommended that you make your banner the same color as the background of your page.

Pictured below is the **Main Screen** of the Stealth Banner Generator. You can see the screen is divided into the **Design Area** on the left and the **Object Info** on the right.

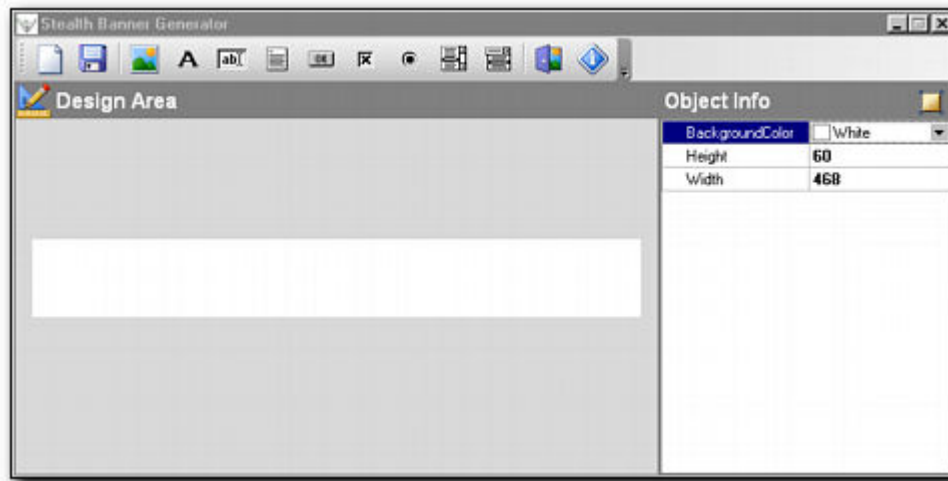


Figure 1 - Stealth Banner Generator – Main Screen

To place objects on the banner, simply do this:

- ❑ Click the object desired on the tool bar, and then click on the banner where you want the object to appear.
- ❑ You can always use your mouse to move the object wherever you want it. If you make a mistake, simply press the Delete button to remove an object from the banner.
- ❑ If you want to change the order of objects (how they are arranged or overlapped), you can right click and move them forward or backward as needed.
- ❑ You can move objects in one-pixel increments by holding down the Control key and pressing the directional arrow keys on your keyboard.

In our example, we've begun to design a banner ad for our product. We clicked on the Image button to create a frame for our picture, and then clicked on our banner to place the frame where we want the image to eventually appear.

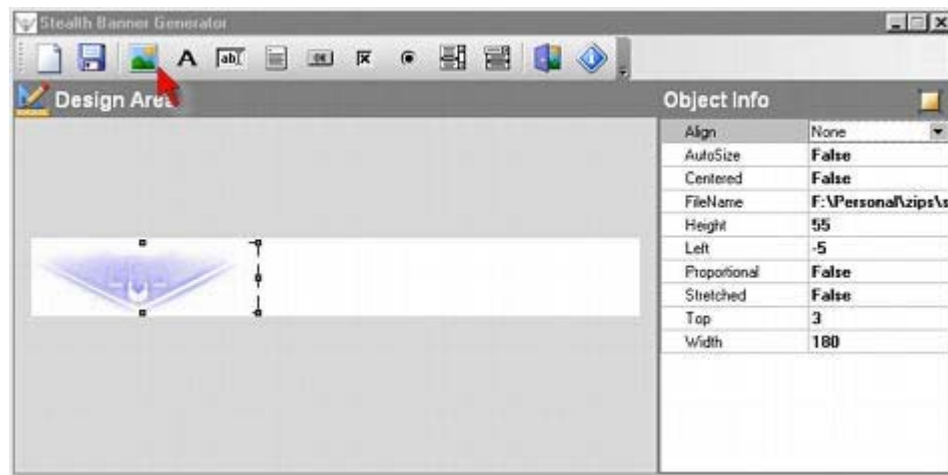


Figure 2 - Stealth Banner Generator – Adding An Image

Then we browsed for an image by clicking on the FileName option on the right panel. Using the Height and Width settings, we've ensured the graphic fits on our banner (your image must be sized appropriately prior to importing it into your banner).

Our next step is to begin adding some text to the banner using the Text button. We changed the font and size and dragged the text to the exact location we wanted it.

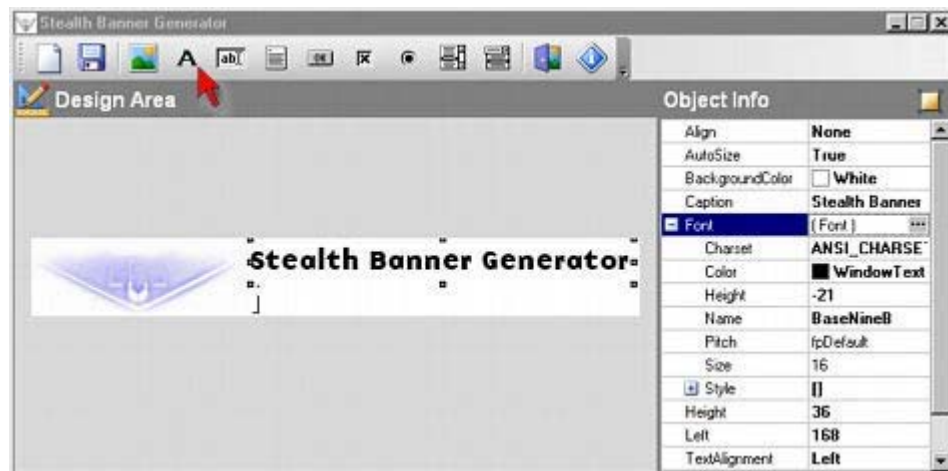


Figure 3 - Stealth Banner Generator – Adding Text

Next, we added two check boxes by clicking on the Check Box button. We used the Control key and the directional arrow keys on our keyboard to line everything

up neatly. When visitors view this ad, these checkboxes will give the illusion of an HTML ad, and they will be encouraged to click on the boxes to indicate what they want.



Figure 4 - Stealth Banner Generator – Adding Checkboxes

Lastly, we added a Click Here button using the Button option on the tool bar. This gives visitors yet another reason to click on the banner. Likewise we could have simply included a "Click here!" text link on the banner, and changed the text color to blue and underlined it – like a normal hypertext link would appear.



Figure 5 - Stealth Banner Generator – Adding Button

That's it. All we need to do now is save the banner, add it to our web page, and link it to our sales page for Stealth Banner Generator. Do you see the way it blends into the background of the page because it shares the same background color?



The next time a visitor sees this banner they will think they have an opportunity to check the boxes and click the button, but when they click on it, they'll be brought to our sales page!

Tips

Stealth banners may be used in many ways. Here are some tips for your consideration:

- ❑ Use different stealth banners at the top and bottom of every web page.
- ❑ Use a banner rotation JavaScript to rotate through different stealth banners.
- ❑ Use intriguing questions on your banners to encourage people to click on them. The best tools for this are [Headline Creator Pro](#) and [Glyphius](#).
- ❑ Experiment with size and placement. Try making some vertical stealth banners of varying sizes and place them in the side margins of your web page.
- ❑ Some HTML editors add a blue border around graphics once they are linked to a web page. Be sure to remove these borders so your stealth banner appears to be part of the background of the page. In Microsoft FrontPage simply set the page borders to zero.
- ❑ Use stealth banners to break up long body text often found on sales pages. Use these banners to link to the order page for the product you are trying to sell.
- ❑ Always test, test, test to determine which stealth banners are most effective.
- ❑ Do not overcrowd your stealth banners with too many objects. Make them easy on the eyes, a fast read, and they should encourage visitors to your site to click on them.

Recommended Tools & Sites

Schneiderman & Associates, LLC has developed a family of over 100 web sites and over a dozen products. Click the links below to learn more about our other tools and services for authors, online marketers and web designers. And be sure to join our affiliate programs and start earning 50% commissions on the sales of most products and services!



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Support

We created Stealth Banner Generator to make it easier to create HTML-like banners without needing to know HTML.

If you experience any problems with our product, please use our Support Request form located here:

<http://www.stealthbannergenerator.com/support.htm>

We cannot provide web site design support or assistance with HTML issues. We can only support you with issues involving the operation of Stealth Banner Generator.

If you experience issues with web page design, we recommend you visit the following HTML sites and forums for further assistance:

- ❑ WebDesignAssistance.com
- ❑ MiniSiteDesign.com
- ❑ HTMLGoodies.com
- ❑ MarketingWeapons.com

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