

Web Ads Are Becoming Invisible

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Did you notice the Google ads on this blog? In general, do you notice Google ads on most blogs or web pages? If you answered no, you are probably like most people. Ads resembling those shown below have found a home on millions of web pages and blogs.

Ads by KlickyMee

[The Arte Institute of North Atlantic Pursue Your Creative Side. Become a Fish and Whale Photographer Online.](#)
www.myArteSchool333.com

[The National Purse Design School Become a top fashion designer in your spare time.](#)
www.myPurse or Yours59.com

[Dogs are smarter than humans. Controversial white paper on why our pets are smarter than their owners.](#)
www.myDogsSmarterThanYourKid.com

[Sun Glasses for UFO Watching Get reality blocker sun glasses at 50% off.](#)
www.myUFO-notYours.com

[Survey shows federal workers back 200 National Holidays Read this white paper and wonder where your tax dollars go.](#)
www.myTaxMoney-YourBank.com

[Environmental group asks that the sun be turned off for one hour a day to save energy.](#)
www.MySillyNewsBroadcastCompany.com

The attraction of potential revenue pulls people into adding the ads to their sites. But unless you have significant web traffic such ads including all affiliate marketing ads produce very little revenue. Recently I read a blog where one person commented that less than 5% of the sites make more than 95% of the revenue from ads.

Web ads have become so prevalent that I find myself not even seeing them on pages I visit most of the time. Because they have become so visually transparent to most site visitors, some webmasters have turned to aggressive techniques such as pop-up or pop-under ads as well as those annoying ads that come floating across a page. I have personally concluded that most people browsing have now trained their eyes to see the specific web content they are looking for and in most cases, they simply blank out any web ads on the pages. On occasion, my eyes will catch the ads and I will click on them if only to see what the company sponsoring the ad does. I suppose the ads are really no different than TV commercials. You tolerate a few ads but when you are bombarded with

commercial after commercial, you find yourself quickly jumping to another channel. I'm not sure if there is a graceful way to have effective ads on a page, but the one thing that I am sure about is that I hate pop up ads which take me to another page. A good example is Dictionary.com which I visit daily. Recently, they have monetized the site considerably. That would be fine except while scrolling down the page looking through the results, my cursor passed over an ad which immediately bounced me to a page selling an "As seen on TV" product. This is something I cannot tolerate as a user, and would avoid a site completely if that sort of thing happened regularly.

I really wouldn't even mind paying on a per use basis for a look up, but the one thing I can't rationalize doing is paying \$10, \$20 or \$30/month to have access to a particular site. There are just too many sites on the Internet. I would be willing to pay a couple cents per lookup. And considering they have many tens of millions of unique visitors per month, they would have a very healthy business in doing just that. The only problem with pay sites is it becomes burdensome on the user to have to subscribe to dozens of such sites - and I don't particularly like giving my credit card information out to a zillion people. I would rather a company, such as Microsoft, would buy Dictionary.com and make the site available to registered Windows users for free.

I can only hope website and blog owners take the high road and limit the number of ads they shove in our faces. And above all else, I hope they eliminate all pop-ups and pop-under ads along with those absolutely mind wrenching ads that float into view. Another possible consideration would be to create a blocking feature that would block specific audio ads. I would love to permanently block the girl's voice who says "Congratulations, you have won an iPod Nano."

For now, advertisers will continue to get more creative to gain the attention of those browsing the web.

[Link to blog entry "Web Ads Are Becoming Invisible"](#)