

# SEO-Friendly Alternative to Pop-Ups

**STOP LOSING POTENTIAL CLIENTS; LOSE THE POP-UPS AND START USING BANNER ADVERTISEMENTS.**

## No one likes pop-ups, not even Google. So what now?

To avoid losing SEO value and potential clients, we recommend you turn off splash images if you are using them. Entrata has a new SEO-friendly alternative to pop-ups, also known as splash images, that is now available in ProspectPortal.

## About Banner Advertisements

- Setup is similar to the old splash images, but we've enhanced functionality to give users the ability to add text and a custom call to action button
- Banner advertisements are static and visible on the homepage and sub-pages
- Banner advertisements do not disappear after navigating to another page on the site after the landing page
- Banner advertisements are not actually ads. Nobody is paying for space on your website. The appearance is similar to banner ads that can be seen around the internet.
- It's a very familiar look and feel for calling attention to special promotions or deals.

## Why no more pop-ups?

- Starting in January 10, 2017, Google will penalize sites that have pop-ups on their webpage, and will rank them lower in Google searches
  - Learn more about Google's announcement [here](#)
- Websites that use pop-ups receive 11 percent lower page time
- Websites with pop-ups have a 10 percent lower average visit duration
- Websites with pop-ups receive 5 percent less unique users

## Example of new banner advertisements settings:

### Banner Advertisements Edit

<b>Banner Image:</b>		<span>?</span>
<b>Main Ad Text:</b>	For a limited time, get \$50 off your first month of rent.	<span>?</span>
<b>Optional Description Text:</b>	Act quickly, because units are moving fast. And who doesn't like a little extra cash in their pockets around the holidays?	<span>?</span>
<b>Link Text:</b>	See Our Floor Plans	<span>?</span>
<b>Link URL:</b>	<a href="http://dcapartment.tyler.prospectportal.lcl/Apartments/module/property_info/property%5Bid%5D/24785/">http://dcapartment.tyler.prospectportal.lcl/Apartments/module/property_info/property%5Bid%5D/24785/</a>	<span>?</span>
<b>Open Link in New Tab:</b>	Yes	<span>?</span>

entrata

Example of new banner advertisements setup:

### Banner Advertisements

Banner Image: Remove Change Photo ?

Main Ad Text:

Optional Description Text:

Link Text:

Link URL:

Open Link in New Tab:  Yes  No

Save or Cancel

Example of new banner advertisements on homepage and mobile:

EXPANSE PREMIUM (555) 123-6585

For a limited time, get \$50 off of your first month of rent.

[Check Out Floor Plans](#)

### Our Floor Plans

Need more room? We have a floor plan to fit your needs. View all of our floor plan options and find one that is available. Our friendly residents service representatives are help you find your new home.

Filters

1 Bed  More

1 bedroom	BEDS / BATHS	RENT	DEPOSIT	SQ. FEET
	1 / 1	\$900	\$450	900

[Request Info](#)

\* Pricing and availability are subject to change.  
 \*\* SQFT listed is an approximate value for each unit.



EXPANSE PREMIUM HOME FLOOR PLANS PHOTOS & TOUR AMENITIES DIRECTIONS RESIDENTS (555) 123-6585

For a limited time, get \$50 off of your first month of rent. [Check Out Floor Plans](#)

### Welcome to this Community

We don't just rent apartments. From the moment you walk through the front door you'll feel the comfort and security that makes our residents happy to call us home. Cutting edge amenities, meticulously-groomed grounds, and a dedicated staff contributes to a higher standard of living. Convenient shopping, award-winning schools, local museums and parks are all close at hand, with sponsored activities to develop new hobbies while getting to know your neighbors.

