‘Creativity without strategy is called art; creativity with strategy is called advertising’ quoted Prof. Jef L. Richard (Richards, 2013). This definition very well defines the creative aspect of advertising where it emphasis on the way a message is communicated effectively in the advertisement.

2.1 Website

Internet market has flourished so tremendously that there is a website available for any subject existing on this planet. Be it sports, entertainment, yoga, astrology, politics, shopping, etc. there is a website available for each category.

A website can be defined as a collection/culmination of worldwide web pages provided on internet service provider that has a introduction page known as homepage. A website is a window that introduces the prospective consumer to the company and its services or an individual. The standard format of any website will contain information about the company, contact details, services available or showcasing of work details.

As an example, the website link for Yahoo i.e. www.yahoo.com which will take the consumer directly to the Yahoo website when clicked.

2.1.1 Types of Website

One comes across millions of websites on the internet on any subject or issue. From news website to ecommerce website, from company website to a blog, each website looks different. Therefore each website is designed differently based on the subject it is based on. Some of the categories of websites are mentioned below:

a) Informational Websites

As the name suggests these are the websites that contain mainly information and were the first versions to hit the internet. The informational websites provide platform to the readers and writers to share and sell their information on the common platform. As the name sounds, these sites enable the readers to find information on a particular business or topic.
This information can be related to any topic which is worth sharing with the readers like health, environment, films, scoops, education, news etc. The informational sites are the most searched ones as people depend on mobile and laptops for regular updates.

b) Brochure/Catalogue Style Websites

Initially companies used to advertise their product through print, TV or radio which has become more personal and interactive nowadays with the help of the internet. The brochure or catalogue style of websites depicts the websites in mostly grid layout where products are displayed in catalogue format with the product image, price, features and discount offered. This format is used by the websites showcasing general information about a store as well as the stock they carry and the prices.

Such types of websites make it easier for the companies to list and promote their products. The examples of such websites are olx.com and quickr.com i.e. classified portals that display the products in such formats.
The concept of e-commerce has revolutionized the whole marketing world, thus making it a millions of market. With the changing consumer trends, the way products are marketed has also transformed in a big way.

E-commerce websites provide online platform for all the internet and smartphone users that have emerged as a separate genre of population with different needs and behavioral patterns. This type of website takes brochure websites a step further by allowing you to shop directly from your computer.

Not just for marketers and online consumers, the e-commerce genre provides a broad platform to the retailers as well. The sale and purchase of products online is a big business nowadays.

Flipkart, Snapdeal, Alibaba, Amazon are a few examples of the e-commerce websites that are making huge profits.
d) Blogs

Blogging is the new trend in the online market where anyone can be the message creator, disseminator and final consumer of the information. Online platform is filled with the blogs on various topics from entertainment personal sketch, makeup to health topics, education to business, you think of it and its available online.

Blogging has provided a voice to the common man, especially the silent protestors that express themselves with the help of blog. Blog sites were traditionally known as weblogs and were not so popular until 2000s but now every website contains the blog option, thus making social media an interactive platform.

For example there are various sites available for making a blog like bloggers.com, overblog.com, tumblr.com are few names capturing the market.
e) Personal Websites

Personal websites are the one that is owned by an individual where he/her shares there likes & dislikes and livelihood information and generally carries the domain name on their names. This kind of website is either created by a renowned personality to share restricted information with his/her fans or to promote personal work or by friends to share their information with the family members and relatives.

Some of the example of Personal website is the one of Mussafar Ali, Steve Jobs and ones made by family, members especially during wedding season.

![Steve Jobs](image)

**Figure 2.5 Screenshot website of Steve Jobs**

f) Social Media and Networking Websites

Social networking forums were started to provide a common platform for the masses to interact and share their views, opinions and life but soon this platform became the podium for the marketers to advertise their product and promote their brand for its development.

In order to reach the niche consumer, social media forums like twitter, LinkedIn, Instagram, etc. are commonly used by businesses to spread a word about their ideas, products and services.

Not just for big brand names but social networking forums have also provided a space for the small retailers that cannot spend huge amount in the advertising but creating all together a different genre for Facebook advertising or twitter ads that we often notice nowadays.
g) Photo Sharing Websites

Photo Sharing websites are visual treats for any netizen and are designed on layouts that showcase photographs in very creative ways. These websites support people for sharing their photographs with family members and friends and also for professional photographers to showcase and promote their work.

An example of a photo sharing website for the public is Instagram and for the professional photographers is I-top where they can sell their photographs to their clients.
h) Mobile Device Websites

In the present scenario, internet is no longer restricted to laptops and desktops. With the emergence of smartphones and I-pad, even laptops are losing their market as all the online operations can be done through mobile phones. The marketers are leaving no stone unturned for targeting the consumers for their products and this has led to creation of websites for viewing on mobile devices and mobile phones.

The designers are designing the websites in such format that makes it easier for operating the websites even on cell phones as the mobile view of website will be different from the laptop or desktop view of the website.

Figure 2.8 Example of Mobile Websites (Bradley Short, 2016)

2.2 Homepage

Homepage can be defined as introductory page of the website that introduces the company or an individual to the online user. The homepage contains the hyperlink of various categories existing within the website that could be opened with a click of the mouse. It is default webpage that loads whenever an online user types the company web address on url link. A homepage is first point of contact by the online user which decides the further surfing of the website and is designed most aesthetically.

2.2.1 Homepage Layout

A layout can be described as structure defined for displaying the elements and homepage layout is a part of graphical design that caters to the placement of visual element for enhancing the aesthetics of introductory page. The page reflects the organization objective and its composition decides the effectiveness of communication objective.
The arrangement of elements in electronic document encompasses all the elements used for designing print advertisement. The elements for designing a web page includes page margins, text blocks, images, object padding and any grids used to define position of objects on the page. The people specialized in page designing also known as web developers use specific software for its designing. Though many books, web pages, researchers define various categories of layout but the researcher tends to pick up the below mentioned layouts for the study:

### 2.2.2 Types of Homepage Layout

A homepage is like menu card of the website that displays all the options that a website offers to the netizen and has different hyperlink attached to them. As we know that a website is made of series of webpage and each web page has a different layout. So, here we discuss various types of layout as discussed by (Johnson, 2011).

#### a) Advance Grid

This layout of homepage displays different size images in a such synchronized way. The top of the page contains main graphic that is fully stretched at both ends followed by four square boxes horizontally placed below it on right side of the page. On the left side, are two rectangular placed boxes displaying the content. The best example of this layout is the website of YouTube that displays the content in this manner. The example of advance grid pattern is YouTube site that displays content in similar format.

![Figure 2.9 Layout of Advance grid pattern (Johnson, 2011)](image)
b) Fixed Sidebar

As the name suggests itself, Fixed Sidebar layout is the one that has one or both side fixed with navigation links on it. Though this type of layout is considered to be the old fashioned but is widely used even nowadays. The contents on the remaining page are designed in other formats.

As the template in the below diagram shows it has fixed sidebar on the left and three boxes towards the rest of the page. At times the bar is on both the sides which is static in nature.

One of the examples of Fixed side is the websites of the schools that displays right hand sidebar, a top banner as a main graphic with text in the centre.

![Figure 2.10 Layout of Fixed Sidebar (Johnson, 2011)](image)

c) Headline and Gallery Layout

Headline and Gallery layout is the combination of headline used for attracting the netizens and gallery which is used for displaying the images or illustrations. It is yet another style of classic design and uses a grid pattern for displaying the images of products with bold headlines.
These kinds of sites are visually enriching and are capable of holding the interest of the netizens for longer period. The headline is the key with the intention of attracting visitors and encouraging them to remain on the page.

![Figure 2.11 Layout of Headline and Gallery (Johnson, 2011)](image)

**d) Power Grid Layout**

Power Grid layout as the name suggest perhaps is the most impactful and complex layout designed so far. The websites designed in Powergrid layout are heavy in content and can include anything in boxes. The boxes can contain images, text, buttons ads, music player, movie player and can be designed as boxes within larger box known as nested boxes.

The layout below shows the homepage divided into different boxes sizes and layout out of which some can be used for displaying the advertisements and some for content.
2.2.3 Elements of Website Design

a) Space

Space constitutes a major element for designing a webpage and has various options attached to it like whether the page should be static or automatically updated with every post. Utilization of the space to the maximum and setting the elements aptly so that the website becomes eye-catching is a prior concern for any designer. The space will only define how much information can be uploaded on the web page.

b) Simple Navigation

For any website to be successful, it is important that it is least ambiguous in terms of its usability. People should find it easy for the navigation with least advertisements, sign-in issues, and other hurdles while surfing the website. Overloading of content, difficulty in page navigation, downloading failure of content, time-consuming are few examples of the problems that netizens face while surfing and navigating the site.
c) Call to Action

Any online endeavour is successful, if it is able to evoke call for action among its visitors on site. The website should generate the feeling of participation among its netizens and incline them towards using the website more frequently.

d) Search

At times the information provided on the website is so much in bulk that it becomes difficult for the consumer to search for the required information. Hence, it is mandatory for any website to keep a search button on its site for easy accessibility. Nowadays all the websites like e-commerce, informational sites, and company websites have search option available on them.

e) Information

Information though an important aspect of website formation is not enough, it has to be unique as well. Nowadays internet is flooded with numerous websites and to leave an impact on the netizen it should be unique in terms of information provided, features and aesthetics attached to it.

f) Images

Website being an audio visual and an interactive medium should be rich and qualitative in presentation of its images, graphics and video. The images should be easily downloaded and videos should be easily played while surfing any website. For instance any website that does not showcase clear image and is time consuming for downloading the images will not be preferred by the netizens.

2.3 Advertising Layout

An ad layout can be defined as the placement of the elements like copy, illustration, trademark, slogan, headline etc. to enhance the visual aesthetics of the advertisement and send the message to targeted consumers.

*(George et al, 1995)* defines layout as “The physical arrangement of various parts of the advertisement, including the headline, subhead, illustrations, body copy, and any identifying marks”*(Belch & Zheng, 2003).*
In order words, ad layout is an amalgamation of absurd concepts and ideas that are presented with the help of visual elements in order to communicate the advertising function through advertising layout. According to him, layout is usually rough sketched to show the positions of copy elements, sizes of text, typefaces, colors of different units or items that are put together to inform a complete advertising campaign (Agbana, 2013).

(Kamen, 2006) considers advertising layout as a subpart of sales promotion. He posits that advertising layout shows how finished advertisement will look; this look consists of drawing, product illustration or painting that can later be reproduced in the advertisement. The below stated layout indicators are most apt for better presentation of the website:

i. Shape of the content placed

ii. Size and location of the illustrations used

iii. Type style, size, space and mass to be occupied

iv. Any kind of Border style used for the advertisement

v. Use of white space margins

vi. Color combination in type, border and illustration

2.3.1 Types of Ad Layout

All the products cannot be advertised in similar formats. Some products need to be explained whereas others can be understood by just an image. Hence, the designer uses various layouts to attract the consumers towards their advertisement. Some of the layouts used are discussed below as mentioned by (Angelie, 2014).

a) Big Figure Layout

As the name of the layout justifies itself, Big Figure (Picture) layout emphases more on the illustration part. It refers to the print advertisement where big size image is used for designing the advertisement.

This type of layout displays a single, large illustration that dominates the space. As image is the main element used, text and a logo or signature carries the minimum area and are placed underneath the illustration that could be a brand ambassador, product itself
or any other strong and impactful image. In this layout the ad is designed in a Poster like layout type that shows importance to the main visual.

This type of layout is mainly adopted while designing the advertisement for mobile phones, perfumes, automobiles, etc.

![Example of Big Figure Layout](image1.png)

**Figure 2.13.1 Examples of Big Figure Layout** (Angelie, 2014)

![Example of Big Figure Layout](image2.png)

**Figure 2.13.2 Examples of Big Figure Layout** (Angelie, 2014)
b) Mondrian Layout

Piet Mondrian was a famous Dutch painter and this layout was named after him. This type of ad layout displays the elements in rectangular format or boxes as Mondrian used to represent his art as he had lifetime affair with proportions. At times the elements are differentiated through lines and in times the elements are placed free in the layout. This layout uses black bars to define and highlight the illustrations or copy through rectangular or diagonal shapes. The most commonly colors used in this type of layout are the primary colors like red, yellow and blue. This type of layout is used to show variety among the products.

Figure 2.14.1 Example of Mondrian Layout (Angelie, 2014)
c) **Copy Heavy Layout**

Copy heavy layout is used by the advertiser when there is too much of information needs to be imparted to the consumer that cannot be avoided. The information tends to be important and unique and has to be delivered.

This type of layout is widely used as it breaks the monopoly of Figure heavy website. It is mostly used by the advertisements in service category like banks, NGOs, government sector that are information oriented.

The logo is placed underneath and the elements are placed more formally for better understanding of the information and have less scope of experimentation.
d) Multi Panel Layout

Multi Panel Layout is also known as “Comic-Strip Layout” and “Story Board Layout”. This type of layout displays the images along with the headlines in a compartment type series. Also the headlines are arranged in such a way that clears the placement of the image in form of description.

It is type of layout that displays different features, functions, utility of products or services with the help of different panels or frames within the defined boundaries. A visual heavy layout is often accompanied with text explaining the illustrations. The layout can be narrative, comparative or descriptive depending upon visuals used.

Figure 2.16 Example of Multi Panel Layout  (Angelie, 2014)
e) Frame Layout

This type of layout creates a frame within the layout for placement of its elements. The ad layout is enclosed by a border. The ad with the frame gives a break from the advertisements especially that are placed in clutter one overlapping the other. The frame separates the ad from the items surrounding it.

This type of layout creates such a frame with the help of colors or shapes and places the elements in within for better placement and understanding. In this layout, the prominent element of an ad is specifically encircled so as to attain the attention of the viewer towards central point.

Figure 2.17 Example of Frame Layout  (Angelie, 2014)
f) Big Type Layout

Big Type layout refers to the advertising format that dominates the print space but gives much importance to the headline. This type of layout uses text in extra large fonts and loud font styles that grabs the attention of the consumer towards the ad.

In this type of layout much importance is not given to the visual elements like photographs, illustrations or images but a plain background of any color or white background will also make an equal impact as emphasis is laid on font and font styles.

The effectiveness of the ad is defined through typeface used and meaning created by it. The 80% of the ad space is covered with huge letters and words highlighting the communication objective or brand name.

Figure 2.18 Example of Big Type Layout  (Angeline, 2014)
**g) Alphabet Inspired Layout**

This type of layout is an eye candy for the netizen and makes the creative cells of the designer tickle. The alphabet inspired layout displays a layout that focuses on letters of the alphabet or a number that act as an inspirational source for the idea of the advertisement.

The font styles use both capital and lowercases for forming patterns and design that are appealing to the eye. The elements are arranged in such a way that gives an impression of an image.

![Figure 2.19 Example of Alphabet inspired Layout (Angelie, 2014)](image-url)
2.3.2 Technical Aspects of Online Ad on Homepage

As the whole world exists on internet and there are n numbers of websites providing service, it is very difficult to attain the attention of the netizen towards one particular website and for doing so; websites needs to be very attractive in terms of its aesthetics and information. So, while designing a website lot of elements are kept in mind for its success. The researcher tends to study the following aspects of websites and online advertisements on it:

a) Type of Website

Nowadays, there are various formats of a website with the expansion of concept of social media from informational web portals to social networking sites. News portals to classified websites, company website to retailer website are available on the internet. Therefore in order to advertise the product, the marketer searches out for the website that is most popular among the netizens and support the product category as well. Thus the type of website decides the category of the product to be advertised on it.

b) Type of Internet Ad

As per the page layout, which type of internet advertisements should be used for immediate attention by the netizen is also very essential. There are various types of ad formats available like banner ads, interstitials, pop up, pop under, floating ads and many more but all are not successful among the netizens as some ads are completely ignored and treated as irritating element.

c) Ad Layout

A layout is the blue print of the way the print elements are placed in an advertisement. While designing the web page and placing the advertisement, it is also essential to know which type of advertisement layout attracts the netizen towards itself and getting the maximum click is also important criteria for the marketers.

d) Ad Size

The size of the advertisement depends on the information to be provided. Incase just a logo is to be carried on homepage in button form then, just an enlarged logo will be
used and incase of service ads video or graphical ad format is used as the information to be imparted to consumer is heavy.

The size of the online advertisement is also important as it affects its visibility on the homepage.

e) Duration of the Ad

Another aspect for designing the web page is to set the duration for the online advertisement appearing on the homepage. As we all notice that many times the ads appearing on the webpage are either flickering or appear permanently on the homepage. There is also a category when other options or buttons on the homepage are clicked the ad displayed on the homepage gets changed while some ads remain unchanged.

f) Position of the ad

As website should be visually appealing, therefore, it becomes crucial to place and position the online advertisements at a place that is easily noticeable and catches the eye of the netizen.

For this reason, mostly, the homepage of the websites have maximum online advertisements displayed on them.

g) Purchase option

Depending on the category of the website, it is also essential to decide whether the site should carry purchase option with the advertisements or not. As in context to e-commerce and classified portal, providing purchasing option to the consumer is mandatory but not for other type of websites such as Rediff that has created a separate ecommerce page titled Rediff shopping. Also, advertising doesn’t work on sales building nowadays rather than brand building through interactive marketing is there aim.

h) Page Layout

The type of page layout of the website also decides the online advertisement to be uploaded on the homepage and the placement of the ad as well. Depending upon different type of layouts few advertisements are placed above the mast head, whereas few are placed on the both sides of the webpage.
2.3.3 Elements of Print Layout

A print advertisement comprises of various elements that make the ad visually appealing. Although their presence is mandatory for any still ad but much depends on the creative aspect of the designer also. The elements involved in designing a print ad are similar for the still online advertisements. Some of them are mentioned below:

a) Copy

Copy refers to the textual portion in the print ad and is used for the description of the product along with the image used in the advertisement. The copy writer uses various types of copy like testimonial copy, humorous copy, and descriptive copy etc. depending upon the type of product displayed in the advertisement.

b) Logo

Logo or trade mark refers to the visual presentation of the sign or symbol representing the company or brand name. Most of the print advertisements carry a company or brand name, logo or both in the ad and are placed either below the ad or on the top side of the print advertisement. Incase the brand is renowned enough; the logo is all for making an impact among its consumers.

c) Slogan

Slogan refers to group of three to five words that stands for the strength and values of the company and is used below the logo in an advertisement. Examples of slogan include, Go Get it for Visa Power, Just do it for Nike, Do the dew for mountain dew, etc. These slogans are used to create brand recall in the minds of the consumers.

d) Headline/ Sub headline

Headline is a sentence that is written to provide an introduction to the product and to describe the basic idea of the ad concept as well. The headline for the print ads can be in form of question, direct headline, indirect headline and many other such categories.

Sub headline is the extension of the headline and is used to take the idea of the headline further if required but is carried only in case of copy heavy ads.
e) **Illustration**

Illustration is the basic and most crucial element of the print advertisement. It refers to all the visual, graphics, images, diagrams and graphs that are used in the still advertisement. This element plays an important role in Big Figure layout where a good figure is worth thousand words.

**Summary**

As the research study focuses on advertisements on homepages, hence the second chapter establishes the base for understanding the websites. It provides a passage to the online world with the introduction of websites, homepages and layouts. Defining a website and how it is different from webpage or homepage is also dealt in this chapter. Homepage i.e. the front page of the website is the most influential page of the website and is often used by the marketers to advertise their brands in priority.

The chapter also includes the importance of homepage, its technical aspects and various layouts. Explaining in inverted pyramid style of detailing, the chapter also includes explanation of advertisement layout and its essential elements.