

Title:

Pop Ups : The Love Them Or Hate Them Debate

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592

Summary:

Nothing causes more irritation than website pop ups, apparently. It seems everyone hates them

But is this really the case? Do people really hate pop ups?

You see, when we look into it in more detail, and ask people about the circumstances of their

The first truth is :

- People hate irrelevant pop ups

The hate is derived from websites that spawn ...

Keywords:

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Article Body:

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But is this really the case? Do people really hate pop ups?

You see, when we look into it in more detail, and ask people about the circumstances of their

The first truth is :

- People hate irrelevant pop ups

The hate is derived from websites that spawn irrelevant non targeted advertising pop ups. You

Because the pop up is non targeted, it is not relevant to you and is therefore annoying.

And the second truth is:

- People hate multiple, spawning pop ups

The type you find on porn or gambling websites (so I'm reliably informed!) ~ the pop ups keep

So what does all this mean to the web marketers, website owners and webmasters among you?

Well, let's turn it on its head . . .

If people hate irrelevant pop ups, will they like ^targeted~ pop ups?

The answer is yes.

Think about it you're a fanatical golfer, ^Googling~ away for some ideas on how to improve your

You bet. It highlights a special offer that is targeted to the visitor. It's not about cars, h

So how should we use pop ups:

- 1) Use them responsibly ~ no multiple pop ups allowed. Just one pop up per visit maximum. Don't
- 2) Make sure they are targeted to the content of your website ~ they must be relevant. If the
- 3) Make sure they emphasise something different ~ a special offer, or new piece of news, that
- 4) Use the new type of ^unblockable~ pop ups.

That last point is vital, as a massive percentage of internet users have browsers or software

The easiest way to make a smart eye catching pop up (such as a virtual post it note) is to use

Pop ups have had bad press over the years. But use them responsibly, and they can have a massi

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