

How To Install Pop-Up Windows

By Bob Brolhorst

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This is a marketing device that will blow your socks off! Its click-through rate will beat all of your banners, buttons and text links put together and then some. It's called a pop-up window and it is super easy to install. Pop-up windows are those little (sometimes not so little) windows that suddenly pop open when you are either entering or leaving a site.

They are extremely powerful marketing devices because they cannot be ignored. Your visitor must take some action when that window pops open. Even if their first reaction is a move to close the window, you have captured their attention for a second or two. If your message is strong enough, that second or two is all it takes to get a click-through.

Like to put one on your site? No problem. Installing a pop-up window is an easy task even for the HTML challenged. Just follow this simple two-step process. First - you need to place the message you want to appear in the pop-up window on a page of your web site. Make sure this message is the only content on that page.

Second - copy and paste the following code in between the body and /body tags in the code of the page you want the window to pop open from.

```
-start of code-  
script language="JavaScript" for="window"  
event="onload()"window.open  
("http://www.yourwebpage.com", "myannouncer",  
"scrollbars=yes,resizable=yes,height=230,width=380")  
/script  
-end of code-
```

Be sure to replace the "yourwebpage.com" part with the address of the page you want to appear in the pop-up window.

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You can change the size of the pop-up by changing the height and width attributes. You may have to play around with this a little before you get it exactly right.

The above code will cause the pop-up to open when a visitor enters your site. You can change it to open when they leave your site by changing the "onload()" to "unload()" in the "event=" attribute.

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