

Preparing your website

To effectively advertise your website', it's crucial to prepare your site to attract users by delivering a positive user experience. This guide will walk you through essential steps to optimize your site for advertising, ensuring maximum engagement and revenue potential.

Set up tracking

Even if you're not going to run performance campaign, it is recommended to setup a tracking pixel, so that the platform optimizes for better retention and lower bounce rate for the users that land at your site by intent.ai advertisement. If you are running a performance campaign, it is necessary to setup general and per conversion tracking.

[Learn more](#)

Design and user experience

Clean and Professional Design

Ensure your website has a modern, professional look that appeals to visitors. A clutter-free design with intuitive navigation helps retain users.

Fast Load Times

Optimize your site to load quickly, as slow pages can deter visitors and reduce ad impressions. Use tools like Google PageSpeed Insights to identify and fix performance issues.

Mobile Responsiveness

Ensure your site is fully responsive and provides a seamless experience across all devices, including smartphones and tablets.

Content

Quality Content

Create valuable, engaging content that resonates with your target audience, encouraging longer visits and repeat traffic.

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