

What is a component?

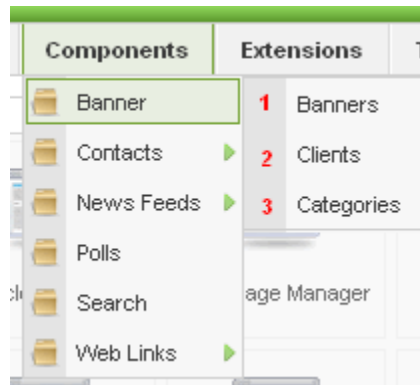
Definition:

"Components are Joomla!'s content elements or applications that are usually displayed in the center of the main content area of a template. This depends on the design of the template in use. Components are core elements of Joomla!'s functionality. These core elements include Banners, Contact, News Feeds, Polls and Web Links. Members of the Joomla! community produce third party Joomla! components on a continuous basis."

Banner Component

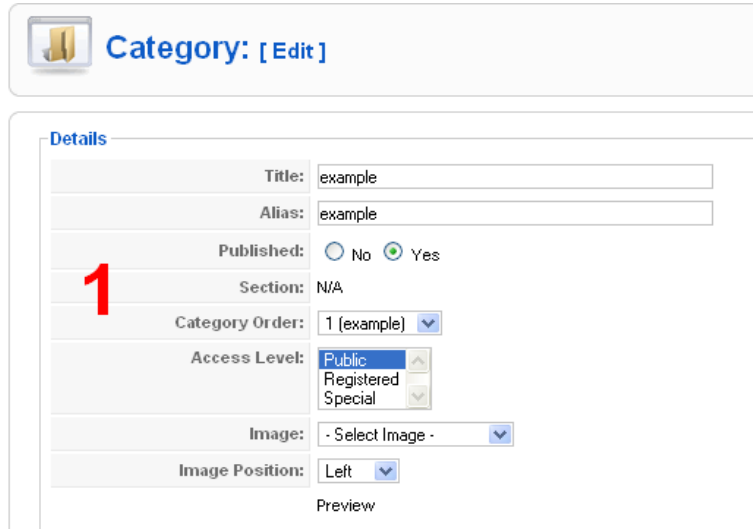
Banners are a very popular way of advertising. Joomla! has banner placement and organizational capabilities as a basic feature. This component is designed so that the webmaster can easily manipulate with banner exchange. The webmaster has information on the number of clicks on the banner, and can also set certain banner categories as well as give authorization to the clients he/she chooses.

First we must configuring banner component. In the backend Administrator, select the Components-Banner menu option, and you will notice three sub-menus: Banners, Clients and Categories.



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The banner component has a “*Categories*” option for categorizing banners by subject.



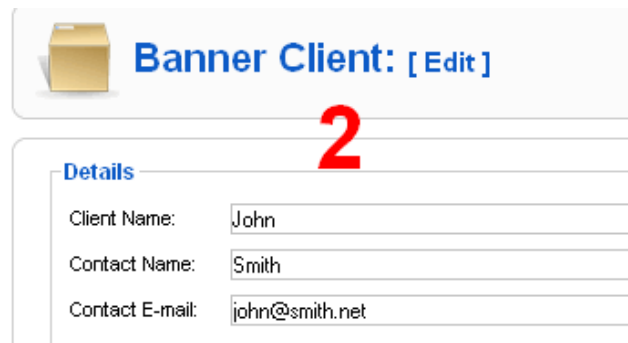
Category: [Edit]

Details

| | |
|-----------------|---|
| Title: | example |
| Alias: | example |
| Published: | <input type="radio"/> No <input checked="" type="radio"/> Yes |
| Section: | N/A |
| Category Order: | 1 [example] ▼ |
| Access Level: | Public Registered Special |
| Image: | - Select Image - ▼ |
| Image Position: | Left ▼ |

Preview

In the “*Client*” section you enter the client title, the name of its company/organization and contact e-mail. You can enter additional information on the right hand side.




Banner Client: [Edit]


Details

| | |
|-----------------|----------------|
| Client Name: | John |
| Contact Name: | Smith |
| Contact E-mail: | john@smith.net |

In the “*Banners*” section, there is the main option for creating your banners. Basic parameters for the banner presentation, such as name, category, client name, custom banner code, impressions and click URL.

 **Banner:** [[Edit](#)]

Details

| | |
|------------------------|--|
| Name: | <input type="text" value="John"/> |
| Alias: | <input type="text" value="John"/> |
| 3 Show Banner: | <input type="radio"/> No <input checked="" type="radio"/> Yes |
| Sticky: | <input checked="" type="radio"/> No <input type="radio"/> Yes |
| Order: | <input type="text" value="1"/> |
| Category: | <input type="text" value="example"/> ▼ |
| Client Name: | <input type="text" value="Someone"/> ▼ |
| Impressions Purchased: | <input type="text"/> Unlimited <input checked="" type="checkbox"/> |
| Click URL: | <input type="text" value="http://www.joomla.org"/> |
| Clicks: | <input type="text" value="0"/> <input type="button" value="Reset Clicks"/> |
| Custom Banner Code: | <input type="text" value="Here you put own code for banner."/> |
| Description/Notes: | <input type="text" value="If you have more description"/> |
| Banner Image Selector: | <input type="text" value="shop-ad.jpg"/> ▼ |
| Banner Image: |  |
| Tags: | <input type="text" value="Some tags about banner"/> |

At the bottom, you can see the default banners from the 1.5 version. Those pictures are loaded from Joomla!'s media/banners root directory. If you want to use your own banners, you can put your pictures into this directory and they will appear in the appropriate drop-down menu, available for selection.

After adjusting parameters, go to the Modules Manager and select the **Banners** module (mod_banners) which must be used in conjunction with the Banners Component.

The Banners module is responsible for displaying results on the frontend. First, we have to adjust the module itself. There are options for defining the position of the banners, their order, the access level, the category, the client and various other options as displayed on the image below.

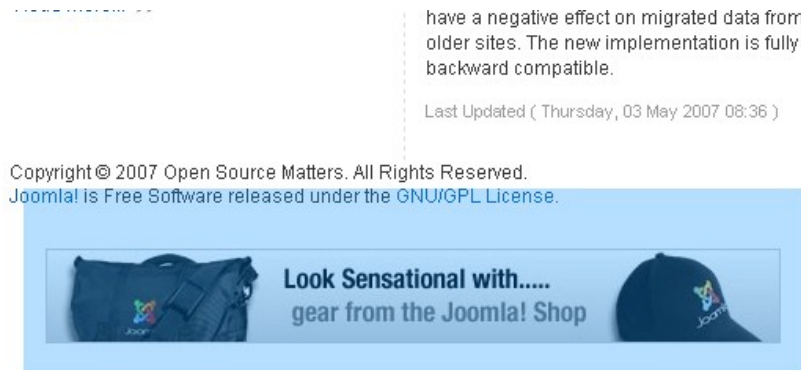
The Modules help you make and administrate your site. Today we have many different modules. The modules can display information on pages of your site, but they can be used inside your administration panel.

In an installation of CMS Joomla! 1.5 RC3, there are 41 Modules: 26 help you make your site, and 15 help you administrate it.

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Banner (module)

This module shows the banners on your site. The position of this module is the position of the banners. For example, if the module is adjusted to show on footer then the banners will show on footer, too. This module has options to open a link on banners in a new tab, a new window, or same window.



On this picture we see the banner's default position is on the footer of page. We can set different banners to display instead default banner. With this module you can set how many times to show the banners.

Module Settings

This module has three categories: *Details, Menu Assignment, and Parameters*

I-Details:

| | |
|----------------------|---|
| Module Type: | <i>mod_banners</i> |
| Title: | <input type="text" value="Banners"/> |
| Show Title: | <input checked="" type="radio"/> No <input type="radio"/> Yes |
| Enabled: | <input type="radio"/> No <input checked="" type="radio"/> Yes |
| Position: | <input type="text" value="top"/> <input type="button" value="v"/> |
| Order: | <input type="text" value="2::Banners"/> <input type="button" value="v"/> |
| Access Level: | <input type="button" value="Public"/> <input type="button" value="v"/> <input type="button" value="Registered"/> <input type="button" value="Special"/> |
| ID: | 30 |
| Description: | The Banner Module allows to show the active Banners out of the Component within your site. |

-Module Type: Displays the name of module file

-Title: Changes the module Name

-Show title: Shows the name of module

-Enabled: Enables the use of this module

-Position: Changes the position of the module on the site

-Order: Modifies module alignment options

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-Access Level: Changes the category of members who have permission to use the module

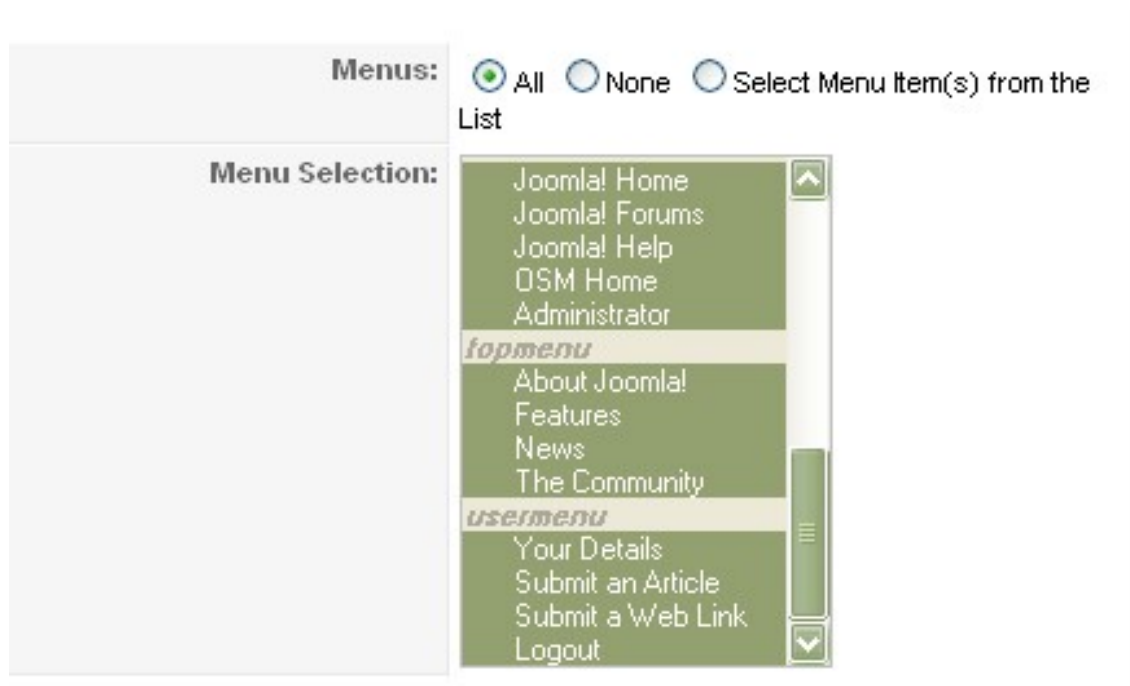
-ID: Displays the ID of module

-Description: Shows a short description of the module.

Module Position

You can have more than one banner on a page, and the banner module can be assigned to ANY module position not just the banner's position. For that matter all modules can be assigned to any module position, although some cannot be used more than once on a page

II-Menu Assignment:



The screenshot shows the Joomla! menu assignment interface. It features a 'Menus:' section with three radio buttons: 'All' (selected), 'None', and 'Select Menu Item(s) from the List'. Below this is a 'Menu Selection:' section with a scrollable list of menu items. The list is organized into three sections: 'Joomla!' (Home, Forums, Help, DSM Home, Administrator), 'topmenu' (About Joomla!, Features, News, The Community), and 'usermenu' (Your Details, Submit an Article, Submit a Web Link, Logout). The 'All' radio button is selected, indicating that all menu items are being assigned.

-Menus:

-All: Show the banners in all menus and pages

-None: Do not show the banners

-Select Menu Item(s) from the list: Select menu and menu objects that you want to show your banners.

III-Parameters:

Parameters

| ▼ Module Parameters | |
|-----------------------|---|
| Target | New Window with Browser Navigation ▼ |
| Count | 1 |
| Banner Client | Open Source Matters ▼ |
| Category | Joomla Promo ▼ |
| Search By Tags | <input checked="" type="radio"/> No <input type="radio"/> Yes |
| Randomise | Sticky,Randomise ▼ |
| Header Text | |
| Footer Text | |
| Module Class Suffix | |
| ▶ Advanced Parameters | |

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- Target: The target window when it is clicked
- Count: The number of banners to display
- Banner Client: Show banners only from a selected client
- Category: Show banners only from a selected category
- Search by tags: The banner is selected by matching the banners tags to the current document keywords.
- Randomize: Randomize the ordering of the banner
- Header Text: A heading to display before the group of banners
- Footer text: The text to display after the group of banners
- Module Class Suffix: A suffix to be applied to the CSS class of the module, that allows individual module styling

Advanced Parameters:

- Caching: Select whether or not to cache the content of this module
- Caching Time: The period of time, in minutes, before the module is re-cached

Encourage their visitors to explore different areas of a site

You need to provide “visibility” of other sections to your site visitors. The easiest way for doing that is placing the banners on visible site lots. Placing the banners must not be overrated because some visitors might find this to be less than appealing. The key thing is they have to be in the good spot but with less colors, simple = better, pay attention to font.

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There are few options when it is about banner type. We can choose if it's going to be static or dynamic. Static means only text with no effects. Lately, the most popular ones are GIF and Flash banners. I recommend GIF, because they are better for SEO in distinction from Flash formats.

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