

Placement Rules

Summary

Follow these placement guidelines to maximize performance while providing a positive user experience. Proper ad placement also helps your traffic pass moderation more quickly.

Before You Begin

- Role: Webmaster
- Required information:
 - Approved Site Source
 - Installed JavaScript Tag
- Estimated time: 5 minutes

Recommended placement

1. Install DAO.AD tags only on pages that receive real visitor traffic.

Examples:

- News websites
- Blogs
- Forums
- Entertainment websites
- Utility websites

2. Avoid placing ads

Do not place advertising tags on:

- Login pages
- Payment pages
- Checkout pages
- Error pages
- Empty pages
- Hidden pages
- Pages with no content

3. User experience

For best performance:

- Avoid excessive advertising.

- Do not cover important page elements.
- Ensure ads do not block navigation.
- Keep page loading fast.

4. Popunder recommendations

- Trigger only after user interaction.
- Avoid multiple popups on the same page.
- Configure reasonable delay intervals.

5. In-Page Push recommendations

- Do not cover menus or buttons.
- Place notifications where they do not interfere with reading.
- Use moderate animation settings.

6. Video recommendations

- Keep the video player visible.
- Avoid overlapping page controls.
- Choose an appropriate player size for desktop and mobile devices.

Troubleshooting

Issue: Low CTR or reduced revenue.

Solutions: Review your ad placement and verify that advertisements are visible without negatively affecting the visitor experience.

Related

- [JavaScript Tag \(Push\)](#)
- [JavaScript Tag \(Inpage Push\)](#)
- [JavaScript Tag \(Video\)](#)
- [Site/App Approval](#)

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