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Add A Website Banner

Laura Gibson - 2026-08-03 - [Editable Website Templates](#)

A **website banner** is a bar at the top of your website that highlights important information for visitors as soon as they arrive: promotions, upcoming events, holiday hours, schedule changes, or any other announcement you want people to see right away. You can add one yourself in WordPress, choose its colors, write the message, and link it to a page on your site. This is available to clients who have access to their WordPress account on an editable template.

Watch the video below for a walkthrough, or read on for the full guide.

What you can do with a website banner

- Turn the top banner on or off with a single toggle
- Choose a banner background color that matches your branding
- Choose the text color
- Write the message visitors see
- Center and bold the text for readability
- Link the message to a page, such as an event sign-up landing page

How do I add a website banner?

1. Log in to your **WordPress** account.

2. In the left menu, click **Theme Settings**.
3. Click **Header**.
4. Turn on **Show Top Banner**.
5. Choose your **banner background color**.
6. Choose your **text color**.
7. Enter the text you want to display. For example: Join us for our upcoming Bring a Friend event on August 1. Click here.
8. Center the text and bold it.
9. Click the **link icon** and paste the URL you want visitors to go to.
10. Click **Apply**.
11. Click **Update**.

Your banner appears at the top of your website.

Note

The banner settings only appear after **Show Top Banner** is turned on. If you don't see color and text options, check that the toggle is on.

Frequently asked questions

Who can add a website banner?

Website banners are available to clients who have access to their WordPress account on an editable template. If you're not sure whether your site is on an editable template or you don't have WordPress login access, reach out to Support.

Where does the banner show up on my website?

At the top of your website, so visitors see it as soon as they navigate to your site. That placement is what makes banners useful for time-sensitive announcements: nobody has to scroll or click to find the information.

What should my banner say?

Keep your message short and easy to read so visitors can quickly understand the nature of the announcement. A single sentence with a clear call to action works better than a paragraph. Examples: an upcoming event and its date, holiday hours, a schedule change, or a current promotion.

Can I link my website banner to a page or a sign-up form?

Yes. Click the link icon in the banner settings and paste the URL you want visitors to land on. This is how you send visitors directly to an event landing page, a sign-up form, or a promotion page instead of making them find it themselves.

How do I remove or turn off my website banner?

Turn off the Show Top Banner toggle in Theme Settings → Header, then click Update. Turning the banner off doesn't delete the rest of your header settings.

Can I change the banner colors to match my branding?

Yes. You set the banner background color and the text color separately, so you can fine-tune both to your brand colors.

Helpful tips

- Keep messages short so visitors can read them at a glance
 - Match the background color to your brand colors
 - Center and bold the banner text so it reads clearly
 - Link straight to the sign-up page rather than making visitors hunt for it
 - Check your website after clicking **Update** to confirm the banner looks the way you expect
 - Turn the banner off once the event or promotion has passed
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When a website banner is most helpful

- Promoting a current offer or special
 - Announcing an upcoming event, such as a Bring a Friend day
 - Posting holiday hours
 - Communicating a schedule change
 - Sharing any announcement visitors should see right away
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If you have questions about your website banner, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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