

# Creating your first placement

This example shows you how to create a simple banner placement that is valid for all pages on the site. The placement is for a hero banner at the top of the page header. The example therefore assumes a common header element with the ID `header` on each page. Your site likely has a different page architecture, so use whatever element best fits a hero banner.

To create the placement:

1. In the Frosno Control Panel, select **Modifications > Placements**.
2. Click **Create placement**.
3. Define the following settings:
  - **Name:** Enter a descriptive name, such as "Site banner - All pages before content".
  - **Target element:** Select **CSS selector**, and enter "#header" as the selector name.
  - **Display method:** Select **Before content**.
  - **Preview URL:** Enter a valid absolute URL for the page on the site on which you want to preview the modification.

The target element and display method together place the modification as the first piece of content within the header element.

### ✕ Create placement

Name\*  
Site banner - All pages before content

Description

Target element\* ?  
CSS selector ▼ #header

Display method\* ?  
Before content ▼

URL matcher ?  
This placement is used on all pages on your site.  
[Add new rule](#)

Trigger ?  
[Select trigger](#)

Custom renderer ?  
*Enter a custom renderer function name*

CSS classes ?  
*Enter one or more CSS class names (sep.*

CSS code ?  
*Enter inline CSS code*

Preview URL ?  
https://demo.frosmo

[Cancel](#) [Save](#)

4. Click **Save**.

You have created the placement. You can now assign modifications to this placement.

For more information about placements and placement settings, see [Placements](#) and [Creating and editing a placement](#). For more information about how to use the placement in a modification, see [Creating your first modification](#).