

The Power of Headlines

“Good headlines keep your audience, bad headlines, click, and you’re readers left”

Often a good headline is written to eliminate confusion and add some punch to exactly what the web page is all about. Many professional copywriters spend as much as 20% to 50% of their time crafting their main headline because they know the importance it holds. Your headline not only starts the page but it may often be reflected in your title tag which is also what users see in the search results. Good headlines should stimulate interest in the reader to read more. Visually it is the first text the visitor will see and so has the potential for a large impact. If optimized headlines have been shown to improve a website’s conversion rate by up to 60%.

What types of headlines work well?

Questioning Headline:

How did England actually fail to qualify for Euro 2008?

Develop headlines that appeal to as wide of an audience as possible:

Cool Tools - that are also free!

Remember to create headlines that reflect the benefit of the content:

Client Retention – Shift Your Focus to employ a more Lateral Thinking Approach

Remember the power of the numbered headline:

15 Tips to find Holiday bargains

25 ways to Add Quality Content to Your Web Site

Remember to use good descriptive words in your headline:

Easy Tips for Adding some Zest to your every day life

Remember without a good headline you’ve not only lost your audience but also your sale.

