

HEADLINE CHEAT SHEET (Print & Complete for Each Page)

Don't publish or test a headline on your website until you've completed this sheet.

FOLLOW ALL 5 KEY STRATEGIES TO GET & HOLD YOUR VISITORS' ATTENTION

1. **GET FOUND:** If your headline is an H1, it *should* solve for SEO: use the optimum keyword phrase for the page.
2. **LOWER BOUNCE:** Match visitor expectations, which means closely matching the language used in the call to action – be it a button or PPC ad – that the visitor clicked to land on the page. People want to find the *useful* info they're looking for. (This does not mean titling your "How It Works" page with those exact words.)
3. **QUALIFY VISITORS:** Communicate clearly what the visitor can/should do on this page (i.e., page goal).
4. **INCREASE TIME ON PAGE:** Intrigue the visitor enough to keep them moving down the page, be it by highlighting value or incentives or promising something that is both enticing and believable.
5. **BOOST CONVERSION:** Your point is not *the* point. Get to the *visitor's* point. That is, write what the visitor needs to see in order to believe in you. Be succinct – say it in 12 or fewer words.

USE YOUR ANSWERS TO THIS HEADLINE INTERVIEW TO CRAFT HEADLINE OPTIONS

What product/service are you trying to persuade people to buy or sign up for?

Of all your visitors, what is the *one segment* you know you will most likely sell to?

What is the primary benefit of this product/service? *Note that a 'benefit' needs to be something valuable that people either strongly feel or tangibly receive, thanks to you.*

What single pain do your customers have that this product/service eliminates?

What's truly unique and exciting about your product or service?

What keyword or keyword phrase do you need to incorporate for SEO, if any?

Advertising maven David Ogilvy taught us that **5 TIMES AS MANY PEOPLE** read the headline as read the body copy.

KEEP THESE "QUICK TIPS" FRONT OF MIND

Lead with the most important words, like your benefit. (That's called "front-loading".) **If you want** people to take an action on the page, you may want to lead with that action word instead of with a noun. **Avoid being clever** when you can be clear – unless you're using a metaphor, simile or analogy to help people understand. **Be as short** as you can be without losing the meat of your message.

Intersperse unusual and intriguing words with familiar ones to get noticed and boost memorability. **Avoid typical**, overused marketing messages, like "save time" or "save money", which everyone says. **Don't overpromise** or you'll lose your credibility – but, if you have something amazing to share, don't hold back. **Use questions**, quotes/testimonials and other phrasing where it will help. **Spend more time** writing your headline than you do writing the entire page. **Test**, test, test, test, test.

Proposed Headline (with keyword included)	Matches Visitor Expectations?	Intrigues the Visitor?	Clearly Communicates?	Gets to the Visitor's Point?

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