

## 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?

SIGN UP FOR MORE **FREE** TIPS & WORKSHEETS AT [CopyHackers.com/Subscribe-to-Copy-Hackers](https://CopyHackers.com/Subscribe-to-Copy-Hackers)