

# DISPLAY HEADLINES



SAY WHY IT MATTERS



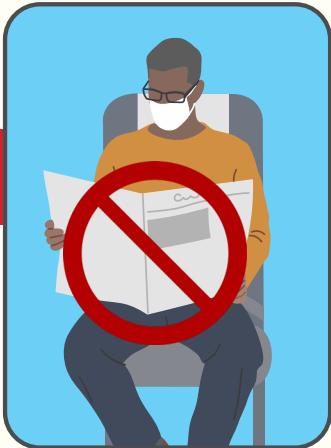
CONVERSATIONAL



PEOPLE NOT POLICY



USE ARTICLES



AVOID JOURNALESE



QUESTION W/ CAUTION



FIND SPECIFICS



WHO, WHERE, HOW, ETC.



unless hed makes sense without getting the pun

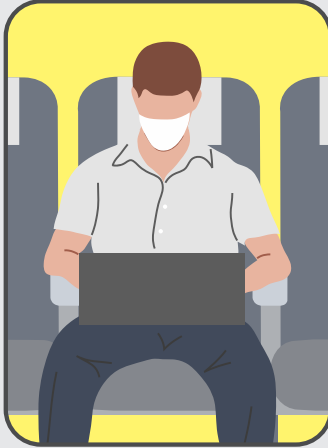


Goal: Be clicked  
Fun when appropriate

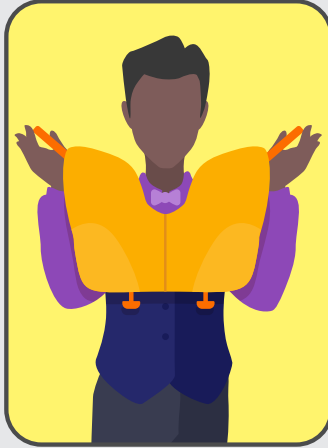
# SEO HEADLINES



NO KEYWORD SALAD



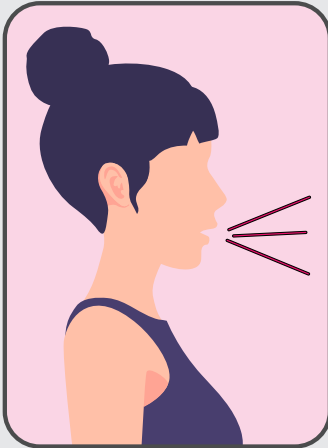
WRITTEN FOR HUMANS



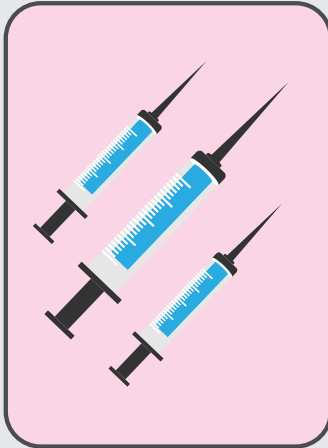
CLEAR AND DIRECT

Goal: Be found AND clicked      50 to 60 characters max

## IN HEADLINE EMERGENCY



SAY IT IN A SENTENCE



IDENTIFY KEY POINTS



WHAT STANDS OUT?