



## The secret of a great headline

Have you ever used these statements?

*“We strive to build relationships with our clients”*

*“We understand what our clients want and aim to give it to them”*

*“We offer better quality and service”*

They seem highly commendable but **they're all nonsense!** There's no tangible benefit being offered so **your visitors simply ignore them**, yet you'll find such statements featured on many websites.

Is there a website that has totally held your attention and got you wanting to know more? I bet it had a really **powerful “grabber” headline** that was informative, short and chimed with your thoughts because, in reality, you want to be persuaded. You've already got a level of commitment and if they can solve your problem quickly so much the better - **instant gratification, the No1 internet result.**

But what opening lines work? Here are a few ideas that do...

1. Put your key benefit in your headline – “X creates more sales in double quick time”
2. Something exciting and pertinent - “At last a great new way to get your money back fast”
3. The “How” motivator – “How do you get to the top of Google”
4. Direct and simple – “Save £250 when you sign up today”
5. Twanging your weaknesses – “7 common mistakes SMEs make everyday”
6. Make it an order – “Stop wasting money, do it NOW”
7. Irresistible – “FREE advice to marketing your business online”
8. Authority, using someone else – “How X Manchester agency blew the competition away”

When supported by **good, relevant content / copy** you'll be able to intrigue and draw them further into the web pages – and that's the point. The longer they're on site, the better the conversion rate = sales.

**The secret to a great headline** is creativity, requiring time and brainstorming, testing out lots of possible options until you've a list you think will work. These can be revolved over time to continually freshen your message. Your headline and copy are designed to get the visitor to ask “where on this site will I find out more about...?” **To grab a visitor's attention** what you say must have impact! So nail them right between the eyes.



We know to **avoid clichés like the plague** but often we'll substitute some tired and overused phrase because – you guessed it, we're lazy - and you know what, you'll turn your readers right off!

**The art to greater conversions** is in the **quality of the up-sell**, so don't ruin it with boring, over familiar copy that leads to a down-sell.

To find out how to create a great headline for your website, call me on **0800 86 202 86** or email:

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