
Home Internet Business Seo Tips For Writing Effective Headlines Tips For Writing Effective Headlines

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Lets say that you have done your home work and thoroughly researched you keywords. You are receiving a lot of traffic but little conversions. After running your analytic program you find out that almost every one coming to your lading pages is just bouncing off. And not staying on your site and making purchases.

One of the best ways to solve this situation is to write captivating headlines that are targeted to your users. Showing them that your site is worth their time.

Research suggests that visitors decide if they are going to stay on your site in the first eight seconds. This is fast and your need to have something that stands out and grab there attention. Good headlines can do this. Here are some tips for writing headlines that will help your retain visitors.

Include your paid keyword in the headline. Your visitors have been drawn to your site for a reason and they arrived there by using keywords. You should place those keywords in your titles to reassure your visitors that they will find what they are looking for.

Don't sound like an ad. If you sound like an ad people will ignore you. We are inundated with advertising messages and have developed pretty good filters for find ads and blocking them out. You want to make sure your headlines dont sound like a sales person but a friend giving you suggestions.

For example, instead of:

Fabulous Skin Cream that Makes a Difference!

Try

5 Ways to Reduce Wrinkles in 30 Days.

Talk about the solutions your product brings and not its specifications.

Instead of

E-mail with up to 2GB of Storage

Try

Never Throw another E-mail Away

Make headlines look easy to read. When our eyes are moving fast looking for something particular, we tend to ignore copy that looks like it will take too much effort to read. So, make your headline as simple and direct as possible. Try using shorter words.

For example, instead of

Deploy Robust Data Recovery

Solutions and Enhance Network Availability

Try

5 Things You Need to Protect Your Data

Use sub-headlines. Subheads are another easy way to quickly offer more information about your product. Similar to headlines, they're usually a piece of text users will be likely to scan.

Instead of

Computer Satchel

Try

Computer Satchel

Patented protection system cushions your laptop with shock-absorbing, air-filled pouches.

For more tips on Search engine optimization and effective writing Search visit Watts SEO.

Watts SEO is a full service Boston internet marketing firm. Watts SEO was founded by Scottie.

Internet Business

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