

HOW TO WRITE EFFECTIVE HEADLINES

Stephanie M. Scott

Director of Digital Marketing & Strategy



Texas Wesleyan
UNIVERSITY

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REMINDERS

- ▶ Image approvals
 - ▶ Check for copyright and branding
 - ▶ Are you not sure if your image is copyrighted?
 - ▶ Use [google.com/images](https://www.google.com/images)
- ▶ Reminder of our Approval Queue process
 - ▶ In by 11 a.m. M-F and live on the website by EOD
 - ▶ Includes images approvals
- ▶ Need T4 Help?
 - ▶ Email digitalsupport@txwes.edu
 - ▶ Call us ext. 6538



TODAY'S FOCUS

- ▶ Value of headlines? In higher education
- ▶ What not to do
- ▶ How to write effective headlines
- ▶ How will headlines impact results?
- ▶ Questions
- ▶ Rockstar winners

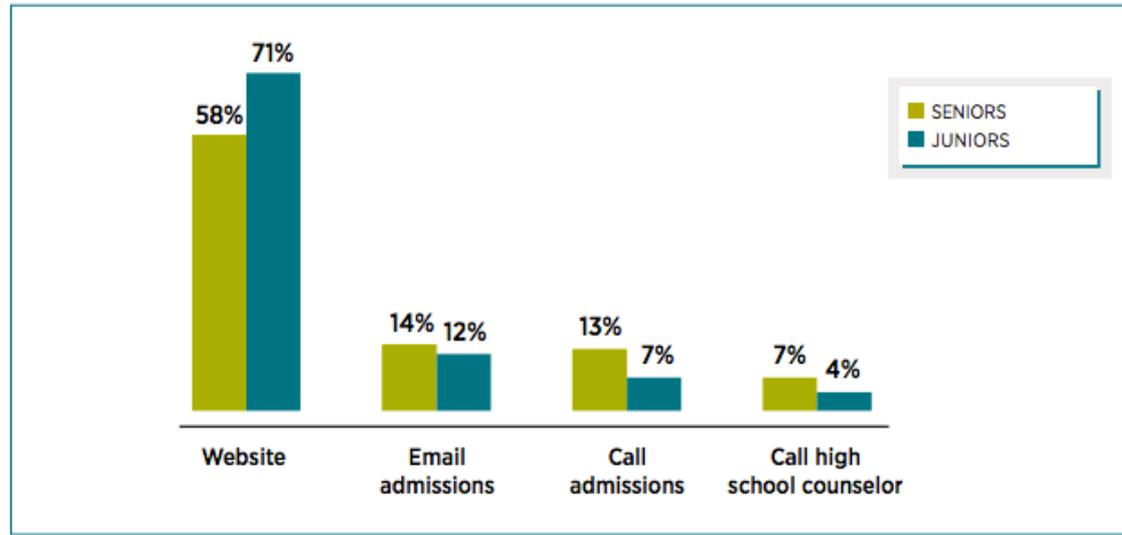


VALUE OF HEADLINES? IN HIGHER EDUCATION



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Figure 1: How do students find answers to questions when researching colleges?



HOW DO STUDENTS FIND ANSWERS TO QUESTIONS?

Noel Levitz E-Expectations Report 2015



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WHAT **NOT** TO DO WHEN WRITING HEADLINES



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TOP 5 DON'TS FOR HEADLINE WRITING

- ▶ 1. **Don't** be clever
 - ▶ Clear, direct headlines win every time
- ▶ 2. **Don't** get desperate
 - ▶ Is the headline begging for attention or does it **demand** attention?



TOP 5 DON'TS FOR HEADLINE WRITING

- ▶ 3. **Don't** forget our readers
 - ▶ Always consider your audience first
- ▶ 4. **Don't** forget social media
 - ▶ What does well on social? **Ex.** Top 10 lists
- ▶ 5. **Don't** settle
 - ▶ Push your headlines, write it out



HOW TO WRITE **EFFECTIVE** HEADLINES



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WRITE HEADLINES IN FIVE STEPS

- ▶ 1. Be concise
- ▶ 2. Use numbers & lists
- ▶ 3. Include your important information
- ▶ 4. Optimize for social sharing
- ▶ 5. Optimize for search engines (Search Engine Optimization - SEO)



STEP 1

BE CONCISE



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Are all of the words necessary?

- ▶ What's a good length?
 - ▶ Average 6-7 words for best results
- ▶ What are you trying to achieve?
 - ▶ Communicate your goals in the fewest possible words
- ▶ Write it out
 - ▶ Using a blank piece of paper or sketch book



STEP 2

USE NUMBERS & LISTS



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SCANNABLE IS THE GOAL

- ▶ People scan on the web
 - ▶ We love lists & numbers
- ▶ Don't make website users think
 - ▶ Make it easy
- ▶ Could your headline include these words ...?
 - ▶ Top, Why, How, Will, Best, Worst
 - ▶ If so, add it in with your number



STEP 3

INCLUDE IMPORTANT INFORMATION



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What's most important?

- ▶ Who ...
- ▶ What ...
- ▶ Where ...
- ▶ When ...
- ▶ Why ...



STEP 4

OPTIMIZE FOR SOCIAL SHARING



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Have you considered sharing on social?

- ▶ Make it noticeable = shareable
- ▶ Consider length
 - ▶ Are you tweeting? Leave enough space
- ▶ Don't forget your featured image!



STEP 5

OPTIMIZE FOR SEARCH ENGINES



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How to optimize headlines for SEO

- ▶ What are your users searching for today?
 - ▶ Academics: advising, degree plans, careers
- ▶ What terms are our users using in search?
 - ▶ Ask us, we can do the research
- ▶ How do I make my headline more relevant?
 - ▶ Be timely



HOW WILL HEADLINES IMPACT YOUR RESULTS?



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HEADLINES & RESULTS

- ▶ “On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.” – David Ogilvy
- ▶ 8 of 10 people, 80% will see your headline only (Copyblogger)
 - ▶ Make it count
- ▶ Always test your headlines
 - ▶ Ask students, ask your colleagues, test what headlines appeal to your audience
 - ▶ Using website data



NEED RESEARCH OR ADVICE?

- ▶ Contact us! We're here to help.
- ▶ Start a project in ProWorkflow
- ▶ Don't have an account yet?
 - ▶ Email Rueben Gonzales at ruebengonzales@txwes.edu



QUESTIONS?



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ROCKSTAR WINNERS!



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AND THE WINNERS ARE...

- ▶ Jacob Sanchez, 68 website updates
- ▶ Wiley Lindsey, 49 website updates
- ▶ Dennis Hall, 32 website updates



THANKS!



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