Actionable Ideas to Attract Web Traffic Through Relevant Headlines

Do Your Research

Set yourself up for success by knowing your content and knowing what people are searching for.

You can do this by:

Thinking about keywords
What keywords are in your text? What would someone type into the search bar and does it align with your content?

Using the available tools
Use Google autocomplete and Google Trends to find out what people are searching for, and determine the relevance to your content

Write Your Web Headline

Is your headline working for you? Headlines must:

✓ **Be clear, concise and be able to stand on their own without context**

✓ **Contain likely keywords and key phrases**

✓ **Compel readers to risk a click**

What to Include

Key Details: Front load them so they don't get cut off in search results.   ✓

Who/What/When/Where/Why/How: Spur curiosity, but make sure you have the answer in the article.   ✓

Utility Words: Imply a benefit for your readers.   ✓

Words that describe content: Listen, watch, explore, etc.   ✓

What to Leave Out

✓ **Wordiness:** Stick to fewer than 55 characters so your headline doesn't get cut off in search results.

✓ **Puns:** Not compatible with SEO, but if they're absolutely necessary, get your keywords into your URL instead.

✓ **Oblique references and obscure words:** Clarity is key, so put down the thesaurus and communicate your content effectively!

Test & Evaluate Your Work

Use A/B Testing as you work to craft better web headlines, comparing a standard web headline you've been using to one that's been SEO optimized. (See our Marketing Minute on A/B testing here.)
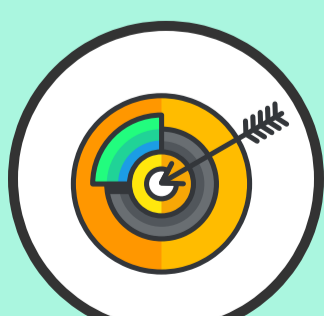
Use site analytics to look at your web traffic over time. Report on pages with the most inbound traffic so you learn what's working.

Consider using Google Webmaster Tools. Learning more about the popular searches that lead people to your site is only the tip of the iceberg for what you can learn utilizing these tools.