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Meeting Planner
Product and Services
Experts & Contributors
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## Headlines on the Web

by Maralyn D. Hill, Co-Author *'Success, Your Path to a Successful Book'*

I spent years writing captivating headlines with catchy phrases. In addition to brainstorming them, I loved picking one to use. Guess what, that is not what works online.

The web wants keyword/s that are rich and benefit-oriented headlines. For someone like me, that is boring. The good news is you can put your catch headline in the first sentence.

- Having a keyword increases clicks.
- Having a benefit increases clicks.

Have you ever noticed that many headlines of posts or some article have goofy symbols in them? That happens because the author used symbols.

Avoid anything in a headline except letters. That means eliminate & (a favorite of mine), @, #, \$, %, \*, +, -, \_ , !, " , ' , ? , / , and commas. They cause undesired symbols to show up. Unfortunately, I learned this the hard way.

**Avoid all CAPS for titles.** Readers tend to view those as shouting. I've been guilty of that too when copying and pasting. It is quicker, but I need to make myself slow down and change it. You can capitalize the first letter of each word.

**Try to use welcoming words.** In general, the words, don't, learn, habits, and similar ones frequently turn readers off. Whereas, consider, avoid, discover, behaviors, are more positive.

**Keywords in a title do help increase traffic and drive more to your website.** Here are some suggestions for keyword research sites:

- GoodKeywords.com
- Keyworddiscovery.com
- Wordtracker.com
- Google Insights
- Google Suggest

**Titles matter for books too and so do key words.** When I co-authored *Success, Your Path to a Successful Book*, with Brenda C. Hill, we thought we had a great title. We got terrific reviews and were a finalist in the INDIE Publishing Competition. What did we lose points for? The title. It would have been better to call it, *Success, Your Path to Writing, Marketing and Publishing Your Book*, or *Success, Writing, Marketing and Publishing Your Book*. Either of the last two titles have the three key words of the book, writing, marketing, and publishing.

An example of some great article titles are:



## Big Blend Radio Interview



**Maralyn Hill discusses Writing Headlines for the Web**

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**About Maralyn D. Hill -** If you want to learn about book marketing, you may want to consider *Success, Your Path to a Successful Book* by Maralyn D. Hill and Brenda C. Hill.

Maralyn does marketing consulting and coaching that provide services which emphasize a return on investment. She says, "Our ideas make a difference" and "Together we can make it happen." Maralyn is part of the 'Books by Hills' Team – visit [www.TheEpicureanExplorer.com](http://www.TheEpicureanExplorer.com)

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- Blogging Tips for Fiction Authors
- Making it BIG as an eBook Author (BIG was capitalized for impact).
- Why is Amazon Author Central so Important for Authors? (I realize this has a question mark, but it was done in html).
- How to Use Facebook to Market Your Book

It would be nice to take credit for these, but I can't. They were blog posts on our Success With Writing Blog written by contributor Sherrie Wilkolaski. What I would like you to notice is that each title provides both keyword and benefit.

**I'm in a continual process of learning. There is much more to say on this topic, but this summary should give you a comfortable start to understand web titles as well as books. Keep up with our tips on [www.SuccessWithWriting.com](http://www.SuccessWithWriting.com)**



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