



PAGE TITLE COPYWRITING





IT IS THE BEGINNING OF YOUR COPYWRITING



HOW YOU TALK ABOUT YOUR PRODUCT OR BUSINESS



USUALLY RELATED TO HOW YOU PITCH IT ON SOCIAL MEDIA, EMAIL, ETC.



DETERMINES CLICK-THROUGH RATE ON YOUR PROMOTIONS



CAN INCREASE TRAFFIC IMMEDIATELY





WHAT DOES A GOOD HEADLINE NEED?

-  **GRAB ATTENTION!!**
-  **CONTAIN KEYWORDS FOR SEO**
-  **TO GRAB ATTENTION IT NEEDS TO BE EXCITING AND PROMISE A BIG BENEFIT**
-  **DON'T MAKE FALSE STATEMENTS OR OVER-PROMISE**





MAKING TITLES STAND OUT



NUMBERS AND PERCENTAGES



AUTHORITATIVE REFERENCES



DEADLINE BY WHEN PEOPLE WILL GET THE BENEFIT

