DISPLAY HEADLINES

- Say why it matters
- Conversational
- People not policy
- Use articles

SEO HEADLINES

- No keyword salad
- Written for humans
- Clear and direct

Goal: Be found AND clicked  50 to 60 characters max

IN HEADLINE EMERGENCY

- Avoid journalese
- Question w/ caution
- Find specifics
- Who, where, how, etc.

Goal: Be clicked
Fun when appropriate

- Puns
- Partial quotes
- Colons

unless hed makes sense without getting the pun

SAY IT IN A SENTENCE
IDENTIFY KEY POINTS
WHAT STANDS OUT?