

Writing Headlines

We have noticed many more WPI-related Social Web events being posted online over the past few months. Thanks very much to all of you who are posting your events and helping to keep the WPI community alive with activity.

We'd like to help you obtain even more recognition and greater attendance at your events. To that end, we are offering a few web headline writing tips that may generate more people clicking on your headline, and ultimately, more people attending your events and more people excited about all that is going on at WPI.

--The main purpose of a headline is to generate readership, so it should be concise to motivate the reader to click.

-Don't settle with the first headline that comes to mind. Consider a few options and then select the one that tells readers exactly what your event is about.

-Remember, you have only a second to grab a reader's attention. An ambiguous headline with scant content will most likely be ignored, but an attention-grabbing headline that details the event is sure to be noticed.

Here are a few Event headlines that have appeared on the WPI homepage recently, and an example of how these headlines may have garnered more attention if they had a little more detail.

-Barry Hanshaw Recent Works

may have been written as:

Discover the Rich Landscape Oil Paintings of Local Artist Barry Hanshaw

-Start Smart Part 3

may have been written as:

A Workshop to Help Women Earn what They Deserve

-WPI Venture Forum

may have been written as:

Develop a Lucrative Strategy for Your Online Company in Today's Economic Climate

If you ever have any questions or could use some advice, please don't hesitate to contact Kim Allen or anyone within the Marketing & Communications department for advice. We will be happy to assist you.