PREDIKKTA

Use this as a template to help you fill out your survey.
You may have up to 8 of each, Headlines, URLs and Descriptions.

HEADLINES*

Headlines can generally be a maximum of 65 characters. Some headlines may have a few characters more or a few less as Google use a block element that's 512px wide and doesn't exceed 1 line of text. So if you use "i" all the time, it will be longer! If you use "w", it will be shorter! See as clear as mud.

Examples:

| Cross Consult - Business Mentor | (31 characters) |

| Business Coach \| Cross Consult | (30 characters) |

| Need a Business Coach? | (22 characters) |

*Your headline has a massive impact on your click-through rate so, you really want to nail this part.

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URLS

Your URL description can display generally 64 characters. If your business is a Start Up, you can choose up to 8 different Domain Names and see which one would provide the highest clickthrough rate.

Examples:

| www.crossconsult.com.au/ | (24 characters) |

| www.crossconsulting.com.au/ | (27 characters) |

| www.crossconsult.com.au/business_coach |

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DESCRIPTIONS

The Description is the two lines under the URL. The Description area is where you want to really stand out. You can Get REALLY creative here as your Description has limited impact on SEO Rankings. We advise you trial your Keywords, Capitals, Numbers, Phone Numbers, Symbols and Icons. Try to write as either one or 2 sentences that tell the searcher why they should visit your website and what you offer. We have found that consumers generally prefer "softer" language rather than aggressive ie "cool drinks" rather than "fizzy drinks".

In your Description, trial what you think will most entice your customer to click through.

Example:

Cross Consult is a leading business consulting firm. We advise leaders on strategy, marketing, organisation and operations, across all industries around Australia

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Please note:
The examples are meant to help motivate you to come up with your own headlines / URLs and descriptions.
They have, in no way, been endorsed and have been used with permission from the business owners.
There are more tips available on the survey build page that you can access after you login to your account
and create a survey. If you need support, you can contact us at support@predikkta.com