

START WITH A WORKING TITLE  
*i.e.. Font Pairings for Beginner Designers*

DOES YOUR TITLE  
CONTAIN KEYWORDS?

NO

YOU WANT TO OPTIMIZE YOUR BLOG  
TITLE FOR SEARCH ENGINES, BUT  
MOST OF ALL, YOUR AUDIENCE.

YES

REWORD YOUR TITLE AND ADD KEYWORDS  
*i.e. Free Font Pairings For Beginner Designers*

TRIM THAT SUCKER DOWN.  
REMEMBER, WHEN IT COMES TO  
BLOG TITLES, LESS IS MORE!

NO

IS YOUR TITLE 70  
CHARACTERS OR LESS?

YES

SHORTEN YOUR TITLE TO BE UNDER 70 CHARACTERS

DOES YOUR TITLE POP?

NO

TRY THESE 3 TRICKS:  
*Use Strong Language*  
*Use Literary Devices*  
*Use Direct Language*

YES

MAKE YOUR TITLE POP  
*i.e.. Typeface Twosomes: 6 Font Pairings For Beginner Designers [Free Download]*

DON'T BE A LIAR!  
MAKE THE TITLE RING TRUE.

NO

IS THE TITLE TRUE TO  
THE CONTENT?

YES

CHANGE YOUR TITLE TO TARGET  
YOUR AUDIENCE.

NO

REWRITE YOUR TITLE TO BE MORE ACCURATE

DOES THE TITLE TARGET  
YOUR AUDIENCE?

YES

BE DIRECT & TARGET YOUR AUDIENCE  
*i.e.. Typeface Twosomes: 6 Font Pairings For Beginner Designers [Free Download]*

CONGRATULATIONS,  
YOU'RE DONE!