

Edit your homepage headline

How to write the big line at the top of your homepage so a stranger knows what you do and where, and how to change it.

The headline is the big line at the top of your homepage. It has one job: tell a stranger, in a few seconds, what you are and where you are.

What makes a headline work

- **It says what you do.** "Cuban coffee and pastelitos on Calle Ocho" tells people more than "Welcome".
- **It says where,** if where matters to your customers.
- **It's short.** Aim for ten words or fewer. On a phone it should fit on two lines.
- **It's true.** Skip "the best in Miami" and similar big claims unless you can prove them. Say something you can stand behind.
- **It sounds like you.** Read it out loud. Would you say it to a customer?

Examples by kind (made-up businesses)

Kind	Headline
Cafe	Colada at the window, since morning
Barber	Sharp fades and clean beards in Wynwood
Trade	Air conditioning repair across Miami-Dade
Shop	Plants, pots and gifts on the corner
Professional	Bookkeeping for small businesses in Coral Gables

Steps

1. Write two or three versions and pick the one you'd say out loud.
2. Log in to your site editor and open your homepage.
3. Click the headline text and type your new version.
4. Keep the smaller line under it, if there is one, in step with the headline. If the headline changes a lot, check that line still makes sense.
5. View it on the phone preview, then publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Good to know

- The title that shows in Google's results is a separate setting from the headline on the page. If you change what you do, tell us and we'll update both.
- Avoid changing the headline often. If something changes for the season, a banner is a better place for it.

Need a hand?

Email hello@zossoz.com with your idea, or just tell us what changed, and we'll suggest a few headlines. We only write what's true from the facts you give us. A headline change counts as one of your small changes for the month.

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