



GOAL

Increasing Visitor Traffic from Social Media & Search Engines through our Content

The Headline

The Excerpt

Tagging/Keywords

Social Media

The Headline

8.25 Seconds

Average Attention Span of Internet Users

9 Seconds

Average Attention Span of a Goldfish

Nielsen group found that people typically consume the **first 11 characters of headlines.**

The Headline: **Viral Examples**

This Russian Program Can Find Your Face Anywhere

Police Use a high-tech, super secret tool to catch a chicken Wing Thief

These Reporters Are Struggling to Adjust To Life After Covering Death

Why Are Indigenous Canadians Killing Themselves?

How Whole Foods Cut Prices for its New Stores

21 Amazing Travel Apps You've Nver Heard Of

MOST POPULAR (2016)

CRIME/TRAFFIC

Suspect Charged in Fatal Stabbing at Kehalani Foodland

COMMUNITY

Maui Pasta Owners Seek Community's Help

CRIME/TRAFFIC

Traffic Advisory: Motor Vehicle Accident at McGregors Point

SHARK ATTACKS

Shark Sighting in Wailea: Witnesses Describe Aggressive Behavior

CRIME/TRAFFIC

Vehicle Found 200 Feet Below Kahekili Highway

EVENT

1st Annual Maui County Carnival Debuts in April

CRIME/TRAFFIC

Traffic Advisory: Halkeakala Highway Closed

EXCLUSIVES

Exclusive: Dengue Fever Case Confirmed on Maui

EXCLUSIVES

MauiNow Exclusive: Names Obtained in Violence Reduction Sweep

SPORTS

Coach Damuni to Join Football Staff at Alma Mater BYU

LEAST POPULAR (2016)

EVENT

2100 Toys Collected in Annual Drive for Kids in Need

EVENT

Merwin Conservancy Presents Award Winning Poet April 2

EVENT

Lahaina Sunset Rotary Seeks Support for Recycling Program

EVENT

AARP Free Movies for Grownups - The Big Short

EVENT

The Wharf Cinema Center Rings in Chinese New Year

EVENT

UHMC to Hold Abit Open House April 21

COMMUNITY

Seascape Maalaea Achieves Platinum Ocean Friendly Certification

EVENT

Maui Fringe Theater Festival January 22 - 24 at Iao Theater

EVENT

Baldwin High School Band at the MACC March 8

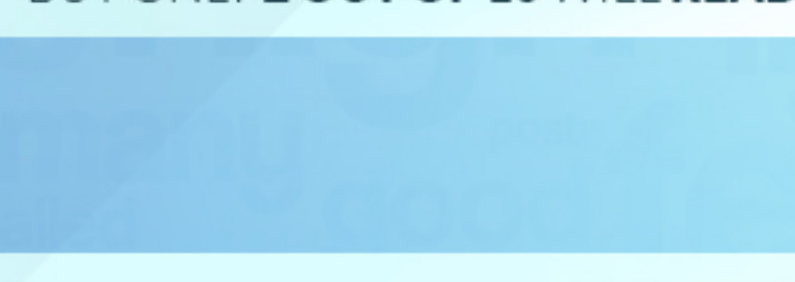
EVENT

Maui High School Band at the MACC April 5

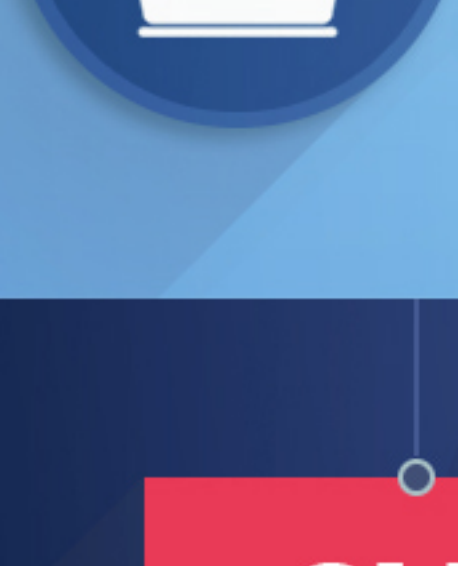
What Makes A GOOD HEADLINE



8 OUT OF 10 PEOPLE WILL READ HEADLINE COPY,



BUT ONLY 2 OUT OF 10 WILL READ THE REST.



A WRITER SHOULD SPEND **HALF OF THE ENTIRE TIME** IT TAKES TO WRITE A PIECE OF **PERSUASIVE CONTENT** ON THE HEADLINE.

SHORT AND SWEET

Max character **count 65** before being **cut off** in search results.



The **perfect length** for a headline is **6 words**.

- ✓ **people scan headlines**
- take in **only the first and last 3 words**

- ✓ **Less to read** so **higher chance of retaining attention**

IS **PLANNING** MEALS **GOOD OR BAD?**

YOU AND YOUR HEADLINES

- ✓ **More effective and question headlines** that include or reference the reader

- ✓ **More attention grabbing** because it speaks directly to the reader - like personal conversation



USE INTERESTING ADJECTIVES

FUN

EFFORTLESS

PAINSTAKING

UNIQUE

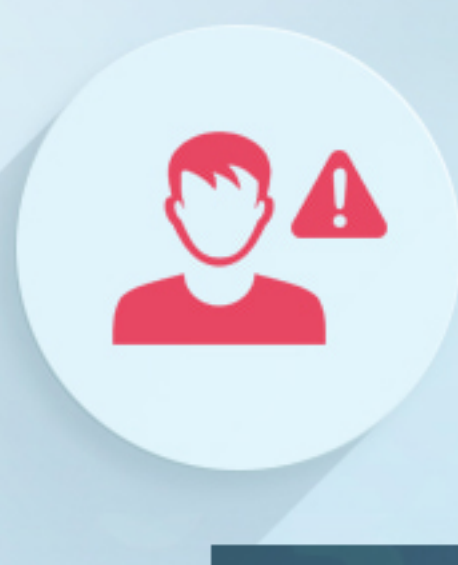
INCREDIBLE

ESSENTIAL

STRANGE

ABSOLUTE

USE **NEGATIVE** WORDING



NEGATIVES TAP INTO OUR **INSECURITIES**.

THE WORDS **"NO"**, **"WITHOUT"** AND **"STOP"** LEAD TO **MANY MORE SHARES**.



BEFORE YOUR NEXT EXERCISE SESSION,

STOP

AND READ THESE TIPS!
IT COULD SAVE YOU FROM INJURY.

USE **NUMBERS**

- ✓ People want to increase efficiency - seeing a numbered list (easy steps) fulfills this need.
- ✓ The bigger a number in a post - the further it spreads.
- ✓ Use digits rather than words.

0000

100
THINGS TO DO IN
SANTA MONICA

PERSONALIZE IT

(ADD A LITTLE EXTRA)

- ✓ **Increases reader curiosity**

- ✓ **Use sparingly**, it will lose effectiveness if overused.

15 WAYS TO STUDY FOR A TEST.

NUMBER 9 IS A MUST!

FORMULA FOR CREATING HEADLINES

TRY USING THIS FORMULA:

NUMBER OR TRIGGER WORD + ADJECTIVE + KEYWORD + PROMISE

Before formula:
How to Bathe an Elephant



After formula:
18 Unbelievable Ways You Can Bathe an Elephant Indoors"

Before formula:
How To Sell Your House

After formula:
How You Can Effortlessly Sell Your Home In Less Than 24 Hours

WHY HEADLINES FAIL?

- ✓ **DOESN'T MATCH THE ARTICLE WRITTEN**

- ✓ **NOT SPECIFIC** - 'What We Know and Don't Know'

- ✓ **WORD MEANING CAN BE MORE THAN ONE THING**

- 'Police Begin Campaign to Run Down Jaywalkers'

QUICKSPROUT
Resources

The Moz Blog // <http://bit.ly/lhu3VML>

KISSmetrics // <http://bit.ly/lxkN2wk>

Marketingland // <http://mklnd.com/lb04ABl>

Startupmoon // <http://bit.ly/l8JTzk8>

Positionly // <http://bit.ly/lgzja7l>

Baker Marketing // <http://bit.ly/MRSmVG>

Copyblogger // <http://bit.ly/lhglFM2>

Contently // <http://bit.ly/lpZ0oKo>

Entrepreneurs-Journey // <http://bit.ly/1mn2PIT>

Fastcompany // <http://bit.ly/1f0NVF4>

The Excerpt

Website Excerpt

Appears on MauiNow.com, Search Engines*, Social Media Shares & Social Media Posts

No Call-to-Action Necessary

The website excerpt is meant as a short summary of what to expect from the article. Since the user is already on MauiNow.com, no need to encourage them to visit the site.

Keywords Are Important

Try to pick out 2-3 main keywords from your article, and use those in the excerpt. This helps with SEO.

Keep it Short

While you can go longer than the recommended 80 characters, search engines will only display the first 140 characters of your excerpt.

Social Media Excerpt

Only Appears on a Social Media Post

Call-to-Actions Are Great!

The goal is to gain traffic on MauiNow.com, so prompting the reader to view the full story is encouraged.

Don't Give it All Away

If the reader has all the information from the Facebook Post, they won't feel the need to click-thru to MauiNow.com

Keep it Relevant

If a user is mislead into clicking a story, and they leave the page quickly, Facebook sees this and lowers our page rank.

Keep it Short

As per KISSmetrics, shorter posts (within 80 characters) get 66% more engagement.

Use a Quote

If your story has a quote that will engage the audience, this can be a good alternative to writing an excerpt.

Social Media

Wisemetrics found that the median engagement point for **Twitter is 24 minutes** and **90 minutes on Facebook**. (70% of clicks will happen within 90 minutes of posting on Facebook)

The ideal length of a hashtag is 6 characters. But use them sparingly, because tweets with more than **2 hashtags show a 17% drop in engagement**.



Place **links within the first 25% of the tweet** to get better CTR



Post Full links – Use only full URLs when posting a link to an external website. Shortened URLs get as much as 3 times less engagement than full-length URL instead.



Social Media

Facebook



People use Facebook at work and at home, on mobile and desktop.

Best Times to Post:



12:00–1:00 p.m. on Saturdays & Sundays
3:00–4:00 p.m. on Wednesdays
1:00–4:00 p.m. on Thursdays & Fridays



Twitter



Twitter is used at work and at home, usually during down times like commutes and breaks.

Best Times to Post:



12:00–3:00 p.m. on
Mondays through Fridays
5:00–6:00 p.m. on Wednesdays



* collected by the folks at CoSchedule from a variety of sources, including QuickSprout, SurePayroll, The Huffington Post, Buffer, TrackMaven, Fast Company, and KISSmetrics.

Keywords & Tagging

List 10 - 15 Popular Keywords Relevant to Your Article
(Refer to Our Preferred Keyword List)

When thinking of keywords, put yourself in the mind of a Google user.
"What would they search for that should show your article?"

Use the Most Popular Keyword in your Headline & Excerpt

Include Keywords in your Article - Use each Keyword roughly 2 - 5 times.

Include the Keywords in your Post's Tags, as well as the
All-in-one SEO Pack Keywords fields.

Business Names, Popular Personalities, and Places
should be included in your keywords.