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5 Steps for Developing a Tag Line for Your Product, Business, or Website

By Bobette Kyle

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A tag line is the one or two line descriptor that often comes after a product logo or company name. It is one of those things that looks simple but isn't. Large companies pay advertising agencies a lot of money to develop tag lines for their companies and brands.

Many companies, however, do not have a large enough budget to hire an advertising agency. If you belong to one of these small budget businesses, do not despair. With some creativity and persistence, you can develop your own tag line.

** First, decide what you want to communicate with your tag line.

* If you have a positioning statement and/or unique selling proposition, write them down. Your tag line should reinforce them.

* Ask yourself these questions.

- Who are your customers?
- What benefits do you give your customers?
- What feelings do you want to evoke in your customers?
- What action are you trying to generate from your customers?
- How are you different from your competition?

Try to get one or more of these across in your tag.

** Second, prepare to brainstorm.

* Gather tag lines from other companies and brands. Look in other categories besides your own and try to find tag lines from both large and small companies.

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As you find tag lines, write them on index cards or individual slips of paper. You will be mixing and matching them and pairing them with unrelated items as you brainstorm.

Pay attention to the words used, how they are put together, and which of the above questions they address. By doing this, you are more likely to come up with a unique angle for your own tag line.

NOTE: You are looking at others' tag lines only to spark ideas. Do not plagiarize. You must come up with your own, original tag line.

To find tag lines, look around. You may find them anywhere there are advertisements, packaging, or logos. Look in cupboards, around desks, in magazines, on TV/radio commercials, in print advertisements, and on Web sites.

To get you started, here are some tag lines I found in only a few minutes:

- hp – "invent"
- Craftsman – "Makes anything possible."
- Kenmore – "Solid as Sears."
- Hersheys.com – "The sweetest site on the Web"
- WebSiteMarketingPlan.com – "Integrating traditional and online marketing strategy."
- Marketing Best Practices – "The Web's leading small business marketing newsletter."
- Nike – "Just do it."
- TLC – "Life Unscripted."
- Surprise by Design TV show – "We're not just changing rooms. We're changing lives."
- Schnucks (Midwest Grocer) – "We make it easy."
- Berry Burst Cheerios – "Naturally sweetened whole grain oat cereal with real berries."
- Altoids – "Curiously strong peppermints."
- The Name Stormers – "Company and Brand Name Development."

* Find your competitors' tag lines – look at them and strive to be better and different.

* Gather together books to help you come up with different ways to phrase similar ideas. My favorite is "Word Menu". Others likely to be of help are "The Descriptor's Dictionary" and "Twenty-First Century Synonym and Antonym Finder". You can find these books and others down the left margin at:

<http://www.websitemarketingplan.com/Arts/TagLines.htm>

** Third, brainstorm.

This works best if you can get a small group together, but can also be done solo. Set up a place with a lot of writing space – use dry erase boards, easels with big paper pads, note cards, etc.

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Go through your props. Look up words or concepts in the books. Rearrange your various props so you can look at them in different ways. Write down **everything** that comes to mind and all the new ideas each phrase sparks. They do not have to make sense. You want a large number of ideas.

There are additional brainstorming resources down the left margin at the URL listed above.

**** Fourth, consolidate your list.**

After brainstorming, go through all of your ideas. Pull out those few you think have the best potential. Try to reduce longer ones to fewer words.

**** Fifth, choose the one best tag line.**

You should be left with a short list of possibilities. To pick the single best tag line, get others' opinions. If you have some funds budgeted, work with a market research firm to test the tag lines with your customers.

You can also conduct informal research. Set up a free survey at SurveyMonkey.com and encourage people to take the survey. If you have direct contact with customers, ask them what they think. Give them an incentive to help you, such as a discount or small freebie.

When you are done, you will have a tag line that will help your business thrive.

Web design with a difference.

By Ralph Ramah

Anybody looking for a web designer is spoilt for choice. Type in web design in Google and you will come up with millions of websites offering web design around the world. The web design industry is indeed extremely competitive. So how do we go about choosing a web design company that offers websites that are not only well designed but equally important, a website that ranks well on major search engines?

A lot has been written on web design that sell products and services but relatively few web designers know how or are even bothered about developing websites with the basic elements required to give your website a head start on search engines.

Here are a few important web design tips that will set your website apart when it comes to ranking on search engines and selling your products and services.

1. Every web design should include the famous tags. There is no excuse for not including these in a web design from the outset. No matter what they say, tags have their say in the way search engines look at your website and no web design is complete without carefully chosen tags.

There are 3 important tags namely the Title tag, Description tag and the keywords tag. Each web page should have its own set of tags. What are these tags? These are words and phrases that are embedded in the HTML of the website and very easy to include in your web design.

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Let us look at each of these tags.

2. The Title tag is an important part of web design for search engine optimisation. This tag is likely to be picked up by search engines and displayed as a result header when a visitor finds your website on a search engine. This tag also appears as the title that in the blue strip at the top of your browser. A good web design will contain a short Title tag that includes the keywords you think visitors will use to find your site.

3. The Web design should also include the Description tag. This is a short description of what the web page is about and it often appears just below the title in search engine results. Although the importance of the Description tag in search engine ranking is uncertain, the description in a web design acts like a sales pitch. This is your opportunity to tell the visitor what the web page is about and why he or she should click on your website. Remember, web design is not just about building a website and getting it ranked. A good web design should do all this, get the visitor to click on your website when it is found and sell your products and services.

4. Let's look at the Keywords tag. A lot of web designs contain a mass of supposed key words in the Keywords tag. Keywords are the words or phrases that visitors use to search for websites on search engines. A good web design practice is to have focussed and themed web pages. This means that each web page should be focused on one keyword at a time and this keyword should be in the web page Keyword tag. It is very important that the keywords used in the tag also appear in the body of the text.

5. The h1, h2 headers are also important elements of a good web design. Use h1 and h2 headers as these are read by search engines. Use them as high up on your web page as possible and where possible use the keywords in the h1 header. H1 headers are by default large fonts. It is possible to format these so they match the overall look of the web design and retain their header properties.

Ralph Ramah is the webmaster of Discount Web Design (

), a

leading web design firm. Please feel free to republish this article provided you keep this resource and the hyperlink.



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