FOR THE DESIGNER/DEVELOPER: COPY FORMATTING INFORMATION

Headline

The headline is typically the first piece of *larger*, more prominent text on the page/on the banner. This is the actual headline that uses the H1 coding on the backend of your website. In most cases, I've included keywords for some SEO and to describe the offering at-a-glance.

What it's for: Capture the attention of the right people, quickly!

Eyebrow copy

This is a smaller copy *above* the headline or crosshead. Eyebrow copy here is used as simpler titles for context. In some cases, it functions like a subhead, with a little aside or giving extra info before your visitor dives into reading the headline or crosshead.

What it's for Extra info or context

Crosshead

Copy in the "headline" font as you progress down the page but is NOT the H1, but just the big text above each section.

What it's for: Compels your readers down the page, and shows them they want to read the more in-depth copy sections.

Body copy

Body copy is the regular-sized text below the headline. It's typically paragraph-style, and functions as the full explanation or closing of the loop that was opened in the headline.

What it's for: Detailed explanations, building value, painting a picture.

CTA

"CTA" aka "call to action." Or "button copy." The subhead and body copy that follows gives context of what's on the other side of the action.

What it's for: Where people CLICK! Where the action happens!

Navigation

The navigation copy are the words that are to be used in the navigation bar. These can be the navigation at the top, on the side, in the menu, in the footer, etc.

What it's for: Gives your readers an easy roadmap to get around your website

Line

The line is used to divide the content above and below the fold