

Heading heuristics

Heuristic principle	Pass / Fail	Notes
Concise 3 words or less wherever possible		
Descriptive Can I tell what will be in this section from the heading? Marketing phrases should not be used as headings as they are inspirational, not descriptive		
Logical Headings should have a logical flow and make sense even without their supporting content		
Active Use active, positive and personal language. For example, 'Account area' is passive. But 'View your account' is active and personal.		