What is the Problem?

Start by speaking about the problem your product is solving. The reader needs to understand the problem first, not the product.

Why Should this Problem be Solved?

In 1-2 sentences, educate your target audience on the importance of solving their problem. Speak about how their lives will improve if they fix the issue.

Mention the pros and cons of eliminating the problem, and rule out the cons the reader might have.

Make the solution to the problem simple. The reader should clearly understand that taking action to solve the problem will be easy, especially regarding time, effort, and cost.

How Can Your Product Help?

Explain the solution to the problem, not the product. Put emphasis on the unique selling points your product offers. Show your expertise in a simple, concise manner.

Why Should They Take Action Now?

Define why it’s important for the user to take action immediately. Use techniques such as urgency or FOMO, user testimonials or reviews, comparisons to competitors, and other points.

Reach out to your dedicated Taboola contact for more information!
ARTICLE TITLE
Your title should capture the reader's attention and makes a promise about what they will read. It should have the same message as your creative.

HOOK
Answer the promise you made in your title immediately in an enticing way.

NUTGRAPH
Your reader should receive the entire message of your article in these 1 to 3 sentences — think of this as a brief summary.

CTA
Your final CTA should be more aggressive, as readers who make it to the end of an article are interested and committed to the topic.

SECTION HEADERS
Headers should summarize your article when scanned so the reader understands whether or not it’s valuable for him or her.

Bad: Will you be satisfied?
Good: Comfort and interior that will guarantee your satisfaction.
DESIGN YOUR PAGE

KEEP IT SHORT
400-600 words will be just enough to get your point across and will keep the reader’s attention.

KEEP IT CLEAN, KEEP IT SIMPLE
Simple black font on a white background is best to keep the reader engaged.

TOP IT OFF WITH AN IMAGE
Adding a picture at the beginning or midway through the article will help make your page inviting.

Make sure the image doesn’t take up the entire width of the page so the user knows to continue to scroll down.

MAKE IT READABLE
Bolded sub-headers, relatively big fonts, and short paragraphs will also ensure the reader stays on the page.

Reach out to your dedicated Taboola contact for more information!
USER EXPERIENCE

LINK CAREFULLY
If you need to link outside of your site, make sure that the link opens in a new tab or window.

POP SMART
Users will instinctively close pop-up windows without reading them. If you need to rely on a pop-up, then make sure it’s triggered only once a reader has truly engaged with your page.

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Try it for $1
If you sign up today, you’ll receive a 20% discount on your first purchase.

Reach out to your dedicated Taboola contact for more information!
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Try it now for $1.

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Sign up for our awesome service.

Tell the user what to expect post-click. Use precise action-oriented language like “buy” or “sign up”. Rather than more generic language like “click here.”

Use our service to find the best deals on fashion’s biggest brands.

If you sign up today, you’ll receive a 20% discount on your first purchase.

Reach out to your dedicated Taboola contact for more information!
Which pastry do you like best?

- MUFFIN
- DOUGHNUT
- CROISSANT

Try it for $1

If you sign up today, you’ll receive a 20% discount on your first purchase.

Sign up for our awesome service

Reach out to your dedicated Taboola contact for more information!
ALWAYS BE TESTING

Technology and browsing habits change and evolve. A/B test major elements of your page on a regular basis to make sure you’re reaching maximum conversion potential.

INNOVATE

Videos, photo galleries, quizzes, and other unique content types have the potential to unlock new audiences for your product or services. Experiment with new formats when possible, but make sure to keep the rules we’ve mentioned here in mind!