

# Write your Course Title



In order to end up with a great course title and subtitle, you need to consider both your students and search algorithms. Use this worksheet to come up with a great title that does justice to the hard work you put into your course.

## One tip we want to give you upfront:

Don't make salesy, big promises that can come across as spammy to students. If you use a titles that over promises and lead students to a course that isn't quite right for them, you will probably end up with a bad review and vocally dissatisfied students.

## STEP 1: ASK YOURSELF THESE QUESTIONS

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What is my course about?

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Who is my target student? What is their skill level?

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What will the student be able to do or understand after taking this course?

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What is the nature of the course, e.g. is it comprehensive? Advanced? A step-by-step guide?

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What terms (buzzwords, jargon) would my students use when talking about the topic?

[Check Google trends](#) data to check keywords and find synonyms.

*Remember: Use compelling action words without forcing it!*

## STEP 2: CREATE YOUR TITLE

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- ▶ Look at the answers above and circle/highlight what you want to include in your title or subtitle to catch your target student's attention.
  - ▶ Brainstorm multiple title ideas and try including different terms to see how they feel.
  - ▶ Get feedback on the titles from potential students, peers who have knowledge on the topic, or the Udemy Facebook community.
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**Remember:** Compelling course titles express the topic, desired outcome, a powerful action word, and nature of the course.

*Title ideas:*

*\*\*Make sure the title is in line with [Udemy Policies Requirements](#)*

### EXAMPLES:

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<b>The How to Headline</b>	How To Become a Powerful Public Speaker
<b>The Ultimate Guide Headline</b>	The Ultimate Guide to Public Speaking
<b>The Celebrity Headline</b>	How to Become a Powerful Public Speaker with Chris Anderson
<b>The How to/Without Headline</b>	How to Become a Powerful Public Speaker Without Getting Shin Splints
<b>The Tutorial Headline</b>	The Comprehensive Guide to Public Speaking
<b>The Results/Timeframe Headline</b>	How to Become a Powerful Public Speaker in 6 Weeks