

Generating and Evaluating Headlines with AI

Learning objective: You'll understand the economic role of headlines in e-commerce, write AI briefs for landing page and ad headlines, evaluate variants using an objective scoring framework, and derive data-driven tests for the most important sentence on every page.

Key Takeaways

- The headline is the single most important sentence on any page, and it has seconds to work.
- A precise AI brief with target audience, promise, context, and rules is what makes the difference.
- The rating grid filters out subjective taste and prioritizes test candidates.
- Only tests prove which headline actually wins with your audience.

Framework steps

1. Identify Levers
2. Write a Brief
3. Evaluate Variants
4. Derive tests
5. Target Audience + Problem
6. Result / Promise
7. Context

Key points at a glance

CONCEPT

Why Headlines Are the Most Strategic Sentence on Your Page

On average, eighty percent of visitors read only the headline. Twenty percent read on.

CONCEPT

What an E-Commerce Headline Needs to Do

Relevance: it must immediately signal to the visitor that they're in the right place.

CONCEPT

The Headline Brief for AI

Name the target audience and their primary problem.

CONCEPT

The Headline Scoring Framework

Clarity: Is it obvious within three seconds what this is

Value proposition: "Save thirty minutes per order."

From five to seven candidates, you select two to four for the A/B test.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.