

Taglines

A website tagline is **not** a slogan or motto - it's a short sentence (50 characters or less), which:

- Is located near the company logo
- Communicates primary focus of the site (when not obvious from the URL)
- Communicates what makes the site unique among competitors

Asking a few questions can help assess if it's a tagline or slogan/motto

- Does it summarize the primary focus of the site in a few words? If the answer is yes, it's a tagline.
- Does it state the site's competitive advantage? If the answer is yes, it's a tagline.
- Would it work just as well for competitors? If the answer is yes, it's a slogan/motto.
- Would any company ever claim the opposite? If the answer is no, it's a slogan/motto.

Research is key to crafting an effective tagline - two good places to start

- What does the company say about itself?
- What do the customers/users say about the company?

Here are some examples of well-crafted taglines

abookapart.com	Brief books for people who make websites
webdesignerwall.com	A wall of design ideas, web trends, and tutorials
layersmagazine.com	The How-to Magazine for Everything Adobe
godaddy.com (in title bar)	The World's Largest Domain Name Registrar
Resources	Often books have better "taglines" than websites