

## COURSE TITLE AND SUBTITLE QUALITY STANDARDS

### Recommended Techniques:

- Specify the skill/procedure Students will learn
- Be specific. What level of student is this for? What will the student be able to do or understand after taking this course?
- Keep titles to 60 characters or less

### Not allowed:

- Do not make promises or claims regarding monetary gain.
- Do not make salesy, big promises that can come across as scammy to students.
- Do not use excessive punctuation, special characters, or capitalization.
- Do not use “know Y” in the title or subtitle

Check out some examples and best practices below:

NOT ALLOWED	ACCEPTABLE	GREAT
<p><b>Learn FILLER Today!!!</b> <i>Excessive capitalization and punctuation</i></p>	<p><b>Learn How To Inject Filler</b> <i>Acceptable but could be improved with more detail</i></p>	<p><b>Injecting Nasal Labials Folds: Advanced Injection Technique</b> <i>Includes specific topic, level and intended audience</i></p>
<p><b>Learn How to Make \$7000+ Per Procedure</b> <i>Direct reference to monetary gain</i></p>	<p><b>Learn Popular Injectable Procedures</b> <i>Acceptable but needs more detail about audience or course goals</i></p>	<p><b>A Beginner's Guide to Lip Injections</b> <i>Names the intended audience and specific skill that is learned from the course</i></p>
<p><b>Save \$5000 on your marketing</b> <i>Direct reference to monetary promise</i></p>	<p><b>How to Market Online</b> <i>Could be improved by adding more detail to make it relevant to students</i></p>	<p><b>Online Marketing: How To Create Your Online Marketing Plan</b> <i>Focuses on the skills that the student will learn</i></p>