



When done well, webinars can be a great resource for your audience and a lead-generation tool for business.

Also, after it's recorded, it can be shared as a podcast, written as a blog post, or designed as an infographic for sharing on social media and in email.

Here are 10 effective tips for a successful webinar.

1. Settle on one, specific topic, especially if it's a 30-minute webinar.
2. Choose engaging speakers versus monotone speakers.
3. Identify the format, e.g., multiple speakers in an interview style, a single speaker, or a panel discussion
4. Consider the topic's SEO potential. Crafting an engaging and SEO-friendly title will help with people finding your topic.
5. Inject slides with images and/or graphics; not just text.
6. Write a script – even for the topics you're most familiar with. That will be helpful for posting on YouTube in the description field and for creating a blog post after it's been recorded.
7. Use a headset microphone or landline phone rather than a computer or cellphone speakers.
8. Always do a dry run.
9. Prep the “studio” space for a quiet environment, especially if you work from home or have a noisy office area.
10. Promote the event at least seven to ten days in advance and share it for weeks after it's been recorded.

Bonus Tip – How to write a great webinar headline.

When it comes to writing SEO-friendly headlines that generate clicks, use a tool. Here are some free tools you can use to create exciting webinar headlines that generate interest, clicks, and shares for your topic.

Title-Generator.com has a great tool called, what else, [Title Generator](#). Enter your topic and after one click, you'll be treated to over 700 titles to choose from.

CoSchedule has a [headline generator](#) tool that grades the effectiveness of your headline to help drive traffic, shares, and search results.

Here are five [headline formulas](#) from GoToMeeting, that might help spark some creativity for you.

1. 10 Little Known Ways to [blank]
2. How to do [something awesome] like [someone awesome]
3. [Interesting topic] 101: Learn How to [blank] Like a Pro
4. New Data Reveals How [Industry title] Should Be Doing [blank]
5. The New Trend in [blank] that [someone trustworthy] Swears By

Now that you have the tips, what will your next webinar topic be about?

Additional Resources

- [How to Host a Webinar People Want to Attend](#)