7. Using the same newspaper Web site you used in No. 6 above, discuss SEO techniques that appear in the site's headlines. Look particularly at whether online headline writers used the "two word" idea and whether they correctly anticipated user search terms.

8. Select one example from each of two different magazines of titles that are especially well written, and explain your choice. Provide the magazine double-page spread or a photocopy of it. In addition to the wording of the title, describe any special design features used to incorporate the title into the magazine spread.

9. Refer to the headline-writing guidelines discussed in this chapter. Then, without considering the count, explain why each of the following headlines is poor:
   a. School board plans to study admission policy
   b. Fair manager tells plans for fair
   c. Beat grandmother, three children
   d. Kidnap victim tries to identify captors
   e. Obama, McCain spar in second campaign debate
   f. Inmate escaped from prison farm
   g. Council passes sales tax despite protest

10. Identify problems with the following headlines and write a correct headline to remedy each problem. For vague headlines, use your best guess as to the correct meaning.
    a. Gorillas vow to kill Taliban leader
    b. School chief hears offer in men's room
    c. Volcano killed by suffocation
    d. Police brutality postponed
    e. Court orders church to produce woman
    f. British aide says all inmates to gain now that fast over
    g. State provides motorists with winter conditions