Choose Your Website Homepage Headline

Laura Gibson - 2026-11-17 - Local SEO

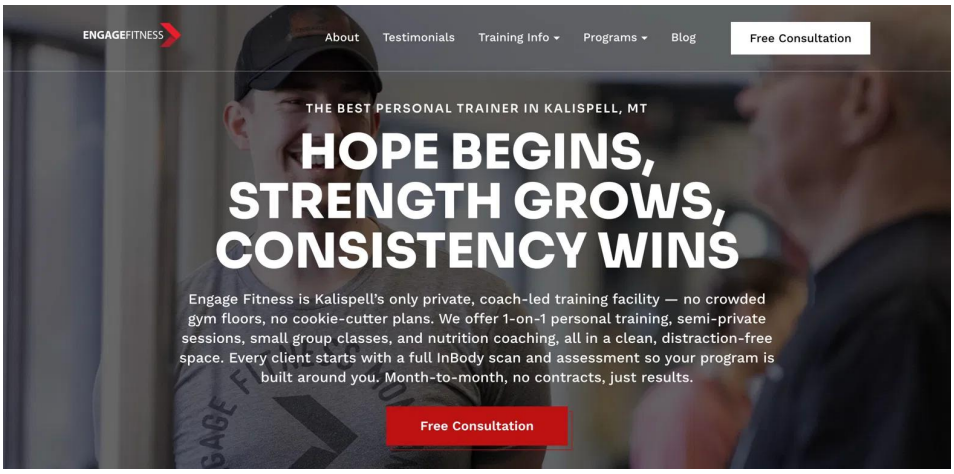
Your **homepage headline** is the main heading search engines read on your website. It's built from two details that match your Google Business Profile, your business category and your location, and everything around those two details is yours to choose. This article explains how your headline is built, how to make it your own, and how to request a change.

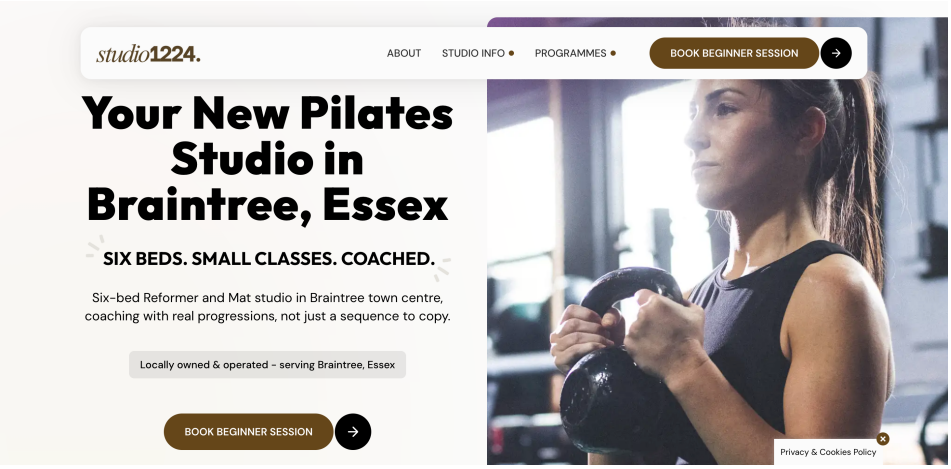
What you can do with your homepage headline

- Add a description before your business category
- Add a few words after your location
- Use the rest of the top of your homepage for a slogan or motto
- Request a headline change from our Support team

Where does your homepage headline appear?

Depending on your website's design, your headline is either the largest text at the top of your homepage or a smaller line just above it. It's also called your H1. Your site's design sets its size and capitalization.





How your headline is built

Your headline always includes two details:

1. Your business category, which matches the primary category on your Google Business Profile.
2. Your location, which matches the address on your Google Business Profile.

For example: "gym in Jupiter, FL."

Everything before and after those two details is yours to choose.

Why your category and location stay the same

Search engines compare your website with your Google Business Profile to understand what your business is and where it's located. When your headline matches your profile's category and address, the two work together to help people nearby find you.

Your category comes from Google's list of business categories. If you change the primary category on your Google Business Profile, let our Support team know, and we'll check it and update your headline to match.

Making your headline your own

You can add a description before your category, a few words after your location, or both. Pick something that's true about your gym and that a new member would recognize:

- **What you offer:** "strength and conditioning gym in Austin, TX"
- **Who you serve:** "gym in Mesa, AZ for every age"
- **How you coach:** "one-on-one personal trainer in Nashville, TN"
- **What makes you different:** "dog-friendly gym in Portland, OR"

Short and specific works best. If you mention a rating or a ranking, make sure it's one you can stand behind.

Can I add my neighborhood or nearby towns to my headline?

Your headline names the town on your address, so neighborhoods and nearby towns belong elsewhere on your homepage. If you serve a particular neighborhood or members from nearby towns, mention them naturally in your homepage content, such as a line about the areas you serve or a section about your community. That's what helps people in those areas find you.

Adding a slogan or motto

The rest of the top of your homepage is yours to write.

- If your headline is the smaller line, the large text below it is a separate heading with plenty of room for a slogan or motto.
- If your headline is the large text, the line underneath it is a good spot for one.

How do I change my homepage headline?

Email our Support team with what you'd like your headline to say, and we'll update it for you. Keep your business category and location in the wording, and add your own description before or after them.

If you have questions about your homepage headline, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
- Website