

# How Adding a TL;DR Summary Boosted Conversions by 33%—And How You Can Use It for SEO

In a recent [Reddit thread](#), one SEO shared a surprising but powerful test: by adding a **TL;DR summary** at the top of key landing pages, they saw a **33% increase in conversions**. That means more form fills, more purchases, more revenue—just by writing a few summary sentences.

Why did it work? Because TL;DR sections make it easier for users (and Google) to **understand what the page is about quickly**. Instead of forcing readers to scroll and skim, you're handing them the core takeaway right away. That builds trust, reduces friction, and helps search engines categorize your content better. In a world of short attention spans and AI-powered search, that's a smart move.

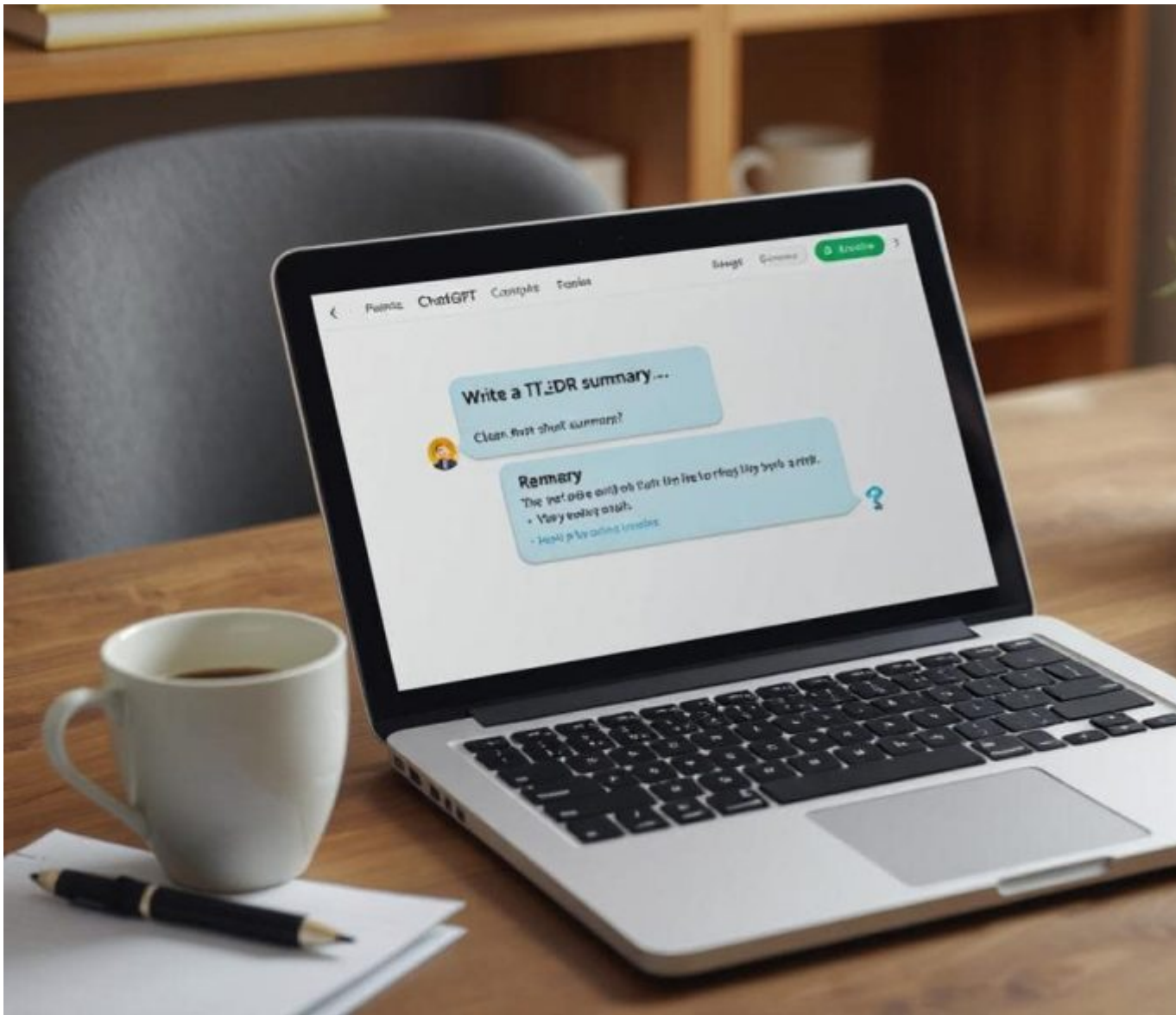
Even better: the TL;DR wasn't buried at the bottom. It appeared **just under the page title**, almost like an executive summary. That placement helped guide both users and AI through the page more effectively. This technique can be used on product pages, blog posts, affiliate content, lead gen pages—pretty much anywhere conversion matters.

## Best Practices for Using TL;DR in SEO

- Place it at the **top** of your content, right under the headline.
- Make it **2–3 sentences long**—short, but full of value.
- **Summarize the benefit** of reading the page, not just what it says.
- Use normal language—skip the sarcasm and avoid looking passive-aggressive.
- Use **structured formatting** so it's scannable (bold, spacing, etc.).

Think of it as a better version of the meta description—but for humans and bots alike. You can even include structured data (schema) around summaries to make the benefit even more visible in search results.

## Get a TL;DR from AI: Prompt You Can Use



If you want to generate a TL;DR automatically, you can use this AI prompt with ChatGPT or any similar tool. Just paste your article into the prompt or upload it:

Copy

You're an expert content editor. Write a TL;DR summary (2-3 sentences) for  
Make it friendly, professional, and direct. Avoid sarcasm. This will go at  
[PASTE ARTICLE HERE]

This prompt works well for blog posts, product pages, case studies, and even long-form landing pages. You can tweak the tone as needed, but keep the summary short and outcome-focused for the best results.

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## FAQ: TL;DR & Conversion Rate Optimization

## Is TLDR still a thing?

Yes. TLDRs are still used widely and are making a comeback as content gets longer and more AI-assisted.

## Does TLDR mean “too long; didn’t read”?

Correct. TL;DR stands for “Too Long; Didn’t Read” and has evolved from a meme into a legitimate UX tool.

## Is TLDR worth using?

Yes—tests show TLDRs increase conversions, improve clarity, and give SEO and AI systems a clearer page summary.

## How to use TLDR correctly?

Put it at the top, keep it short, make it useful. Don’t just summarize—**sell the value** of reading the full page.

## What makes a good TLDR?

Clear, concise, and benefit-driven. Think: “Here’s what this page is, here’s why it matters, here’s what to do.”

## What is the best practice for TLDR?

Use it to lead, not to mock. A good TLDR is informative and friendly—especially for business content.

## Does TLDR go at the top or bottom?

Top is better. It frames the rest of the page and helps both users and search engines understand the content.

## How to structure a TLDR?

1. State what the content covers.
2. Explain why it matters.
3. Tell the reader what they should do or know next.

## What is TL;DR in SEO?

In SEO, a TLDR can improve crawlability, help with AI summarization (e.g., SGE), and increase conversions.

### **Is TLDR passive aggressive?**

Only when used dismissively in conversation. In content writing, it's a helpful summary tool—nothing rude about it.

### **Is TLDR unprofessional?**

Not anymore. If written clearly, TLDRs are considered helpful—especially in blog posts, newsletters, and guides.

### **How do you say TLDR professionally?**

Try: “Summary,” “In brief,” “Executive Summary,” “At a glance,” or “Quick Take.”

### **When did TLDR become popular?**

Early 2000s in online forums. It became mainstream around 2010–2013 with social media and blogging.

### **How to increase conversion rate optimization?**

Simplify decisions. Clarify value. Improve layout and load speed. TLDRs help by getting to the point faster.

### **What is a CRO strategy?**

A plan to improve how many users take action on a page. TLDR summaries, A/B testing, and copywriting are key tools.

Original article: <https://www.tonyherman.com/tldr-boost-conversions/>

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