

Ultimate

HEADLINE

HACKS

Headline Hacks Cheat Sheet

Drive consumer engagement.

There is a proven science to writing headlines that drive consumer engagement. This [white paper by John Morrow](#) breaks that science down into an easy-to-understand formula. Here are the highlights.

There are 6 headline types that drive the most engagement. Consider these when writing your next blog or social media post.

1. Threat Headlines (what keeps them up at night?):
2. Zen Headlines (the promise of a better life)
3. Piggyback Headlines - (What brands or people are famous in your sector?)
4. Mistake Headlines - (What common mistakes are common in your sector?)
5. How To's (what typical things do your customers wonder about how they can do them?)
6. List Headlines - (focus on most relevant concerns or interests)

Below are sample headlines in each category.

1. THREAT HEADLINES (WHAT KEEPS THEM UP AT NIGHT?):

- How Safe Is Your [Valuable Person/Object] from [Threat]?
- 7 Warning Signs That [Blank]
- Warning: [Blank].
- Can We Really Trust [Person/Company/Product]?
- The Shocking Truth about [Blank]
- The Great [Blank] Hoax
- How [Blank] Gamble with Your [Blank]: 7 Ways to Protect Yourself
- 9 Lies [Group of People] Like to Tell
- 13 Things Your [Trusted Person] Won't Tell You
- 5 Little-Known Factors That Could Affect Your [Blank]
- [Your Audience] Alert: The New [Blank] Scam to Avoid

2. ZEN HEADLINES (THE PROMISE OF A BETTER LIFE)

- The Zen of [Blank]
- Can't Keep up? 11 Ways to Simplify Your [Blank]
- How to Take Charge of Your [Unruly Problem]
- The Minimalist Guide to [Aggravation]
- 10 Shortcuts for [Completing Tedious Process] in Record Time

- Get Rid of [Recurring Problem] Once and for All
- How to End [Problem]
- How to [Blank] in 5 Minutes
- 101 [Blank] Hacks: A Cheat Sheet for [Blank]

3. PIGGYBACK HEADLINES - (WHAT BRANDS OR PEOPLE ARE FAMOUS IN YOUR SECTOR?)

- [Do Something] Like [Famous Person]: 20 Ways to [Blank]
- [Famous Person's] Top 10 Tips for [Blank]
- The [World-Class Example] School of [Blank]
- The [World-Class Example] Guide to [Blank]
- Secrets of [Famous Group]
- What [World-Class Example] Can Teach Us about [Blank]

4. MISTAKE HEADLINES - (WHAT COMMON MISTAKES ARE COMMON IN YOUR SECTOR?)

- Do You Make These 9 [Blank] Mistakes?
- 7 [Blank] Mistakes That Make You Look Dumb
- 5 [Blank] Mistakes That Make You [Look/Sound] Like a [Blank]

- 11 [Blank] Mistakes You Don't Know You're Making
- Don't Do These 12 Things When [Blank]

5. HOW TO'S (WHAT TYPICAL THINGS DO YOUR CUSTOMERS WONDER ABOUT HOW THEY CAN DO THEM?)

- How to [Blank]
- How to Be [Desirable Quality]
- How to [Blank] (Even If [Common Obstacle])
- How to [Blank] Without [Objectionable Action]
- How to [Do Something] While You [Do Something Else]
- How to [Blank] and [Blank]
- How to [Do Something] That Your [Target Audience] Will Love
- How to Use [Blank] to [Blank]
- How to [Blank] in [Year]
- How to [Blank] -- The Ultimate Guide
- How to Be Smart in a World of Dumb [Group]

6. LIST HEADLINES - (FOCUS ON MOST RELEVANT CONCERNS OR INTERESTS)

- 7 Ways to [Do Something]
- 101 [Blank] for [Event/Cause/Process]
- 72 Killer Resources for [Audience/Process]
- The Top 10 [Blank]
- 7 [Blank] Secrets Every [Audience] Should Know
- 7 Surprising Reasons [Blank]
- The 5 Laws for [Blank]
- 7 Steps to [Blank]
- Get [Blank]! 10 Ideas That Really Work
- 7 Things Your [Target Audience] Needs to Hear You Say

Where Do You Get Headline Ideas?

Everyone has something to say about the mechanics of a great headline. A quick search on Google proves the point. However, most people wrestle with cooking up new headlines. How do you capture the essence of your post in one punchy, neck-snapping sentence?

How about looking for inspiration from online sites, cult classic books, and master copywriters that consistently field the best headlines in the business? Nothing gets the creative juices bubbling like seeing great headlines in action.

Here are some great places to get headline inspiration.

[Copyblogger Archives](#) – Brian Clark has been beating the headline drum for years now. He practices what he preaches and Copyblogger is a honey-pot of great headlines. I obsess over the post archives looking for ideas. You should too.

[Readers Digest](#) – Those nifty little books with the home-spun stories still house some of the best headlines you'll ever come across. Reader's Digest has been fighting in the newsstand trenches for years and their headlines are top notch.

[Slate "Life Section"](#) – Slate's headlines are edgy and modern. They are masters at creating provocative idea starters that capture readers hook link and sinker.

[Alltop](#) – Alltop is a directory that showcases the RSS feeds of hundreds of blogs. This makes it easy to go headline shopping.

[Cosmopolitan](#) – Top headline masters sing the praises of Cosmopolitan as a headline source. They are right. Cosmopolitan needs to hijack eyeballs to survive and their headlines are top notch.

[Digg](#) – Digg used to be the shizel for headline research and guess what? It still is. People try incredibly hard to get to the front page and some people have honed

their headline writing into a science. Navigate to your particular topic to see specific headline examples in your niche.

[Advertising Headlines that Make You Rich](#) -This is a book by David Garfinkel. David is a master-class copywriter and spills the beans in this book. This book is a great way to quickly grab a headline template guaranteed to work.

[Early To Rise Newsletter \(ETR\)](#) – ETR is one of the popular email newsletters published by Agora – an information marketing powerhouse. Agora trains copywriters and employs some of the best in the world. The ETR newsletter is an easy (and cheap) way to get your hands on some of the best headline ideas – ever written.

[Drudge Report](#) – No matter what you think about the politics – the aggregation of attention-nabbing headlines is awesome

[ProBlogger Archives](#) – The sheer volume of posts with great headlines at ProBlogger.net makes this blog an regular spot for inspiration.

[Amazon.com](#) – The climb to the top of the bestsellers list is brutal. Publishing companies have turned writing great book titles into a science. Amazon is the publishing houses real-time laboratory for headline testing. Go to Amazon, navigate to your niche, and study the top book titles closely. There's gold there.

[Newser.com](#) – Another news aggregator that specializes in great pics + neck-snapping headlines.

[How to Write 7 Types of Catchy Headlines](#) – Excellent summary with a handful of great headlines

[Jay Abraham](#) – 100 Greatest Headlines Ever Written. Some consider Jay Abraham to be the most brilliant marketer and teacher ever. While I won't jump on that bandwagon, I WILL say that the guy is a spectacular copywriter that knows how to write killer headlines.

[Men's Health Magazine](#) – I think Men's Health can go toe-to-toe with Cosmopolitan in the headline battle. The publishers know their audience and can get any knuckle-head guy to stop dead in their tracks with their trademark headlines.

[Huffington Post](#) – Huffpost is on the razor's edge of attracting readers. They take their headlines seriously and pump out dozens of winners every day.

[Your Tracking Software](#) – Yes, dig into your own traffic data for your blog. Focus on the posts that were shared the most (Twitter or Facebook). These post's headlines may be winners hiding in plain sight.

Even more places to find great headlines...

[Tim Ferris Blog | The 4-Hour Workweek](#) – Tim is a student of headline writing. Check out the popular posts on the sidebar and go to school.

[Buzzfeed](#) – I discovered Buzzfeed from listening to Internet for Smart People Radio #6over on Copyblogger. Buzzfeed creates a directory of articles based on

the popularity and viral performance. A quick scan always yields some great idea starters.

[Inc Magazine](#) – Inc. shows 4-5 related articles at the end of each story on its site. Take a look at the headlines. They are pure gold especially if you serve the business audience!

Added Bonus: Genius Writers Share Their Headline Hacks

These writers seem to have figured out the formula for writing good headlines and are nailing every audition for interest. Luckily, some of them are willing to share their secrets. Here are ten examples of great headline writers and how they come up with those attention-grabbers.

Take Your Headline on a Roadshow: Jimmy Orr, LA Times

Jimmy writes four to five headlines, and then walks around the newsroom asking for feedback from other journalists and copywriters. The feedback he receives is valuable because he is able to witness firsthand how people react both verbally and physically to his headline.

Look into the Future: Carlos Lozada, Washington Post

How will the headline look on Twitter? How about on Google+ or Facebook? With social media driving significant traffic to websites and articles, it's more important than ever to write headlines with your social readers in mind.

Write 25 Headlines—Literally: Peter Koechley, Upworthy

The expectation at Upworthy is to write 25 headlines before publishing any post, no matter how short. There's a great reason for this. See, after about 20 headlines, your ideas start to get a little weird and off-the-wall. That's where the real magic happens. Instead of just going with the first headline that comes to mind, give yourself some time to get creative.

How Simple Can It Get?: Chris Moran, The Guardian.

Think about all the places your headline will appear out of context – RSS feeds, Twitter, blog mentions, etc. There are a lot. That's why the Guardian's Chris Moran always keeps it simple. How? He starts with a headline idea and then simplifies it over and over again until anyone can understand it, no matter where it appears.

Create a Headline Loop: Rand Fishkin, MOZ

First, get informed. Second, narrow down your ideas. Third, rewrite good headlines. Fourth, put your own spin on the title. MOZ claims that this formula for generating headline ideas is so dynamite it should be illegal. Let's dig into it a little bit. Getting informed also means getting inspired. Comb through the relevant content already out there and compile a list of your favorites. Then, narrow down that list to your absolute favorites. Rewrite the headlines of those articles and put them in the tone of your site so as to create a continuous brand experience.

“Nothing Makes People Luckier than Preparation”: Matthew Winkler, Bloomberg

Matthew Winkler relies on three main tactics to develop his headlines: 1. Write story templates in advance of events. 2. Identify the top ten influencers in your space and what their views on issues are. 3. Know how to reach sources at a moments’ notice. These are the things that help Bloomberg create 5,000 pieces of content—and headlines to introduce that content—every day. Prudent planning is the key to perfect publishing.

Put (Almost) the Whole Story in the Headline: Brian Moylan, Gawker

“Watch Drunk Frat Boys at the University of Albany Destroy a Car.” That headline pretty much says exactly what the content is about, but you still want to see it. If you can tell the whole story, but leave out the most vital piece (in this case the actual video), you’ve got a headline that attracts interaction.

Number or Trigger Word + Adjective + Keyword + Promise: Jeff Goins, GoinsWriter

“How You Can Effortlessly Sell Your Home In 24 hours” is a great alternative to “How To Sell Your House Quickly.” You could have written a great article on how to sell a house in a short period of time, but if you can’t convey the worthiness of that article with a headline, it won’t get clicked. Jeff Goins’ formula is a great one for coming up with an interesting way to title a run-of-the-mill subject.

Find the Benefits: Michael Aagaard, Content Verve

In a 50,000 visitor test, headlines pointing out benefits consistently beat headlines that asked questions or showed how to avert negatives. There's something about positives that we as humans love, and that shows in how we engage with articles based on their potential benefits. Find the good things about an issue and turn that into the headline.

Test Test Test: Leo Widrich, Buffer

If you have a Twitter following, test your article headline by tweeting it out. If you have a Facebook following, test your headline ideas by making memes out of them and sharing. The best way to know if an article headline is going to stick, is by testing it before publishing. Once it's live, changing the headline is less meaningful, so use your resources to test up front.

21 Proven Headline Conversion Hacks

Get instant results starting today.

If you are looking for headlines that convert. Here are our top 21 proven hacks.

1. WHO ELSE WANTS [BLANK]?

Starting a headline with “Who Else Wants...” is a classic **social proof** strategy that implies an already existing consensus desire. While overused in the Internet marketing arena, it still works like gangbusters for other subject matter.

- Who Else Wants a Great WordPress Theme?
- Who Else Wants a Higher Paying Job?
- Who Else Wants More Fun and Less Stress When on Vacation?

2. THE SECRET OF [BLANK]

This one is used quite a bit, but that’s because it works. Share insider knowledge and translate it into a benefit for the reader.

- The Secret of Successful Podcasting
- The Secret of Protecting Your Assets in Litigation
- The Secret of Getting Your Home Loan Approved

3. HERE IS A METHOD THAT IS HELPING [BLANK] TO [BLANK]

Simply identify your target audience and the benefit you can provide them, and fill in the blanks.

- Here is a Method That is Helping Homeowners Save Hundreds on Insurance
- Here is a Method That is Helping Children Learn to Read Sooner
- Here is a Method That is Helping Bloggers Write Better Post Titles

4. LITTLE KNOWN WAYS TO [BLANK]

A more intriguing (and less common) way of accomplishing the same thing as “The Secret of...” headline.

- Little Known Ways to Save on Your Heating Bill
- Little Known Ways to Hack Google’s Gmail
- Little Known Ways to Lose Weight Quickly and Safely

5. GET RID OF [PROBLEM] ONCE AND FOR ALL

A classic formula that identifies either a painful problem or an unfulfilled desire that the reader wants to remedy.

- Get Rid of Your Unproductive Work Habits Once and For All
- Get Rid of That Carpet Stain Once and For All
- Get Rid of That Lame Mullet Hairdo Once and For All

6. HERE’S A QUICK WAY TO [SOLVE A PROBLEM]

People love quick and easy when it comes to solving a nagging problem.

- Here’s a Quick Way to Get Over a Cold
- Here’s a Quick Way to Potty Train Junior
- Here’s a Quick Way to Backup Your Hard Drive

7. NOW YOU CAN HAVE [SOMETHING DESIRABLE] [GREAT CIRCUMSTANCE]

This is the classic “have your cake and eat it too” headline — and who doesn’t like that?

- Now You Can Quit Your Job and Make Even More Money
- Now You Can Meet Sexy Singles Online Without Spending a Dime
- Now You Can Own a Cool Mac and Still Run Windows

8. [DO SOMETHING] LIKE [WORLD-CLASS EXAMPLE]

Gatorade milked this one fully with the “Be Like Mike” campaign featuring Michael Jordan in the early 1990s.

- Speak Spanish Like a Diplomat
- Party Like Paris Hilton
- Blog Like an A-Lister

9. HAVE A [OR] BUILD A [BLANK] YOU CAN BE PROUD OF

Appeal to vanity, dissatisfaction, or shame. Enough said.

- Build a Body You Can Be Proud Of
- Have a Smile You Can Be Proud Of
- Build a Blog Network You Can Be Proud Of

10. WHAT EVERYBODY OUGHT TO KNOW ABOUT [BLANK]

Big curiosity draw with this type of headline, and it acts almost as a challenge to the reader to go ahead and see if they are missing something.

- What Everybody Ought to Know About ASP
- What Everybody Ought to Know About Adjustable Rate Mortgages
- What Everybody Ought to Know About Writing Great Headlines

11. WHO ELSE WANTS [BLANK]

Here's a classic social proof formula, implying that many folks have already expressed a desire for [blank]. It's one of many formulas used by John Caples, author of Tested Advertising Methods.

Ex. Who Else Wants an Easier Way to Share to Social Media?

12. THE SECRET OF [BLANK]

This one can work in a couple fun ways: Sharing insider knowledge on a topic or sharing transparently from your own warchest of secrets.

Ex. The Secret of Writing Killer Blog Content on a Near-Daily Basis

13. LITTLE KNOWN WAYS TO [BLANK]

The cousin of “The Secret of” headline, this one takes a bit of a different, intriguing angle and, if viewed in the right light, could even offer a challenge to readers. “Little known ways? Ha! I bet I know them!”

Ex. Little Known Ways to Get More Traffic From Social

14. HERE’S A QUICK WAY TO [SOLVE A PROBLEM]

Copyblogger’s Brian Clark shared 10 popular headline formulas, some of which you’ve seen in this list and all of which have a good background in experience and history. The benefits of this headline are clear: timely and helpful, e.g. a fast method to fix a problem.

Ex. Here’s a Quick Way to Clean Up Your Profile Page

15. HAVE A / BUILD A [BLANK] YOU CAN BE PROUD OF

If you cringe a bit to see a headline end in a preposition, I’m sorry. This one might not be for you. However, it does do a good job of appealing to our sense of pride, improvement, and self-satisfaction.

Ex. Build an Online Community You Can Be Proud Of

16. WHAT EVERYBODY OUGHT TO KNOW ABOUT [BLANK]

This one is another good mix of social proof and challenge. It gets others involved and piques curiosity about whether or not you already know the info in the article.

Ex. What Everybody Ought to Know About Marketing on Pinterest

17. [NUMBER] LESSONS I LEARNED FROM [BLANK]

Sherice Jacobs, writing at the Daily Egg blog, shared 15 headline formulas (another of which you'll see below), and her first was my favorite. This one grabs attention because it's reassuring; it gives people an example to follow and comfort knowing someone has tried, experimented, and learned from an experience already.

Ex. 17 Lessons I Learned From Writing a New Blog Post Every Day for a Month

18. HOW TO SURVIVE YOUR FIRST [BLANK]

Similar to the headline formula above, this one treads the inspiring waters of reassurance. People love having a roadmap to follow.

Ex. How to Survive Your First 40 Days of Work on a Distributed Team

19. [BLANK], BACKED BY SCIENCE

Since many of our articles aim for a research-backed angle, we often attempt to call this out in the headline. When “backed by science” doesn’t fit, we may try “research-backed” in place of an adjective.

Ex. Happiness Hacks: The 10 Most Unexpected Ways to Be Happy, Backed By Science

20. THE ULTIMATE GUIDE TO [BLANK], THE BEGINNER’S GUIDE TO [BLANK]

We love guides here at Buffer. They’re super useful pieces of evergreen content that readers expect to contain everything they’d need to know about a topic.

Ex. The Ultimate Guide to Repurposing Content: 12 Ways to Extend the Life of Every Article You Write

21. THE BIG LIST OF [BLANK]

When our listicles get really epic, we like to tag them with “The Big List” to denote that it’s a really comprehensive look at whatever it is we’re blogging about. And this tends to work well: Our “big list” posts often score quite high in social shares and traffic.

Ex. The Big List of 189 Words That Convert: Write Copy That Gets Your Customer’s Attention Every Time

21 Viral Headline Hacks

Catchy headlines get noticed.

Catchy headlines get people's attention and when backed by solid content go viral. Here are our top 21 viral headline hacks.

1. USE NUMBERS

There's a reason why so many copywriters use numbers in their headlines. It works.

Do an experiment: Go to the grocery store, and scan the magazines in the checkout lane. Look at the front-page article headlines. It doesn't matter if it's a fitness magazine or a tabloid; many of them will be using numerals to start off the headline.

There aren't really any rules (as far as I know) regarding what numbers work best, but people typically only remember three to five points. That said, sometimes a really obscure number like 19 or 37 can catch people's attention.

2. USE INTERESTING ADJECTIVES

Here are some examples:

- *Effortless*
- *Painstaking*
- *Fun*
- *Free*

- *Incredible*
- *Essential*
- *Absolute*
- *Strange*

3. USE UNIQUE RATIONALE

If you're going to do a list post, be original. For example consider the following:

- *Reasons*
- *Principles*
- *Facts*
- *Lessons*
- *Ideas*
- *Ways*
- *Secrets*
- *Tricks*

If possible, never use *things*. Please, for the love of Pete, don't use *things*. **You can do better than that.**

4. USE WHAT, WHY, HOW, OR WHEN

These are trigger words. I typically use “why” and “how” the most, because I'm often trying to persuade or enable someone. Typically, you'll use either a trigger word *or* a number. Rarely does it sound good to do both.

5. MAKE AN AUDACIOUS PROMISE

Promise your reader something valuable. Will you teach her how to learn a new skill? Will you persuade her to do something she's never done before? Will you unlock an ancient mystery?

What you want to do is *dare* your reader to read the article. Without over-promising, be *bold*. Be seductive (in the most innocuous way possible, of course). Be *dangerous*. And then deliver what you promised.

6. TRY THIS FORMULA

Here's a simple headline-writing formula:

Number or Trigger word + Adjective + Keyword + Promise

Example: Take the subject "bathing elephants." You could write an article entitled,

"How to Bath an Elephant" or "Why I Love Bathing Elephants."

Or you could apply this formula and make it: "*18 Unbelievable Ways You Can Bathe an Elephant Indoors*"

Another (more serious) example: Take a bold promise like "selling your house in a day."

Apply the formula and you get: *“How You Can Effortlessly Sell Your Home in Less than 24 Hours”*

People don't want to be tricked into reading something boring; they want to be drawn into something exciting. Make it worth their while.

Take extra long time to consider what headline will grab people's attention the most, and make sure that it describes your content in an honest, but attractive, way. They won't regret it, and neither will you.

7. CLASSIC HOW-TO

A lot of popular blogs and websites have discovered formulas that deliver results every time.

One headline formula that's been incredibly effective for more than a century is the classic how to. This is a great way to increase engagement, just be sure to deliver on your promises.

They don't even necessarily need to start with the words “how to” to be a how to headline.

“How to Have a Healthier and More Productive Home Office”

“10 Step To Successfully Outsourcing Your Online Business”

“21 Ways to Dominate YouTube: The Ultimate Guide”

8. IDENTIFY AND SOLVE A PROBLEM

One of best ways to get new readers is to Identify and solve a problem with trigger

words.

The top companies use emotional triggers in nearly every headline – another classic style that’s withstood the test of time.

You’ll notice major companies like Cosmopolitan, DailyMail and Yahoo using this style often:

“6 Instant Confidence Boosters”

“Parenting Guru: From Chaos to Access”

“Gene Breakthrough Restores The Sight Of People With Inherited Eye Disease And Could Save Thousands From Blindness”

9. MAKE A STATEMENT

Sometimes we get writers block and can’t think of a clever headline... This is where making a direct statement is the easiest and most effective way to engage your reader.

“Twitter Goes Public: 21 Things You Should Know”

“Tips That Show Anybody How To Make Money Online – Guaranteed”

“Thousands Already Make Millions Online And So Can You”

10. STRIKE A NOTE OF CONTROVERSY

Blog posts that have controversial titles grab more attention.

Riding the wave of controversy is good for blogs that want to pull audiences in, get them emotionally involved and commenting on your site.

“Why All Guys Cheat, Fresh Insight”

“Which One Deserves To Die?”

“10 Reasons Civilization May Collapse Because Of Organic Foods...”

It’s a very effective tool for generating attention. Just try not to land on the wrong side of an issue or be disrespectful.

You don’t want to offend your primary audience unless of course you’re trying to not make money.

Remember, you want to pull readers in not push them away.

11. SHORTER TITLES ARE GREAT

Concentrate on keeping your headlines to the point.

People like short and sweet and have limited attention spans – especially online!

“No Cellphones – By Law”

“Rob Banks Legally”

“Fat Makes You Thin”

Try to avoid wordy headlines as they dilute your message and distract from the point of your post.

12. ASK QUESTIONS

Using a question as a title is an excellent opportunity to get people to click through to your post.

When people spot a question in a title, they'll automatically think of a response.

It's natural...

“Are You Too Clever For Success?”

“Want To Immediately Reverse All Your Health Issues?”

“Six Types Of Investors – Which Group Are You In?”

Increase the chance the question resonates with your audience by being certain it's relevant to your demographic.

An easy way to do this is by installing a survey plugin like [YOP](#)

[Poll or FluidSurveys](#) and asking what type of posts your readers want to see more of.

13. USE HEADLINES THAT OFFER EXPLANATIONS

Explanatory headlines make things instantly clear to readers by doing exactly what the name suggests, explaining something...

“How I Doubled My Money With Facebook Ads”

“For At Risk Youths, Learning Digital Media Is A Luxury”

“New Shampoo Leaves Your Hair Smoother – Easier to Manage”

Sometimes it pays to have breaking news in the title itself.

When you turn your news into explanations, your audience knows exactly what they're getting into before they ever start reading.

14. GO FOR AN “INTRIGUE” STYLE

Write a headline that makes people do kind of a double take when they read it. Make them wonder and ask if it's even possible.

[National Enquirer](#) is notorious for this...

“Father Goes For Kidney Treatment – Leaves Hospital As A Women”

“How Jack The Weakling SLAUGHTERED THE DANCE FLOOR HOG!”

“Wall Street Getting Kicked In The Face By Asian Techs!”

15. TRY A “FINALITY”

Another way to generate interest is by using finality style (power) words like ultimate, best, exclusive, only, guaranteed et cetera.

If you can deliver after somebody clicks the headline, you'll almost certainly earn a new reader.

“The Ultimate Guide to Making Money Online”

“Every Internet Entrepreneur Regrets Not Doing This Sooner”

“This Blog Post Will Make You More Money Guaranteed”

16. CRAFT A “TOP LIST”

This is one of the simplest formats to follow, and it’s ideal for SEO and getting ranked in the search engines for the more competitive terms.

Put the topic first, ideally optimized for popular search terms, and then use a “emotion-provoking” description.

Numbers grab attention and tell your audience you’re an authority. It lets them know you have something specific, concrete and real to offer them.

“24 Rules I Follow When Creating Successful Websites”

“5 Ways to Make More Money Online – Even If You’re Just Starting Out”

“Top 10 Facebook Advertising Mistakes To Avoid”

These get clicks because they purport how to reach a specific goal. It positions you as the expert who actually reached that quantifiable outcome.

Headlines are a critical element because they’re what draw the reader into the body of your post.

It helps to look at the first page of [Digg](#) or [Reddit](#) and try to see what kinds of tactics are being used to grab attention.

17. “GET WHAT YOU WANT” HEADLINE

People want to be wealthy, successful and healthy. Provide a promise that tells them how to do that and they will feel compelled to read the article.

Example: ”[5 Ways to Make Money from your Twitter Account](#)“

18. “BEST AND THE WORST” HEADLINE

This is where you either go positive or negative. I have found that negative works best. But you can't be writing those every day.

Example “[30 Things you Shouldn't Share on Social Media](#)“

19. FACTS, FIGURES AND STATISTICS

Want to get readers to click then provide facts, figures and statistics that they can use at a dinner party or in a conversation.

Example: “[21 Awesome Social Media Facts, Figures and Statistics for 2013](#)“

20. PREDICTIONS AND TRENDS

Predicting the future or trends will pique people's curiosity and make them want to look round the corner or over the next mountain.

Example: “[7 Marketing Trends you Should Not Ignore](#)“

21. THE DOUBLE WHAMMY

If there're two headlines we like a lot (and they're different enough from each other), we'll use both. In the same headline. This idea works similar to the subhead example listed above.

Headline + Headline *Example: 14 Advanced Twitter Tips: 14 Strategies to Get the Most Out of Twitter*

7 Of The Most Powerful Headline Conversion Techniques

Hit a homerun every time.

If you're a content creator, you know how difficult it can be to churn out new and interesting content on a regular basis. All of the pieces have to fit, from the quality of the information you provide to the formatting you choose to the outlets you choose for publishing.

The creative process is a struggle for all of us, and because we still write even when we're suffering from lack of inspiration, our content can come across as a little bit stale. So what are some secrets for creating better headlines, you ask? We've created this list for creating hard-hitting headlines that hit home runs with your readers.

Here are our 7 most powerful conversion techniques.

1. BE SPECIFIC

Titles that are broad and vague have room to go in any number of directions, generally weakening the blog's pull towards readers looking for specialized information.

For example, the title "How to Eat Healthier" has a huge topic-broad umbrella, able to swerve in any number of directions:

- How Cutting Out Sugar Can Add 10 Years to Your Life
- Grass-Fed Beef is a Great Source of Niacin
- 7 Carbs That You Should Eat Every Day
- and so on

2. INCORPORATE ACTION WORDS

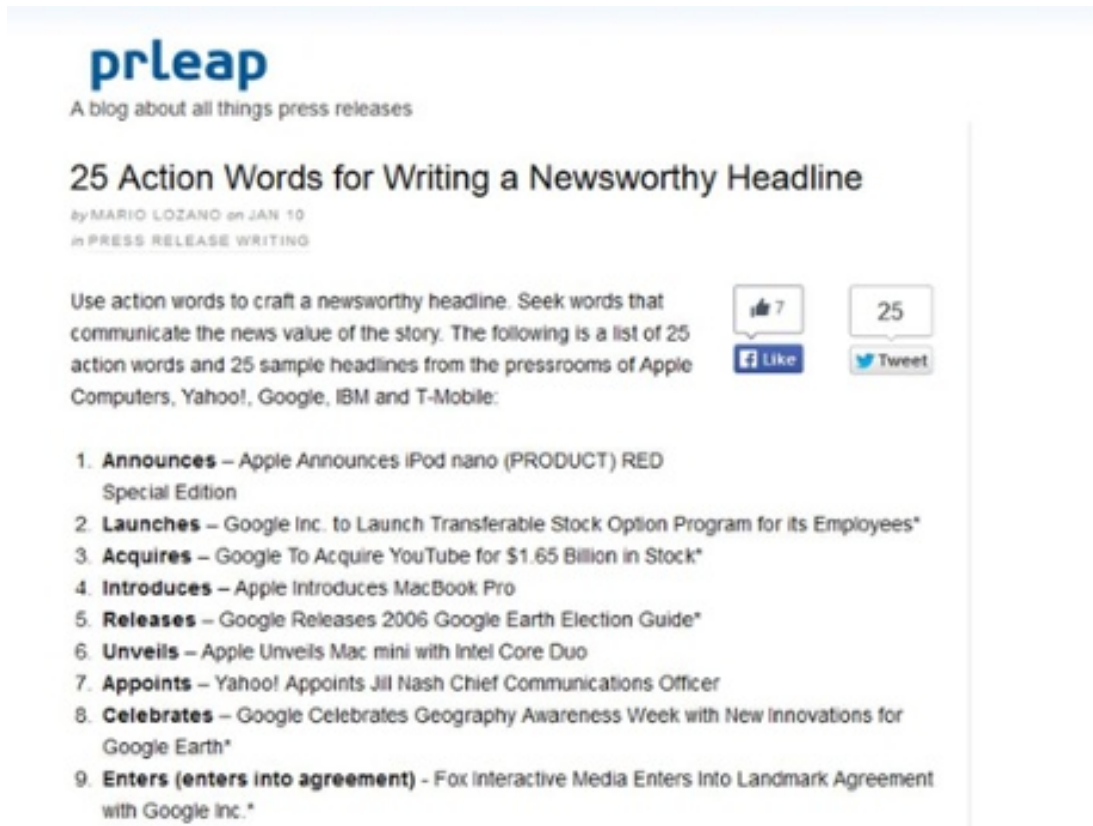
One way to pique your viewers' interest and keep them reading is to incorporate **action words** in your headline. Action words provide your readers with a nugget of motivation to keep going, that, yes, there is ultimately something in it for them.

Making a provocative promise to your readers makes the experience of your content personal; if they have something attractive or useful to gain from staying on your page, why not keep reading?

The key to building an effective headline based on action words is to know the needs or interests of your reader.

- *What is useful to them?*
- *What do they want to know?*
- *Can you provide them with enough material to satisfy the promises you've made?*

Knowing your audience will make it much easier to build headlines that cater to their desires and curiosities.



This blog article from [PR Leap](#) not only has action words in the title, but it is about using the best words possible to lead readers into your article.

3. USE NUMBERS

It's no secret that [the human brain is attracted to lists](#). We love them. We like to make lists for everything, and we like to see content broken up into lists if we're going to spend our time reading it.

That's why using numbers in your headline is a gold mine for the click-ability of your headlines. We're already predisposed to love lists, and when we see a numbered list offering us information or ideas that we're attracted to, it's hard to resist.

Another benefit that numbers provide for your headlines is the assurance that your content has a beginning and an end, and your reader can estimate, with reasonable accuracy, how much of his or her time will be consumed by reading your content. When a reader knows he's going to be given 6 specific points on a topic instead of a wall of indiscernible text, he is much more likely to continue scrolling and make a deeper connection with your brand and your content.



This blog example by [Jeff Bullas](#), a notable social media enthusiast and an awesome blogger uses the mega list to entice readers to continue on into his article.

4. CREATE A SENSE OF URGENCY

Another way to swiftly move your readers from considering your content to actually clicking it is by crafting a headline that creates a sense of urgency. You

want them to feel that the information housed in your blog is time-sensitive and offers value for them right now.

For example:

8 Things to Do in Montauk This Summer

9 Essentials to Have in Place Before Buying a House

Is Your Blog Suffering From These Critical Design Mistakes?

Urgent language, referencing a specific time frame (summer), a specific event (buying a house) or a specific fear (that your blog is badly designed) can help inspire your audience to click and explore your content more quickly.

5. INCORPORATE KEYWORDS

It's absolutely vital that you **incorporate the keywords** that your company is targeting into your headlines, otherwise your content won't be recognized by search engines when your target audience searches for those keywords.

The art of creating snappy headlines that still incorporate your target keywords is tough, but brainstorming and constantly trying out different combinations of action words and phrases can help you arrive at a great headline that possesses your keywords and still provokes your readers to keep reading.

One thing to avoid when incorporating keywords into headlines is known as "stuffing," a practice that involves repeating the same keyword multiple times throughout your title. While it's vital to incorporate keywords, it's also vital that you don't overdo it.



This great example of a headline from Condomunity.com, which is included within a graphic, not only includes keywords, but also has great visuals that invite a reader to consume your information, if anything, based on the visual alone.

6. AVOID THE BAIT-AND-SWITCH AT ALL COSTS

When a reader goes to the effort of clicking on a provocative headline, few things are more disappointing for them than being provided with [a slew of unrelated information](#) in the content body.

Don't assume that a great headline justifies bad content; you have to be prepared to deliver on each and every promise.

In fact, your content should be even better than your headline so your readers will be encouraged to return to your site and continue enjoying quality work.

5) "Facebook Like Button, Viewed 22B Times a Day on 7.5M Websites, Gets a Redesign"

This title from [TechCrunch](#) isn't one of the worst I've ever seen -- it's pretty straightforward and clickable. But it does have one pretty giant weak spot.

Check out that descriptive phrase right smack dab in the middle of the headline: "Viewed 22B Times a Day on 7.5M Websites." Yep, those numbers are impressive ... but they're describing **Facebook**, the biggest social network of our age. We don't really need a qualifier to understand how gargantuan Facebook is -- so cut it from your headline.

If you're adding data, adjectives, or any clarifier to your titles that don't really need to be there, cut it out. Since you have limited space in your title for it to appear in search and social networks, use it wisely.

This headline was poorly written and misleading. In fact, the stats were for Facebook itself, not for the Facebook button. Hubspot, who wrote about the headline in a blog pointed out that everyone makes mistakes occasionally - not only in headlines - but in every area of their inbound marketing program. The point was to learn from them and move on.

7. USE SHINE HEADLINES

Writing at KISSmetrics, Bnonn outlines a five-part formula that should apply to every headline. The acronym SHINE works itself out like this:

S – Specificity

H – Helpfulness

I – Immediacy

N – Newsworthiness

E – Entertainment value

Ex. The Best Five Minutes (immediacy) You’ll Spend Today (entertainment): The Latest Tips (newsworthy) From Buffer (specificity) on Getting More Followers (helpfulness)

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