

12 Rules for Writing Great Headlines

Quick Reference Cheatsheet

1. Make Sure There's an Audience

- Ensure there's demand for your topic before investing effort.
 - **Tip:** Use tools like Keyword Surfer to gauge interest in specific topics.
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2. Be Clear and Specific

- Don't leave readers guessing. Make the value of your content clear.
 - **Example:** "10 Simple Tips to Encourage Blog Post Sharing"
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3. Include Keywords for SEO

- Integrate keywords naturally to improve search visibility.
 - **Tip:** Place keywords at the beginning of the headline for better results.
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4. Keep It Concise

- Aim for 50-70 characters to avoid truncation.
 - **Tip:** Ensure your key message appears in the first few words.
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5. Create Curiosity

- Spark intrigue with questions or promises that make readers want to learn more.
 - **Example:** "How I save \$1,000/month working part-time"
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6. Use Actionable Language

- Include action verbs to prompt readers to take the next step.
 - **Example:** "Master These 3 Simple Skills Before Your Next Job Interview"
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7. Incorporate Numbers and Lists

- Numbers are easy to scan and promise clear, digestible content.
- **Example:** "5 Simple Steps to Write Headlines That Get Clicked"

8. Appeal to Emotions

- Connect with your readers' emotions to inspire action.
 - **Example:** "Escape the 9-5 Grind and Live the Life of Your Dreams"
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9. Make It Relevant to Your Audience

- Tailor headlines to resonate with your target group.
 - **Example:** "10 Budgeting Tips for College Students"
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10. Stand Out from the Crowd

- Add unique and compelling words to make your headline pop.
 - **Example:** "How to Write Attention-Grabbing Headlines That Win More Clicks"
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11. Avoid Clickbait (Most of the Time)

- Be honest about what your headline promises to build trust.
 - **Example:** "I'm a Financial Advisor. Here's the #1 Way People Get Rich"
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12. Test and Optimize Your Headlines

- A/B test to see which headline performs best and refine accordingly.
 - **Tip:** Use traffic data to inform optimization, especially if traffic volume is sufficient.
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Bonus Tip: Use Urgency (But Don't Overdo It)

- Adding urgency can increase clicks, but don't be misleading.
- **Example:** "Stop Losing Leads—Write Headlines That Attract Buyers"

Need help writing magnetic headlines that command attention and attract buyers?

Contact us today!

