sociable media

WRITING A STRONG HEADLINE

HEADLINE

A headline, also known as your title or H1, is the first thing that someone sees when viewing your content on your website or blog. Think of your headline as your first impression.

A good, catchy headline gets users to click on your content, and good content keeps a user reading.

WHAT MAKES A GOOD HEADLINE?

Include a Topic
Introduce the WHAT. Is it a Top 10, a How-To, or maybe a Checklist?

Be Specific
Tell the reader exactly what they can expect in 6 words or less.

Use Emotional Words
Words like FREE, BEST, PROVEN, EVERYTHING, & PREMIUM tell the user there's something of value to learn.

You be the Judge
Would you click on your headline? Does it grab your attention? Would it make you want to click for more?

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HEADLINE EXAMPLES:

Ten Ways to Increase your Online Presence

Top 5 Proven Nutrition Tips for Busy Families

Your 'Make Better Money Decisions' Checklist

Top 5 Fitness Tips for Seasonal Athletes

Your 2 Minute Guide to a Better Morning Routine

Now it's your turn!

The more you practice, the easier it will become. Take 10 minutes to write down as many headlines as possible that make sense for your brand. Use these headlines to create an idea bank for upcoming content. A writing exercise like this will get you creating binge-worthy blogs and captions in no time.