Ways To Write A Headline
That Will Get The Best Results



Writing great headlines is one of the best ways to connect with your audience from the get-go. Here are a few things that'll help you write an even better headline for your next post.

HERE'S WHY YOU SHOULD
Spend More Time
Writing Headlines



8 *out of* **10**

People will read a headline.

While only...

2 *out of* **10**

People will click through.



Traffic could vary up to 500% because of your headline.



Go Extremely Positive Or Negative
With Your Headlines
To Get The Best Results

+	−
Best	Never
Always	Worst
Fastest	Nothing
Easiest	No One
Most	No way
Greatest	By no means
Largest	None
Funniest	Stop
Hottest	Avoid
Strongest	Don't
Biggest	
Ever	
Perfect	
Top	

Negative Superlatives performed 30% better than positive ones!

What's A Superlative?
An adverb or adjective being used that is greater than any other possible degree of the given descriptor.

Focus On Your First 3 And Last 3 Words

1 2 3 ... 3 2 1

What Does Your Headline *Actually* Look Like?

Some Caps
Consider The Tone Of Your Headline

All Caps
CONSIDER THE TONE OF YOUR HEADLINE

One Cap
Consider the tone of your headline

Use Google To Polish Your Headline



Headlines Cut Through The Clutter

Each Day

2 million blog posts
294 billion emails
864 thousand hours of video

