

# 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
- Always
- Fastest
- Easiest
- Most
- Greatest
- Largest
- Funniest
- Hottest
- Strongest
- Biggest
- Ever
- Perfect
- Top

- Never
- Worst
- Nothing
- No One
- No way
- By no means
- None
- Stop
- Avoid
- Don't

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

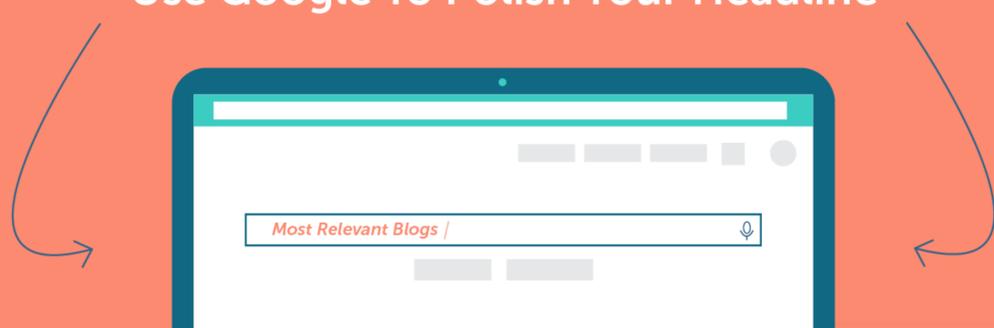
All Caps

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

