

Ways To Write A Headline

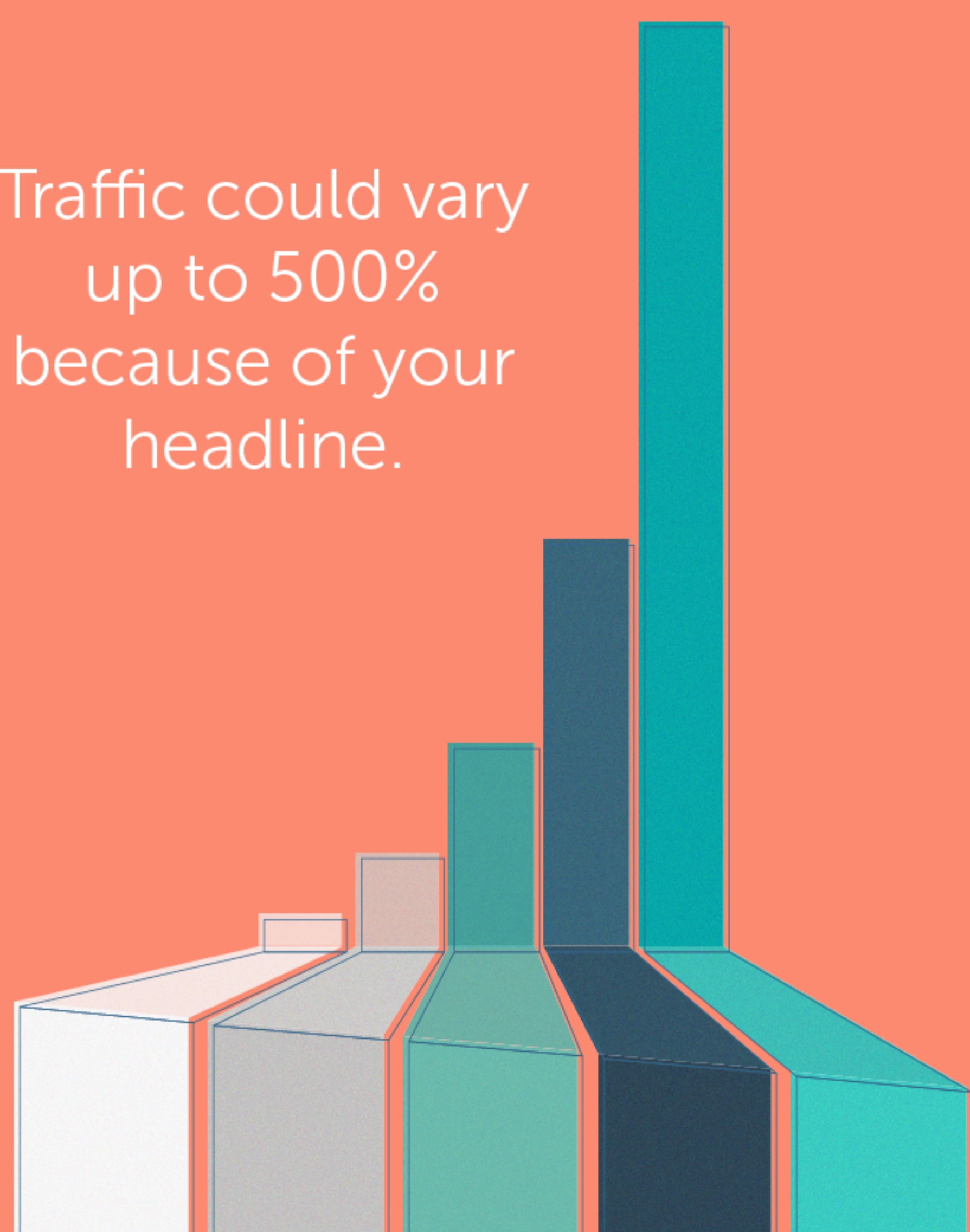
That Will Get The Best Results

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

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



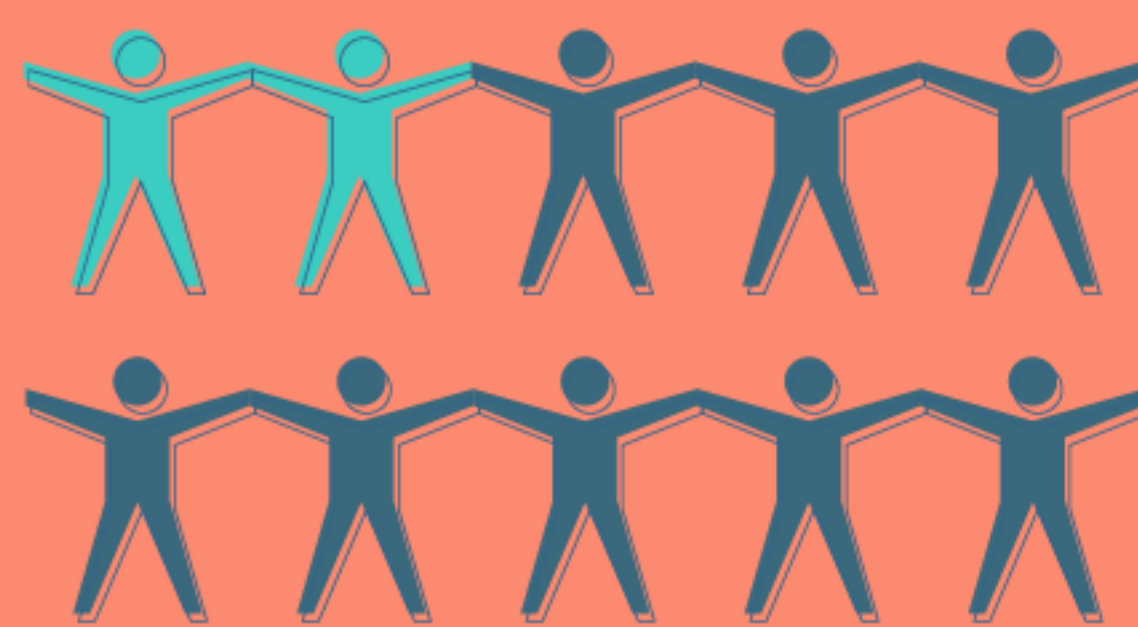
8 out of **10**

People will read a headline.

While only...

2 out of **10**

People will click through.



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

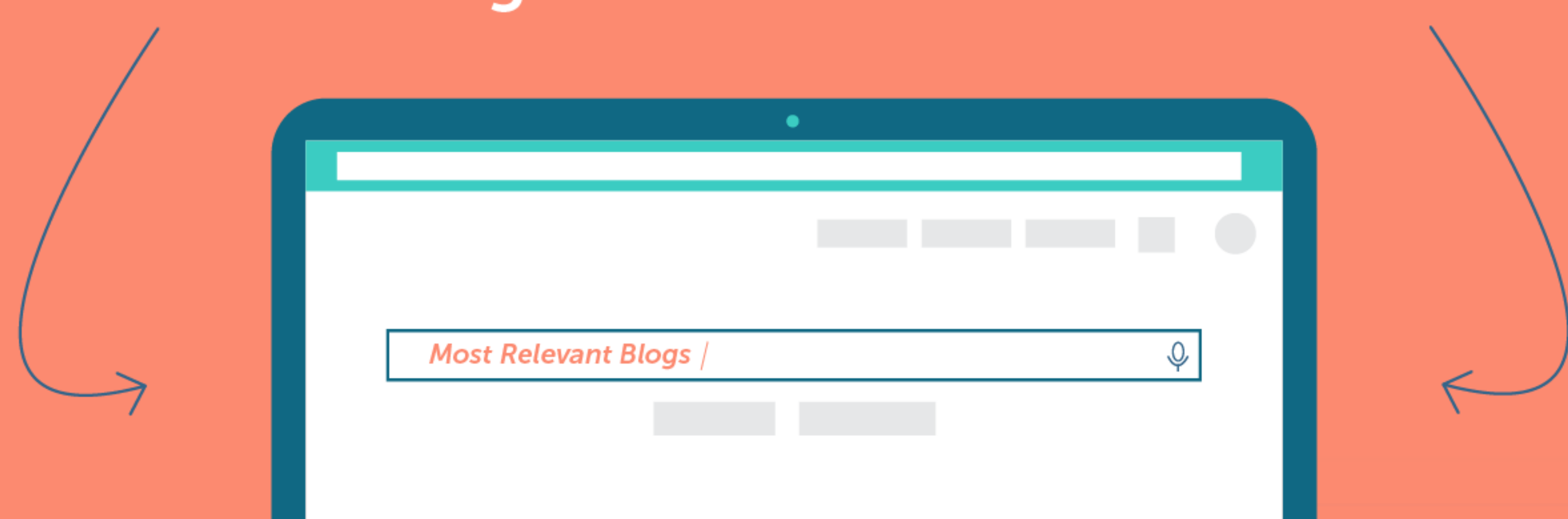
All Caps

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

