



43 DATA-DRIVEN HEADLINE IDEAS

FROM 1,000 OF THE MOST POPULAR POSTS

THE
Average
BLOG POST

18,700 SHARES

FACEBOOK

252 SHARES

TWITTER

621 SHARES

LINKEDIN

304,934 SHARES

PINTEREST

But to get those shares, you need great content and a fantastic headline. Here are 43 headline ideas to try out:

Make it sound so easy it's silly not to read your blog post.

1: Easy [Adjective] [Noun] (Our Favorite [Noun])

i.e. Easy Pull Apart Pizza Bread (Our Favorite Recipe)

2: [#]-[Noun] Easy [Noun]

i.e. 5-Ingredient Easy White Chicken Chili

3: [#] [Adjective] And [Adjective] DIY [Noun]

i.e. 60 Cute and Easy DIY Gifts in a Jar | Christmas Gift Ideas

Position your blog post as an ultimate guide.

4: [#] [Adjective] Ideas For Every [Noun]

i.e. 50 Organizing Ideas For Every Room in Your House

Instigate interaction and engagement.

5: Find Your [Noun] With Our [Noun] Quiz

i.e. #15daystoDDG : Find your muse with our Style Stalker quiz (day 4)

Appeal to your readers' emotion to save money.

6: [Verb] These [#] [Noun] For [Adjective] [Noun]!

i.e. Contact These 173 Manufacturers for High Value Coupons!

7: [#] Free [Noun]

i.e. 20 Free Handwriting Fonts

Help your readers save time.

8: [#]-Minute [Adjective] [Noun]

i.e. 8-Minute No Crunch Ab Burner

9: \$[#] + [#]-Minute [Adjective] [Noun]

i.e. \$5 + 30 Minute Wooden Growth Chart

Intrigue your readers with a mystery.

10: [#] Tips For [Audience] (Number [#] Is A Game Changer)

i.e. 45 Tips For Men (Number 40 is a Game Changer)

Call out your audience directly.

11: [Audience]: You'll Thank Me Later (And For The Rest Of My Life)

i.e. Coffee And Tea Lovers: You'll Thank Me Later (And For The Rest Of My Life)

Write a truly unique headline to inspire interest.

12: [Noun] (Inspired By [Noun])

i.e. Bare Necessities Fresh Fruit Pops (Inspired by Disney's The Jungle Book)

13: [#] Unspoken [Noun] Rules Every [Audience] Should Know

i.e. 27 Unspoken Suit Rules Every Man Should Know

14: A [Noun] Of [Noun]—[#] [Noun] Ideas

i.e. A Hodge Podge of Mod Podge- 10 Mod Podge Ideas

Share your value proposition.

15: [#] Ways [Noun] Will Improve Your Life

i.e. 9 Ways Apple Cider Vinegar Will Improve Your Life

16: [#] [Noun] Hacks You Won't Want To Forget

i.e. 25 Sewing Hacks You Won't Want to Forget

Focus on a very specific use case.

17: [#] [Adjective] [Noun] To Try On Your Next [Noun]

i.e. 18 Mouthwatering Breakfast Recipes to Try On Your Next Camping Trip

18: [#] Things To Do With [Noun]

i.e. 27 Things to Do With Cake Mix

Show your readers how to do something better than ever.

19: How To [Verb] A [Noun] With [Noun]

i.e. How To Clean A Microwave With Vinegar And Steam!

20: How To [Verb] [Noun] With A [Noun]

i.e. How To Clean Grout With A Homemade Grout Cleaner

21: How To Make A [Adjective] [Noun] The Easy Way

i.e. How To Make a Large Monogram Cutout The Easy Way

22: How To [Verb] Your [Noun] (In [#] Mostly Easy Steps)

i.e. How To Stage Manage Your Wedding (In Six Mostly Easy Steps)

Stand out with large list posts.

23: My [#] Best [Noun]

i.e. My 101 Best Disney World Tips

24: [#] Things You Might Be Thankful For About Your [Noun]

i.e. 99 Things You Might be Thankful for about Your Husband

25: [#] Easy [Noun] Ideas

i.e. 135 Easy Elf on the Shelf Ideas

This is the #TheBestEver.

26: The Best Ever [Adjective] [Noun] Solution For [Noun]

i.e. The Best EVER Homemade Carpet Cleaning Solution for Machines

Entertain your readers.

27: The [#] [Superlative Adjective] [Noun] Of All Time

i.e. The 50 Funniest Tumblr Posts Of All Time

28: [#] Of The [Superlative Adjective] [Noun] We've Ever Seen

i.e. 99 Of The Funniest Pinterest Pictures We've Ever Seen

Be honest, and tell your own story.

29: [#] Things I Wish I Knew About [Noun]

i.e. 20 Things I Wish I Knew About Photography Posing

30: How I [Verb] [Noun] For The Week

i.e. How i prep food for the week

31: I Am Always Sure About [Noun]

i.e. I Am Always Sure About What I Don't Want

Shock your readers with something unexpected.

32: [#] Reasons To [Verb] [Noun] Daily

i.e. 16 Reasons to Have Sex Daily

33: What's That [Noun]? DIY [Noun] For The [Noun]

i.e. What's that smell? - DIY Poo Fragrance Spray for the Bathroom

Go against the grain.

34: Forget The [Noun], Try This [Noun]

i.e. Forget The Chocolate Bunny, Try These Easter Sweets

35: Stop Searching For A [Adjective] [Noun]

i.e. Stop Searching For A Magical Exercise Routine

Share case studies of past success.

36: Welcome To [Noun]: [Noun] Build [Noun] With Next To Nothing

i.e. Welcome To "Bestie Row": Lifelong Friends Build Row Of Tiny Houses In The Middle Of Nowhere.

Be inspirational.

37: When You Feel [Past Participle]

i.e. when you feel shaken.

38: [#] Ways To [Verb] [Adverb]

i.e. 5 Ways to Fail Gracefully

Why not rant a bit?

39: Dear [Audience]: You're Not [Present Participle]

i.e. Teachers: You're Not Fooling Me

40: The Subtle Art Of Not [Present Participle]

*i.e. The Subtle Art of Not Giving a F****

Note: The original headline spelled out that expletive, definitely catching an unsuspecting audience off guard. Expect a few (OK, a ton of) four-letter curse words when you click through.

Blog post series still work.

41: [#] Days To Great [Noun] [Series #]: [#] Ways To [Verb] With Your [Noun]

i.e. 29 Days to Great Sex Day 10: 16 Ways to Flirt with Your Husband

Build on your previous success.

42: [#]+ More [Adjective] [Noun] Ideas

i.e. 16+ More Creative Garden Container Ideas

43: [#] Things I Wish I Knew About [Noun]

i.e. 20 Things I Wish I Knew About Photographing in Manual Mode

Note: This one is awfully similar to #29, isn't it? The same blogger saw the success from her first headline structure like this and repeated it. The result? The second post was also super successful at increasing social shares.

Use your headline analyzer in your CoSchedule marketing calendar to write better headlines than ever. Get started with your 14-day free trial now!

