Overview of Topics

- Why Headlines Are Important
- Elements That Make a Headline Pop
- Is Your Headline Good or Bad?
- 8 Winning Headline Strategies
- Power Words
- Headline Analyzer
- Content & Tagging
- Questions
Statistics Show...

- On average, 8 out of 10 people will read a headline, but only 2 out of 10 will read the rest.

- The better your headline, the better your odds of beating the averages and getting what you have to say read by a larger percentage of people.
Why Are Headlines So Important?

You could have the best post in the world, but if you do not have a good headline it is not going to reach its full potential.

- Headlines give the reader a good idea about the content in the post
- It is the first (possibly last) thing people see about the post
- Usually is one of the few elements visible on social sharing sites
- Is the best opportunity to market the article
Elements That Make a Headline Effective

- Summarize a topic in the post: especially one that will catch the reader’s eye
- Choose a topic people are interested to learn about
- Numbers give the reader a definite outline of what to expect
- Be Current: Articles on recent events are going to generate interest
- What is in it for the reader? Tell the readers how they will benefit from your article
- Generate curiosity
- Use key words that emphasize benefits to the reader (i.e. free, easy)
Is Your Headline Good or Bad? Give it the Breath Test.

- A great headline does not necessarily lie in subtracting or adding one or more word.
- Try saying your headline out loud. If you run out of breath reading a headline it is most likely too long and you might struggle to recall the contents of the headline.
- If your reader can’t process your headline in a single breath, they can’t process it in their heads.
8 Winning Headline Strategies & The Psychology Behind Them
1. The Element of Surprise

- Presenting something unexpected/breaking a pattern will help you to capture the attention of your audience.

- Surprise headlines are winning headlines because our brains love novelty. The brain’s pleasure centers are more turned on when we experience unpredictable pleasant things.
Questions are powerful because they prime our curiosity

Just seeing a question mark starts to stimulate our brains

Best question headlines ask something that the reader can relate to or would like to see answered

Example: “Looking to Give Back to Your Community?”
3. Curiosity

- Also known as information gap or curiosity gap

- To use this strategy you want to use something intriguing but incomplete information. Tell the reader enough to pique their interest but not enough to give the whole story away.

- For example: “Riveting Election - Results Are Finally In!”
4. Negative Superlatives

- Words like best, biggest, greatest can be effective but so can negative phrases such as “worst”.

- In a study of 65,000 titles, Outbrain compared positive, negative and neutral headlines. Results show: positive headlines performed 29% worse and negative headlines performed 30% better.
5. “How To”

- Try starting your headline with the words “How To”

- People seek secrets, tips, hints, laws, rules and systems

- Other variations on the “How To” strategy:
  - “Introduction To”
  - “The Beginners Guide”
  - “In 5 Minutes”
  - “DIY”
6. Numbers

- Numbers work well in headlines because humans like predictability & dislike uncertainty.
- For example: Top 5 Reasons to Move to Pleasantville.

7. Audience Referencing

- Basically means using the word “You” or implicating your audience directly with your headline.
- When you are the precise target audience for a headline, your brain automatically says, “That’s for me!”
8. Facts

Specific, quantifiable, concrete facts – especially ones that form pictures in our minds are intensely interesting.

Try using:
- Digits
- Names
- Descriptions
- Titles
- Examples
- Projections
- Results
Power Words!

Power words are words that will help spice up your headline and make your readers feel something.
Fear Power Words:

Fear is without a doubt one of the most powerful emotions. The news often uses fear power words to keep you from changing the channel.

- Assault
- Caution
- Collapse
- Beware
- Danger
- Plummet
Pep Talk Power Words:
Positive power words that get your audience excited to read your post.

- Amazing
- Blissful
- Breathtaking
- Courage
- Devoted
- Sensational
Safe Power Words:

It is important to make your readers feel safe. They need to trust that your website is a good source for reliable information.

- Certified
- Official
- Protected
- Research
- Secure
- Results
Curiosity Power Words:

The truth is, we are all fascinated by the mysterious and forbidden.

- Banned
- Behind the Scenes
- Controversial
- Insider
- Strange
- Unauthorized
Content, Content, Content

- Powerful headlines need to follow through with great content

- If you have a great headline and a post with very little content you will lose credibility with your readers

- You want to have AT LEAST one paragraph of content

- Linking to a pdf with no text content is not good for business
To Tag or Not to Tag?

- When is doubt...tag, tag, tag!

- They are quick and simple to do, and if used on all your content they will help you achieve higher results in the search engines.

- Make the tags relevant to the content of your news post.

- Use a combination of short words, long words and phrases.

- Try to think like someone who is searching for your content would when creating your tags.
What it is and why use it:

- It will score your overall headline quality.
- Will rate your headlines ability to result in social shares, increased traffic, & SEO value.
- Helps you make sure you have the right balance of common, uncommon, emotional, & power words.
- Also, it checks the length of your headline.
- It’s FREE!!!
- Check it out here: http://coschedule.com/headline-analyzer
Any Questions?