



If you want your blog posts to perform well, you have to write catchy blog titles that draw readers in and acts like an attention magnet.

Your blog headline is the first interaction your readers will have with your content. Although [80%](#) of them will read the headline, a whopping [43%](#) will click on it and simply skim through the rest of the content.

In a nutshell — if they don't like the headline, they won't read any further. Luckily, there is an overwhelming amount of information available on what customers want to read and tend to click on. In this article, we have compiled 11 tips on how you can come up with an attention-grabbing headline every time:

1. Use proper word balance

Your headline should ideally balance words from the four categories that your headline analyzer recommends. (check out these headline analyzers: [CoSchedule](#), [BlogAbout](#), and [Sharethrough headline](#)).

Typically, your headline must be a mix of frequently-used and easy-to-recognize words that are less frequently-used but are useful for creating intrigue and phrases that drive actions by triggering specific emotions that motivate the reader.

2. Let the headlines help, not tell

If you look at the most clicked-on Google searches, they are usually about the best, fastest, or most popular way of doing something.

Headlines that go "How to..." or "The best way to..." or "Ten tips to..." are likely to go down the best with your target audience because you are directly helping them address a problem. Revisit your older blog headlines and ask yourself if they help or simply tell.

3. Use substantial evidence in your copy

Insights that are backed by science and research are considered the most reliable. People are more likely to do things that have been vouched for by knowledgeable authorities.

So if your headlines can reflect this in a catchy manner, such as "Ten Parenting Tips Backed By Child Psychologists" or "A Harvard Neurologist Explains How To Interpret Your Dreams," be sure to do so. Here is a news article on Coronavirus — it instantly attracts the reader's attention!

Make sure your main body of text includes the evidence in some way or the other. Readers do not like to be fooled. Your headline needs to reflect exactly what your content delivers—or vice-versa.

An excellent way to check this is by asking yourself the key takeaway of this content and why my reader cares about it? Evidential or not — if your headline does not reflect the answers to both these questions, you might need to come up with a new one.

4. Include numbers for lists or add a statistic

This is particularly important if your content features a list of tips or facts. A Backlinko study suggests including numbers in your blog headings can increase the CTR by [36%](#). Therefore, include the number of tips in your headline so that people know what to expect.

Similarly, if your content features statistics to back your arguments, pull an eye-catching percentage and place it in the headline. Readers love seeing numbers, especially big ones [such as "Here's how to bump up your social media traffic by 192%], and having them in a headline will make it instantly more clickable.

5. Give a problem and its solution

Two-part headlines can be tricky to manage, but they can pack a powerful punch when done correctly. Essentially, the first part states the problem, and the second part promises the solution — for instance: "Blogging is dead. Here's why you should be podcasting instead."

6. Include the keywords your readers search for

This might seem like an obvious point, but it is crucial to optimize your headline for the keywords your readers are looking for. Use the [Google Keyword Planner](#) to find the most relevant keywords for your target reader base.

If you are not sure, there is no harm in [seeking SEO consulting](#) and have an expert optimize the headlines for you. This will be beneficial in the long run!

7. Craft 25 headlines, to begin with to write a catchy blog title

This sounds like work, but please pick up a pencil and come up with 25 headlines for your post, even if it seems hard. Then, cross out your least favorite headlines one by one until you are left with your top five options.

Now you can share these with the rest of your team and decide which ones they like best. Once you have narrowed it down to two, you can A/B test them by sending them out on email or Twitter, bringing us to the next tip.

8. A/B test on social media

Social media A/B testing is possible in real-time for modern marketing — allowing them to refine not only their massive content marketing strategies but also something as minor as blog headlines. What you can do is simply share two posts on, maybe, Twitter and LinkedIn, each with a different version of the same headline, and see which one performs better.

This will help you understand what works and what does not — and that will help you craft blog headlines accordingly in the future.

9. Go for strongly positive headlines or go for strongly negative headlines

[Studies show](#) that readers like content filled with superlative words and evokes either a profoundly positive or deeply negative sentiment. Positive superlatives can help make your headlines stronger and more emotional.

Examples of such words include best, fastest, easiest, greatest, biggest, perfect, top, always, and so on. On the other hand, negative headlines that evoke fear or doubt can perform better than positive headlines in some instances.

Examples of negative words include never, worst, stop, avoid, nothing, no way, and so on. Essentially, you are trying to create a strong enough sense of doubt or fear that incites the reader to take immediate action.

10. Front-load the headline

When you are using superlatives, whether positive or negative, placing them at the front of the headline works best. So something like "6 Biggest Mistakes of New Parents" is more evocative than "6 Mistakes of New Parents That Are The Biggest."

Similarly, active voice is always the best choice to keep headlines interesting and easy to scan. So instead of "20 Home Office Workout Tips Shared By Professionals", write something like "20 Professionals Share Their Favourite Tips for Office Home Workouts."

11. Get the length of your blog title right

[Studies show](#) that readers are more likely to absorb the first three lines and the last three lines of your headline. Keep your headline to 6-12 words (around 70 characters) so as to maximize the engagement rate with the reader. If your headline needs to be longer, focus on creating impact with the first and last three words.

Summing it up so you can plenty of write catchy blog titles

In a world where readers have a million pieces of content vying for attention at any time, you only have one chance to get it right with a great headline.

Come up with something that grabs attention and promises unique benefits, and you are well on your way to building more readership.

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