

# Dominate the Eyeball War by Creating Engaging Blog Content!



## Table of Contents

<u>The Power of Titles</u> .....	3
<u>1. Action</u> .....	4
<u>Examples</u> .....	4
<u>2. Brevity</u> .....	5
<u>Be Descriptive, Clear, and To-The-Point</u> .....	5
<u>Avoid Vague Language</u> .....	5
<u>Use Numbers</u> .....	6
<u>Make Your Titles Keyword-Conscious</u> .....	7
<u>Examples</u> .....	7
<u>3. Intrigue</u> .....	8
<u>Want To Know More?</u> .....	9

# The Power of Titles

The “father of advertising,” David Ogilvy, stated:

“On average, five times as many people read  
the headlines as read the body copy.”

This means for every reader, five other people viewed the headline and skipped on to something else.

For bloggers this means that you can spend hours writing the best and most helpful article ever, and no one will click on it, because the title was not interesting and intriguing enough.

We'll confess a secret to you - three rules that are guaranteed to help you write irresistible titles.



# 1. Action

A great blog title is not passive. Most people want to learn something specific from reading a blog article. Show them how your information translates in action-oriented takeaways.

A good example is the “how-to” article. Readers love it! Most people read blog articles because they want to know learn how to solve a particular problem. Tell people that your article provides solutions, and more readers will be drawn in!

## Examples

- How to Design Websites That Drive Revenue
- How to Gain 500 Twitter Followers in 3 Easy Steps
- How to Make a Strong Impression at a Networking Event
- How to Find the Cheapest Airline Tickets



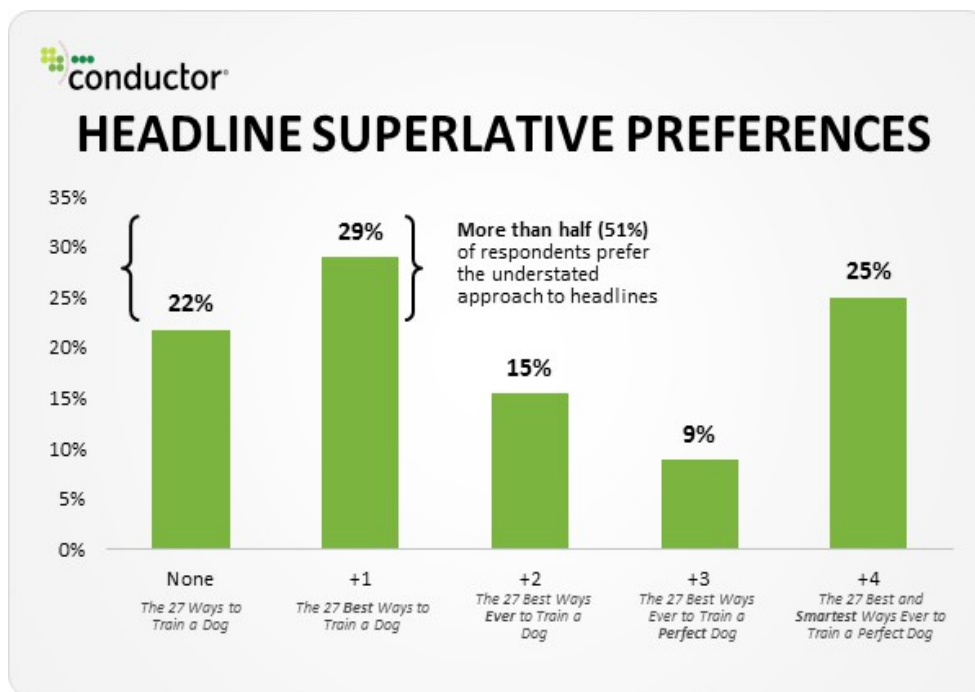
## 2. Brevity

### Be Descriptive, Clear, and To-The-Point

Long titles can lose the reader's interest. According to Outbrain, a content discovery platform that looked at 150,000 article headlines, **a title with eight words performs best, resulting in 21% higher click-through rate than average.** Length matters.

### Avoid Vague Language

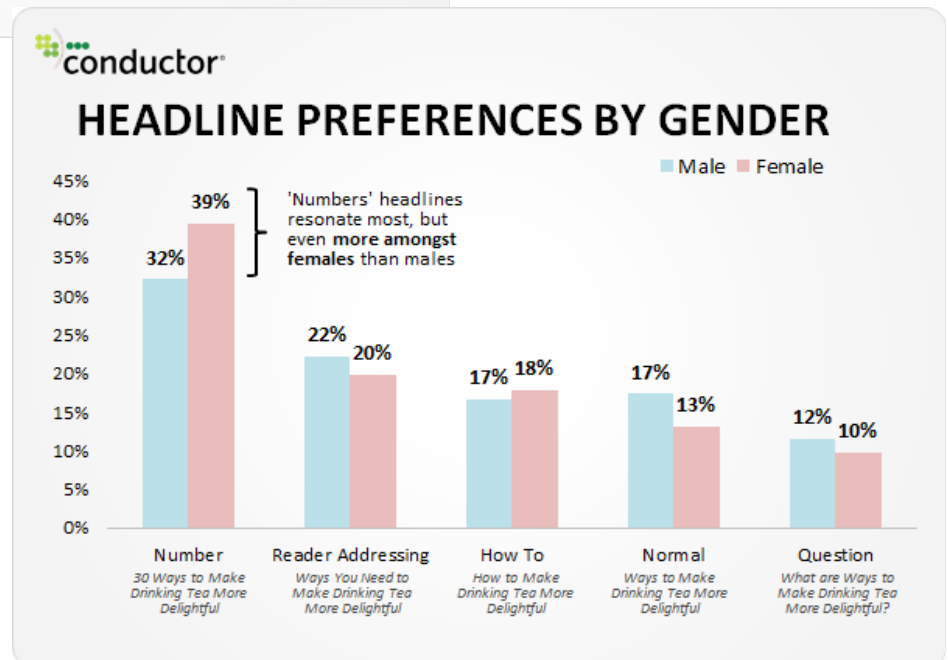
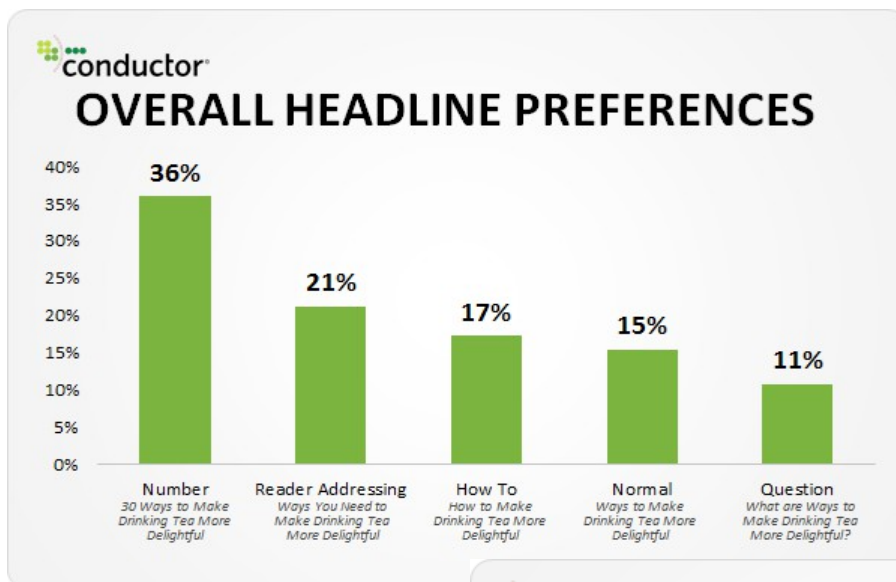
Make sure that the title gives the reader a clear indication of the what the article is about. Don't use too many superlatives either – 1 superlative gives the best results!



## Use Numbers

This way you set expectations for the reader and let them know exactly what they will get from the article. Want to know a fun fact? **Headlines that contained odd numbers have a 20% higher click-through rate than headlines with even numbers.**

Take a look at the research done by Conductor on overall headline preferences.





## Make Your Titles Keyword-Conscious

If you want to take your titles a new level, make them keyword-conscious. A huge reason for blogging is to direct more traffic and SEO to your website – and thus have more leads and sales!

**Optimize every blog article on one main keyword.** Make sure you have it in the article title, page title, URL, and repeated about 3-4 times in a 600-words article. And that, ladies and gentlemen, is the secret sauce to SEO.

## Examples

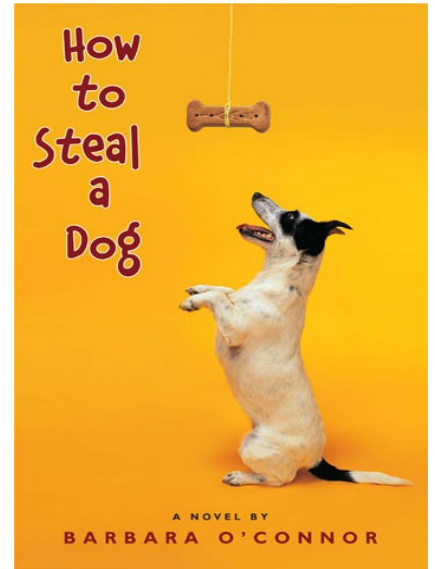
- 5 Tips to Improve Your Headline Click-Through Rate
- 7 Secrets of Happily Married Couples
- The 15 Best Facebook Pages You've Ever Seen
- 3 Reasons You Didn't Get The Job
- Amazing Blogging Tips To Try Right Now
- 5 Secrets Internet Marketing Companies Won't Tell You



Did you notice the odd numbers in the titles above?

### 3. Intrigue

Another type of compelling title is the one that makes readers think “ooh... that sounds interesting!” Add some mystery or a joke to it. You can still be clear and concise while doing so. Take for example “confessions of social media manager” – the readers know that the article is about confessions of a social media manager, but they don’t know what those confessions are.



In his blog, Jeff Goins gives a great formula for writing intriguing blog titles!

#### Number or Trigger word + Adjective + Keyword + Promise

- Example: Take the subject “bathing elephants.” You could write an article entitled, “How to Bathe an Elephant” or “Why I Love Bathing Elephants.”
- Or you could apply this formula and make it: “18 Unbelievable Ways You Can Bathe an Elephant Indoors”
- Another (more serious) example Jeff provides: Take a bold promise like “selling your house in a day.” Apply the formula and you get: “How You Can Effortlessly Sell Your Home in Less than 24 Hours”

People don’t want to be tricked into reading something boring; they want to be drawn into something exciting. Make it worth their while.



## Want To Know More?

Impelling blog titles will bring you more readers and thus better engagement, SEO, and more leads! How can you maximize the effect and engage other parts of your overall marketing strategy to work together and bring even more quality leads?

It's time to take a look at your online marketing assets. Our Inbound Marketing Mini Audit will help you find out where you're losing sales and how to convert more leads!

### Our Inbound Marketing Mini Audit will help you:

- Skyrocket your sales
- Automatically convert leads into sales
- Get noticed in the places your prospects are really looking



[REQUEST A FREE AUDIT NOW](#)

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