

THE 4 TO Z GUIDE TO Writing HEADLINES FOR ONLINE CONTENT

As a content marketer, you've got the tools for engagement by making your headlines irresistible. So let's make our way through the alphabet and spell out 26 tactics bound to help you improve your headline writing chops.



ASK

Phrasing a question at the end of the headline makes you the best friend you'll ever have to a reader.

BENEFITS

Keep your reader's best interests in mind. Show them what's in it for them. Highlight the benefits of your headline.

COLONS

A colon headline approach is to begin with a hook or interest statement, followed by a colon or dash, followed by a statement or question.

DO'S AND DON'T'S

What's a "do" or "don't" headline? It indicates your content is going to deliver a benefit or tell them how to avoid a pain for their audience.

EMOTION

Emotions are hard to resist. Emotions are the power of emotion. Try writing for a feeling or a feeling you.

FACTS

It's not a matter of how many facts you list, but how you list them. Use facts to back up your story.

GREATS

No matter what you're writing about, there are "greats" you might expect your story to cover: great accomplishments, great leaders, great products or services.

HELP

Help is a universal form of help. It's a common theme in content marketing, and it's a great form of publishing.

INSPIRATION

Go for common sense. It's not a matter of how many facts you list, but how you list them. Use facts to back up your story.

JACK

Jack something up. It's a common theme in content marketing, and it's a great form of publishing.

KEYWORDS

Use keywords and get your message across. Use keywords and get your message across.

LISTS

Lists work. They're a common theme in content marketing, and it's a great form of publishing.

MISTAKES

Avoid common mistakes. It's not a matter of how many facts you list, but how you list them. Use facts to back up your story.

MEMBERS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

OPINIONS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

POWER WORDS

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QUOTES

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

ROUNDUPS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

STARTING

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

TEASERS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

USES

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

VERBS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

5W

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

EXAMPLES

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

YOU

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.

ZINGERS

Use a number of your "best" members. It's a common theme in content marketing, and it's a great form of publishing.