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# DELIVERED SOCIAL'S TOP "HEADLINE HACKS"

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EFFECTIVE TITLE AND  
HEADLINE IDEAS TO GET YOUR  
BLOG POSTS MORE TRACTION!



# WHY HEADLINES MATTER

At Delivered Social, we LOVE blogging. It's a fun and effective way to get your ideas out there about any topic from digital marketing to fashion and everything in between. Whatever your interests are, there's a niche blog out there for them!

Blogging is also great for your business. Having a regularly-updated blog can help enhance your online presence and boost your SEO, meaning your website shows up more often in search results on Google and others!

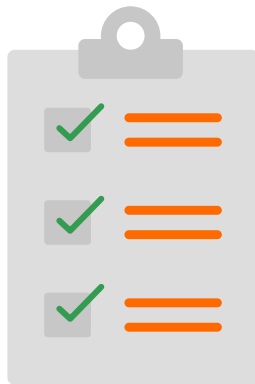
But how much thought do you put into your headlines or titles? If the answer is not a lot, you should be doing it more! The headline is the first thing that grabs a reader's attention, and if it's a bit rubbish, way fewer people are going to want to read what you have to say. So, we've put together some great attention-grabbing headline ideas to help you reach wider audiences and make your blogs sparkle!

## TIP 1: WE ALL LOVE A LIST, ESPECIALLY WHEN WE DON'T HAVE TO WRITE IT

Who else here is a self-confessed list addict? They're the perfect way to organise your life and make you feel all shiny and productive. But did you know that list articles are some of the most popular blogs on the internet?

You know the sort of thing we're talking about. '15 Things All 90s Kids Will Remember,' '5 Cute Cats That Will Make Your Day!' and so on. This type of content is super fun and really easy to read. Lists are also a great way to organise information into bite-sized chunks that are likely to appeal to your audience.

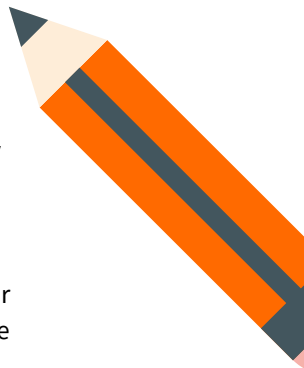
Plus, if you use a list headline, it makes it clear to the reader exactly what they're getting before they start reading- they can look at those 5 cute cats, then move on to the next article...



And, if a reader knows exactly what they're getting into, they're more likely to click the article. They know they won't be endlessly scrolling to find out the information they want, which is a really appealing quality for your blog posts to have!

List articles and headlines are also universally appealing, in that pretty much any kind of information can be listed! So, there's a list post out there for everyone. No matter what your niche interest may be, we can guarantee that there is a list post out there that

So, this style of headline is fun, versatile, and popular. What are you waiting for? Here are some great ideas that you can use to make your list posts stand out from the crowd and help your blog post get those all-important views...



# OUR TOP FIVE LIST IDEAS:

## 7 Ways To Do X

This is an attention grabbing headline that's sure to lure people in who are looking for a solution! After all, if you're giving them multiple ways to carry out the task, surely at least one of them will work for them, right?

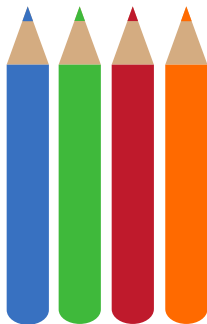
**DS Example:** 7 Ways To Engage Your Audience on Instagram

## 10 Fun Facts About X

Everyone loves a fun fact! So, why not gather together a bumper list of facts on your favourite subject and share them with the world?

There's sure to be plenty of people out there who are also interested in this subject. It works with everything from industry secrets to facts about films or TV shows- there's something for everyone! Switch up the adjective depending on the tone of the article.

**DS Example:** 10 Mindblowing Facts About SEO You've Probably Never Seen Before!



## The Top 5 X

Similarly, why not tell your audience about your top 5? This could be anything! From your top 5 places to shop, to your top 5 people to connect with on LinkedIn- it's sure to grab attention!

**DS Example:** The Top 5 WordPress Plugins You NEED To Download

## 15 Things Only X Understand

If you want to tempt people to read your articles by appealing to their desire to belong, this is the headline for you! It will also appeal to those not in the X group, who want to learn the secrets that they're just not a part of!

**DS Example:** 15 Things Only Marketers Will Understand!

## 12 Things You Didn't Know About X

It's in human nature to want to learn! So, why not appeal to people's curious side with this headline, teasing them with an article packed full of information they've probably not heard of before?

**DS Example:** 12 Things You Didn't Know About Facebook



## TIP 2: TELL THEM HOW!

The 'How To' headline is probably one of the most popular types of headlines out there, for a good number of reasons! Many people turn to the internet to show them how to do something they're stuck on. If you have the skills and knowledge to show off, why not tell them how with your blog posts?

This type of headline tantalises readers by promising them that by clicking on your article, they will learn something! Even if it's not what they originally set out to learn, as we mentioned before, humans are naturally curious. We want to know things! So, an article that promises to teach us something is automatically appealing.

While list headlines are fun and interesting, ultimately the knowledge gained from them probably isn't going to be that useful. But, if you actually learn how to do something practical, it grabs attention and gives readers true value.



There is truly no cap on what you can teach someone over the internet! Whatever skills or experience you have, there will be someone out there who wants to learn how to do just that. From fixing a car to a clever website hack, it can be as straightforward or as exciting as you want to make it!

These types of headlines and articles also position you as a writer well. It gives you authority, and makes you seem like something of an expert about a topic, no matter how big or small. And who doesn't want that? The more authority you start to gain online, the more people will start to trust your articles, which should help your blog gain traction.

So, want to know the best variations of the 'How To' Headline to help you draw in more and more readers? Keep on browsing, because we've got a few clever hacks to show you!





# OUR TOP 5 HOW TO HEADLINES

## How To X

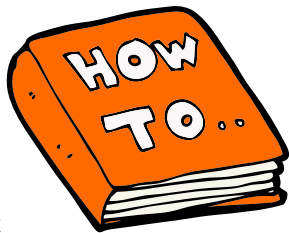
This is the headline that keeps it plain and simple. It sets out no unrealistic expectations. you're just going to tell your audience how to do something, with no frills. And this is an attractive prospect for people who want to be efficient and get the answers they need straight away.

**DS Example:** How To Write A Killer Instagram Bio

## How To Be/ Do X Without X

Everyone's always looking for ways to cut corners. But this doesn't have to be a bad thing! If you know how to teach others to do something without an element that's usually considered particularly difficult, hard to find, or just plain boring, share it with the world- people will thank you, we promise!

**DS Example:** How To Create Amazing Graphics Without Photoshop!



## How To Do X In Under X Minutes

These days, everyone has a super busy lifestyle. As a result, we want to know how to do things and get results, fast! So, if you have a quick hack to share, this headline is sure to grab the attention of people in a hurry!

**DS Example:** How To Create A Winning Facebook Post in Under 5 Minutes

## How To X And X

What's better than telling your audience how to do one thing? Telling them how to do two things! In fact, probably the most famous How To Headline comes from the book *How To Win Friends And Influence People* by Dale Carnegie. Follow in his footsteps and promise your audience a whole lot of knowledge in one simple article, and it's sure to pique their interest!

**DS Example:** How To Use SEO to Improve Your Site and Get New Leads

## How To Be X

Finally, who doesn't want to work on self-improvement? If you have something to share to help people become the person they've always dreamed of, this headline will help you get more clicks and traction on your posts!

**DS Example:** How To Be A Web Designer



## TIP 3: NOT EVERY HEADLINE CAN BE CATEGORISED!

While it would be great for every headline idea to neatly fit into a category, this just isn't the case. There are so many great headline ideas out there that we didn't want you to miss out on, so we've introduced a third category, for those that can't be categorised!

When you're coming up with the headlines that work best for you and your blog, don't be afraid to try something new every once in a while. What works for one person and their writing won't work for the next- it truly can be a case of trial and error, so have some fun with it and you may be surprised by the results!

So, here are five 'random' headline hacks that don't necessarily fit into a category, but we think that you should try to help your blogs get traction!



# OUR TOP FIVE MISCELLANEOUS HEADLINE HACKS

## **Experts Say / Researchers Reveal X**

Want to give your articles more authority? Use some stats and facts provided by the experts! This headline suggests that your article uses trustworthy sources, thus delivering an article that your readers can rely on.

**DS Example:** Experts Say These 3 Tips Will Boost Your SEO!

## **X's Ultimate Guide To X**

Now your audience are sure to find this headline hack irresistible! It promises to teach them basically everything they need to know about a topic, appealing to their curiosity and delivering them an article that is a truly worthwhile read! You can use your own tips or collate someone else's into one place.

**DS Example:** Delivered Social's Ultimate Guide To Instagram



## The Colossal Guide To X

When constructing any headline, adjectives are so important! Are the adjectives you're using capturing attention for all the right reasons? It doesn't have to be 'colossal'- any hefty adjective makes for a hard-hitting headline.

**DS Example:** Supercharge Your Social Strategy With These 4 Groundbreaking Tips

## Why X Happens

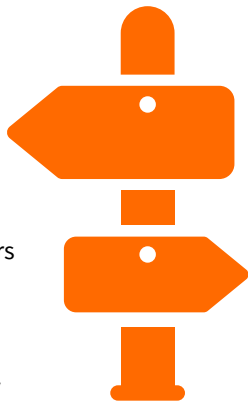
As we've mentioned a few times, people are curious and want to learn! So, why not explain something to them that they may not have even thought about before with a headline like this?

**DS Example:** Why Your Website Isn't Helping You Attract New Customers

## Famous Person's Tips On X

What's another way to tempt people to read your article? Name dropping! Whether it's a super-famous celebrity or someone that's only well known in your industry, using their name can help you get more clicks!

**DS Example:** Mark Zuckerberg Says You Should Start Using These Facebook Features TODAY!



# NEED OUR HELP?

Need help with all things digital marketing from a **top-rated agency?** Then welcome to Delivered Social!

We're very proud of the range of services that we offer to our clients, and we work hard to reach their marketing goals and improve their online brand presence, including with killer headlines!

Get in touch with us today to find out how we can help your business!



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