

How to Write Killer Headlines that Actually Grab the Reader's Attention

Headlines are the first and sometimes only impression a reader has of your content. A compelling headline can mean the difference between a reader clicking through to read your blog post or scrolling past it.

Writing headlines that grab the reader's attention and accurately reflect the content is a crucial skill for any content creator.

Headlines are one of the most essential elements of any piece of writing. They're the first thing that readers see, and they play a crucial role in determining whether or not people will continue reading.

A great headline can entice readers to keep reading, while a weak headline can send them running for the hills. If you want to write headlines that grab the reader's attention, there are a few key things to keep in mind.

This blog post explores some secret tips to write killer headlines that are both compelling and effective. So, whether you're writing a blog post, article, or anything in between, these tips will help you create headlines that stand out and get results.

How to Write Killer Headlines?

Be Clear and Direct

Examples:

5 Simple Tips for Better Time Management

How to Create a Successful Budget Plan

The Pros and Cons of Remote Work: What You Need to Know

The Ultimate Guide to SaaS Pricing Models and Strategies

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A headline that is clear and straightforward will not only accurately reflect the content, but will also quickly let the reader know what they can expect to get out of reading the piece.

When writing a headline, focus on clearly communicating the most important information. Avoid using vague or abstract language, as this will make it harder for the reader to understand what the content is about. Instead, use specific, concrete language that clearly states the main point of the article.

Additionally, being direct and to the point helps keep the headline short and punchy, making it easier to read and remember. A headline that is too long or complicated will likely be overlooked by readers, who are likely to only give it a quick scan before moving on to the next piece of content.

So make sure that when writing a killer headline, be clear and direct in your language and focus on communicating the most important information. This will help your headline stand out, accurately reflect the content, and draw the reader in to engage with your work.

Use Active Voice

Using active voice in headlines makes them more engaging and

can encourage the reader to take action. For example, instead of “The Benefits of Regular Exercise can be experienced,” you could write “Experience the Benefits of Regular Exercise.” This headline not only states the topic of the article but also makes it clear that the reader will benefit from reading it.

Using active voice when writing headlines is a powerful tool for grabbing the reader’s attention and making the headline more compelling. Active voice gives the headline energy and creates a sense of urgency that can be especially effective in drawing readers in.

In active voice, the subject of the sentence performs the action, making the sentence stronger and more direct. For example, “The dog chased the cat” is written in active voice, while “The cat was chased by the dog” is written in passive voice.

When writing headlines, using active voice helps the headline feel more immediate and relevant to the reader. It puts the focus on the subject of the sentence and makes the headline more engaging, as the reader is drawn into the action.

In contrast, passive voice can make the headline feel lacklustre and less engaging, as the action is described in a more roundabout way. For example, a headline written in a passive voice like “The city was destroyed by the storm” is less attention-grabbing than “The storm destroyed the city”.

So, next time when you write killer headlines, consider using active voice to give it the energy and urgency it needs to stand out.

Use Numbers

Numbers are eye-catching and can make headlines more attention-grabbing. Numeric headlines can be especially useful for lists, how-to guides, and other types of articles that

have a clear structure. For example, “10 Tips for a Better Night’s Sleep” or “5 Secrets of Successful Entrepreneurs.”

Numbers provide a quick and easy way to break down information and make it more digestible for the reader. They also add specificity to the headline that can help it stand out in a sea of text.

Here are key ways you can use numbers in headlines:

- **List headlines:** “10 Tips for Writing Killer Headlines” or “7 Secrets for a Successful Blog”. These types of headlines are easy to read, and the number provides a clear structure for the content.
- **Numeric statistics:** “80% of People Don’t Know These Headline Writing Techniques”. This type of headline draws the reader in by highlighting a statistic and implying that they may be part of the 20% who know the information.
- **Time-based headlines:** “3 Minutes to Better Headlines”. This type of headline implies that the reader can quickly and easily improve their headline writing skills.

Incorporating numbers into your headlines can make them more eye-catching, memorable, and informative. They provide a clear structure and help the reader understand the content they can expect to find in the article. So, when you write killer headlines ensure to use numbers that give a sense of structure to your content.

Ask a Question

What Are the Secrets to Writing Killer Headlines?



Asking a question in a headline can be an effective way to engage the reader and provoke thought. This type of headline is often used for opinion pieces, editorials, and personal essays. For example, “What Are the Secrets to a Happy Marriage?” This type of headline is also great for generating clicks on social media.

Asking a question in a headline is a great way to grab the reader’s attention and engage them with the content. Questions can be an effective way to pique the reader’s interest and encourage them to find out more.

Few Key ways you can use questions in headlines:

- **Open-ended questions:** “What Are the Secrets to Writing Killer Headlines?” This type of question allows the reader to imagine the answer and encourages them to find out more.
- **How-to questions:** “How Can You Write Headlines That Stand Out?” This type of question provides the reader with a specific problem and suggests that the content will provide a solution.
- **Rhetorical questions:** “Why Is Writing Killer Headlines So Important?” This type of question draws the reader in by implying that there is an interesting answer to be found in the content.

Using questions in headlines can make them more engaging and thought-provoking, encouraging the reader to click through to find out more. They also suggest that the content will provide answers to the reader's questions, making the headline more relevant and appealing.

So, next time whenever you're writing a headline, consider asking a question to encourage the reader to click through it.

Use Power Words

Power words are attention-grabbing words that strongly evoke emotions and encourage the reader to take action. Examples include "proven," "secret," "revealed," "unbelievable," "revolutionary," and more. These words can help to make your headline stand out from the rest and grab the reader's attention.

Some examples of power words that can be used in headlines:

- **Urgent words:** "Now", "Immediately", "Quickly". These words create a sense of urgency and encourage the reader to take action.
- **Emotional words:** "Incredible", "Amazing", "Unbelievable". These words evoke strong emotions and make the headline more attention-grabbing.
- **Action words:** "Discover", "Uncover", "Reveal". These words suggest that the reader will be taking action and encourage them to find out more.
- **Positive words:** "Success", "Prosperity", "Happiness". These words evoke positive emotions and suggest that the reader will gain something from reading the content.

Incorporating power words into your headlines can help make them more effective and engaging. So, consider sprinkling power words into your headline.

Keep It Short



Headlines should be short and to the point, ideally between 8-12 words. This makes them easy to read and memorable. In today's fast-paced world, people are often short on time and don't have the patience to read long headlines. By keeping your headline short, you'll increase the chances of it being read and shared.

Here are some tips for keeping headlines short:

- Avoid complex words and phrases, and instead choose a simple, straightforward language that is easy to understand.
- Focus on the most important information and avoid adding unnecessary details that will make the headline longer.
- Ideally, headlines should be short enough to fit on a single line so that they are easy to read and quick to scan.
- Aim to use no more than 8-12 words in your headline, and avoid using more than 15 words if possible.

Short headlines are also more likely to be shared, which can help to increase the reach of your content. Make sure to keep it short and to the point.

Create Urgency

Using words that create a sense of urgency can make the reader feel like they need to act now. Examples include “limited time,” “last chance,” “urgent,” “breaking,” and more. This type of headline is especially effective for news articles, time-sensitive content, and promotional material.

Creating a sense of urgency in headlines can be a powerful way to encourage readers to take action. Urgency can be created by using certain words, phrases, and tone in the headline. Here are some tips for creating urgency in headlines:

- Words such as “now”, “today”, “tonight”, and “immediately” convey a sense of urgency and encourage the reader to act quickly.
- Using phrases such as “limited time only”, “while supplies last” or “offer ends soon” can create a sense of urgency and encourage the reader to take action before it’s too late.
- Highlighting the benefits of taking action quickly can create a sense of urgency and encourage the reader to act
- Using words such as “secret”, “private”, and “limited access” can create a sense of urgency by suggesting that the reader is missing out on something exclusive.

It can also make the headline more relevant and appealing by suggesting that the content is time-sensitive and relevant.

Consider the Reader

When writing headlines, it’s important to consider who your target audience is and what will interest them. Considering the reader is a crucial aspect of writing effective headlines that grab their attention. Write headlines that are relevant and appealing to your target audience.

Consider their needs, wants, and desires, and craft your headline accordingly. When you understand your reader's needs, interests, and motivations, you can write headlines that are more relevant and appealing to them.

Here are how you can consider the reader when writing headlines:

- **Know your audience:** Understanding your reader's demographic, interests, and motivations will help you write headlines that are relevant and appealing to them.
- **Address their pain points:** If you know the common challenges and frustrations of your reader, you can write headlines that offer solutions to their problems.
- **Use language that resonates with them:** Using language and terminology that is familiar and relevant to your reader will make your headlines more appealing and engaging.
- **Make it relevant:** Make sure the headline is relevant to the content of the article. Avoid misleading or over-promising in the headline, as this will only disappoint the reader and negatively impact your credibility.

Considering the reader when writing headlines, will help you grab the reader's attention, build trust, and increase the reach of your content.

In short, considering the reader is a crucial aspect of writing effective headlines that grab their attention. So, next time you're writing a headline, make sure to put yourself in your reader's shoes and write a headline that speaks to their needs and interests.

If you're feeling stuck while crafting killer headlines, I would recommend you give a try to [Portent's Content Idea Generator](#). This tool will help you to generate title ideas from your keyword. Ah, it's free ☐

In the end, writing killer headlines is a crucial aspect of [content creation](#). A great headline is the first impression and can determine whether a reader continues on to your content or moves on to something else.

A compelling and concise headline is crucial for engaging your readers and enticing them to read your content, regardless of the type of content you are writing.

By following the useful tips and techniques outlined in this blog post, you'll be able to write headlines that accurately reflect your content and entice readers to engage with your work. So, start putting these techniques into practice and watch your content's engagement soar.