



How To Create Practical Blog Titles



And Headlines

Introduction

Here's your guide to blog titles and headlines

One of the most important parts of creating a blog is the blog title or headline. The blog title needs to sell the content and emotionally connect you to your reader.

We want the headline to make the reader stop and want to engage. Your blog title is the first thing that creates a connection with your brand.

Dale Darley



Each blog article will have a goal:-

- Traffic -driving people to your content and therefore products and services. This will raise brand awareness*
- Engagement - getting people to comment and take other actions. This will build relationships with your readers*
- Conversion - signing up or purchasing something. This will help you to create new customer relationships*

You are not alone if you have struggled to create blog titles. I often come up with snazzy titles and then when I go to my go-to headline tools feel disappointed that they do not rate my brilliance.

Rather than getting caught up with creating the best blog title I do the best I can while keeping my brand voice and goals in mind. The key is to not force yourself into 'what the experts say' at the cost of losing your voice.

Blog Titles And Headlines

Steps To A Great Blog Title And Headline

1. Decide on the one idea for my blog article
 2. Google to see what comes up
 3. Using a range of tools check out keywords that are being searched for
 4. Use headline tools to come up with the best blog title that I can
 5. Experiment
-

4 Tools For Checking What People Are Searching For

The tools I use to check before I create blogs titles are:-

[Google keyword tool](#)- Keyword research tool

[Ubersuggest](#) – is an aggregator and will suggest and show you 100's of keywords and blogs

[Answer the public](#) – is a tool for giving you lists of potential questions around your keyword

[Buzzsumo](#) – shows you what content is working and being shared

2 Headline Tools For Checking Blog Titles And Headlines

[Advance Marketing Institute Headline Analyzer](#)

[Co-Schedule Headline Tool](#)

Guides

These also make great giveaways. When you have written your ultimate guide to, turn it into a PDF and ask for an email so that your readers can download and read at their leisure.

- The Ultimate Guide to
- The Beginner's Guide to
- The Essential Guide to
- Everything You Need to Know About

Substitute ultimate with Comprehensive, Complete, Definitive, Practical, A To Z, Quick Start, Cheat Sheet, Step by Step Guide to, Survival Guide to...



List Posts

People love lists. These make great content and show off your ideas.

- X Brilliant Ways To
- X Ways To
- The Best List You Will Ever Need For
- X Reasons You Should Care About
- X Tips For Beginners
- Smart Ways To
- X Common Myths About
- X Things You Didn't Know About
- Little Known Facts About
- Things I Wish I'd Known Before
- X Things You Won't Learn In
- X Quotes To Motivate You
- X Facts About Y That No One Ever Told You
- X Habits To
- X Ways To Increase
- X Proven Ways To
- X Ways To Overcome Your Fear Of
- X Signs You Need
- X Common Mistakes You Can't Afford To
- X Must Read Books For
- X Questions To Ask Yourself About
- Lessons Learned
- Simple Steps To
- Tips And Tricks
- Hacks
- Do's And Don'ts
- Things To Avoid
- Essential Skills
- Habits Of Successful
- Everyday Things That X Needs To Know
- Insider Tips
- The Complete List of

How To and Problem Solving

These are great ways to answer questions. These are one of my favourite kind of blog. When you are writing a book you can split each chapter down into:-

- What questions does this chapter answer?
- What is this chapter about?
- Why does my reader need to know this?

When you have written that out you can brainstorm blog titles and create informative blog articles which get your chapter written and your readers engaged.

Search engines also love “how to” articles since many people are searching for answers and solutions to their problems.

- How To [] In X Easy Steps
- How To Get More [] In X Simple Steps
- How To Success At [] Even If
- How To [] In X Days
- How To Master [] In 30 Days
- How To [] In Less Than An Hour A Day
- How To Improve Your [] In X Days
- How To [] On A Budget
- What To Do When []
- What Questions To Ask When
- Where To Go When
- Who To Turn To When
- What Makes You [] And Why That Is Important
- What Your [] Says About You
- What I Learned About
- The Fastest Way To
- What To Do When

Curiosity Answering The Why Question

Another way to connect with your reader is to answer why questions. Think about why your reader would need to know something. You want to pique their curiosity and demonstrate that you have another perspective on the problem.

- Why You Need To
- Why You Should Never
- Why You Are [] When
- Why You Should Forget
- Why People Do []

Product Reviews / Roundups

This is where you can make money from affiliate marketing. Think about what would make sense and link to your book idea. I might review products like Grammarly, Scrivener, iMindMap and Camtasia.

- The Best [] For [] For Under
- X Of The Best []
- X Reasons Why You Will Love
- Top Products For [] In [Year]
- X Alternatives For
- [Year] Buyers Guide



If you spend too much time thinking about a thing, you'll never get it done.

Bruce Lee



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