



## 4 STEPS TO OPTIMIZE A HEADLINE

**60% OF READERS NEVER EVEN READ PAST THE HEADLINE...SO WHAT CAN YOU DO?**



### STEP 1: KEYWORD OPTIMIZE

- Narrow your focus and specify your purpose
- Explore search queries with **Quora** and **Answer the Public**
- Pick your keywords with **KeywordTool.io**
- Include your city name if you're local
- Lastly, DON'T keyword stuff – balance keywords with readability

### STEP 2: USE A HEADLINE FORMULA

- Consider the Jeff Goins' Headline Formula:  
*Number or Trigger word + Adjective + Keyword + Promise*
- Keep your headline 55 characters or less
- Keep your headline length around 6 words
- Stick your attention-grabbing numbers and adjectives at the beginning or the end of the headline – not in the middle
- Browse some tried and true headline templates **here**

### STEP 3: MAKE IT BOLD, AUDACIOUS AND ORIGINAL

- Start brainstorming with Portent's **Headline Generator**
- Make it emotional by using either positive or negative superlatives – avoid being neutral
- Use interesting adjectives like free, ultimate, effortless, etc.
- Appeal to rationale by using words like reasons, principles, tips, tricks, etc.

### STEP 4: TEST AND REPEAT

- Copy and paste your headline into Coschedule's **Headline Analyzer Tool** to measure word balance, length, keywords, and sentiment
- If you don't get a satisfactory score, rinse and repeat from step 1!

NOW SIT BACK AND WATCH YOUR BLOG'S TRAFFIC ROLL IN!