

18 Types of Catchy Blog Titles That Get You More Visitors

Imagine getting 5x more visitors to your blogs with the same content? Wouldn't that be awesome? Well, this is just one of the proven benefits of having a thoughtfully created blog title.

A Blog title, in our words, is your "window to the world." Optimised blog titles according to human emotions can literally change fortunes for bloggers.

- Realisation - Just like every other form of marketing, the internet is full of fantastic blog posts with excellent content which does not get sufficient traffic. On the other hand, you will find tons and tons of subpar content which gets massive traffic just because of catchy blog titles

What if I tell you I have a hack for you to skyrocket your visitors with the power of blog titles?

This post is all about blog titles and how you can optimise them for traffic.

Inclusions

I assure you that by the time you finish reading this article, you will be equipped with all the knowledge of the best titles along with examples.

In the end, I will also be giving a cheat/hack that you can use before finalising your blog topic.

Introduction

Writing your blog title is a fine type of copywriting and is a play of words. So, there is a term called power words, and these words are known to hold human attention instantly.

Your title must contain words which hold attention and are hard to overlook. The most significant factor while selecting words is the emotion of curiosity and a promise to solve problems.

The first way is to create a level of curiosity in the reader, which makes them click it. Another way is to target the problem which a user is facing while searching for the particular keyword.

Without any further ado, let's dig deep into the types of blog headlines which are bound to give you an excellent click-through rate!

1. Best-One of the most effective "Power word"

The word "best" is one of the most used and useful power words. You will get to see it in the listings for almost every other keyword.

We, as humans, always look for the best variant of anything and our psychology signals us the click on best of anything. If you are writing about a product or service, particularly, "best" will help you create rapport.

Some of the examples for titles are -

- Best plugin for SEO in WordPress
- Best graphic designer in New York
- Best way to find your micro-niche in Affiliate Marketing

2. The ultimate Guide titles

The first word to attract you when you are looking for in-depth knowledge of something is "Guide." A significant chunk of searches on Google are for an in-depth understanding of a topic.

Let's assume that you are looking to learn a way to edit videos for your Youtube channel. Now you see two types of titles, one being, "The best way to edit videos" and the other being, "A step-by-step guide to editing professional videos using Filmora."

Which one would you choose? I hope you get the point. The word Guide signifies to the brain that you will get all the information that you are looking for in a particular subject.

Some of the examples are -

- The only Guide you will need to rank your blogs on Google
- The advanced Guide to launching your email marketing campaign like a pro
- A start to finish Guide on creating Facebook Ads using Crello

3. The 10 ways to becoming a master at writing blog titles

Numbers play a significant role in your click-through rate, and ideally, your blog title must contain at least one numeric character in any form.

These types of blog titles are heavily inspired by numbers and will make your readers instantly click on the post.

The meaning of your title should convince the reader that this post will give him/her more number of solutions to his/her problems than is needed.

Some of the fantastic examples are -

- 15 Google tools to make your everyday life easier
- 5 phrases which will change the way people react with you during communication
- 7 habits of highly successful people (The book title is a fantastic example of this category)

4. The "things they don't want you to know" category

This type of title has been used extensively in sales funnels from the 1990s. The concept behind the title is that the author refers to some secrets which large corporations and governments don't want you to know!

This invokes a sense of curiosity and excitement in the readers and makes them click on the post instantly. There are specific niches in which these types of title work really well, especially the healthcare and weight loss niche.

Some of the examples are -

- 7 Weight loss hacks that Big Pharma doesn't want you to know
- 50 Things that they don't want you to know (A famous book title)
- 10 best resources to learn marketing that Institutes don't want you to know about!

5. Get it done Quickly headlines

There will be innumerable topics and niches within your target sector for which the goal is always improving time and efficiency.

Sometimes all you worry about something is getting something done quickly. Reading a blog title which solves your problem in a short amount of time will be attractive and get you the clicks.

- **Important Note** - Are you able to comprehend the thought process behind selecting words for your title? The concept is called "consumer intent." You have to understand the requirement of the person and the title should reflect the solution along with an essence of emotion

Some of the examples in this category are -

- The Quickest way to create an engaging social media carousel for Instagram
- 4 quick hacks to fix broken crockery
- 5 quick steps to ranking your post on the first page of Google

6. Stop doing it right now titles

Another engaging style of titles is "stop doing it right now" titles. This is the optimum use of "Fear of missing out or FOMO."

Nobody wants to miss out essential precautions before starting anything. Readers are on the lookout for insights and things to avoid while searching for anything on the web.

In this strategy, the goal is to prevent people from overlooking your post, which will eventually get you the desired amount of traffic.

Some of the examples of this category are -

- 5 most common grammar mistakes that you need to stop doing right now!
- Mistakes that you need to stop right now while posting content which results in a shadow-ban
- 5 fat-rich foods that you need to stop eating right this moment!

7. The comparison blog titles

Comparison is one of the best and most used things in every other Industry. I am sure you usually adopt the method of comparisons for making critical decisions in your company.

The concept of vs, while comparing competitors will give you the desired click-through rate. You will have to decide between writing two or three competitors in the title.

Competitor keywords are also among one of the most searched keywords in many niches.

Some of the examples of this category are -

- Organic vs Inorganic marketing sorted to your business goals
- Digital Marketing vs TV Ads, which gives the highest ROI for leads?

8. The titles backed by research and science

More important than a piece of content is the source. Humans tend to create an image of a person or source.

The phrase, "scientists have found out" is used in social media and all sources of marketing. This phrase is known to catch attention, and people tend to believe the information even without researching it thoroughly.

Some of the examples in this type are -

- The science behind making purchases; what makes you buy?
- Scientifically proven list of foods that help you shed out weight

9. Including why with a famous personality

We as humans tend to look up to mentors and influencers. Every Industry has some very successful people who inspire everyone in that niche.

You will have an excellent click-through rate with famous personalities while answering questions on why they do something related to your business.

Some of the examples of this category are -

- Why does Mark Zuckerberg wear the same t-shirt every day explained
- Why Bill Gates takes a reading week off every year
- Why Warren Buffett still drives his decades-old Cadillac

10. Life lessons and business experiences

I am sure you know about how much you can learn from experiences in life. We often hear about making mistakes and doing new things in life to progress.

Everyone is keen about learning from his/her own as well as the experiences of other successful people. Who doesn't like to hear a story with a message?

Make sure to take care that the story is well in line with the objective of the person searching for the particular keyword phrase.

Some of the examples are -

- What I learned by multiplying by marketing spend in a month?
- My personal experience with blogging for a living
- 10 life lessons I learned by interviewing 90+-year-olds in the US

11. The secret sauce of blog titles

The word "secret" has given millions of traffic to blogs and generated billions of dollars for companies all over the world. Everyone wants to know the secrets to things, and the secret to vast amounts of traffic is the word "secret."

Some of the examples in this category are -

- The secret recipe of dominos revealed with steps
- The secret to getting unlimited sales using this secret hack on your website

12. The "No one will tell you" titles

This theme is also popular in many niches and is an instant click through. It creates a sense of curiosity and excitement among the readers, which is precisely what you are looking for.

Some of the examples in this case are -

- Ten things no one will tell you about social media
- 15 weight loss hacks that no one will tell you about
- Secret online money-making schemes that no one will tell you about!

13. The "How to" blog titles

How to is a complete blogging niche, and you can find many blogs solely made on how to themes. There are millions of how-to keywords on Google, and it is a common tendency to type how to before most of your queries.

This is also beneficial from the point of view of SEO as you will be able to rank for particular keywords.

Some of the examples are -

- Beginners Guide on how to build a personal brand
- How to create a Facebook post shareable?
- How to impress investors with your pitch?

14. "You will never believe these bizarre facts" titles

This phrase is another instant click-through addition to your blogs. This particular phrase has been used in almost every Industry and continues to provide the same amount of results.

You just have to select the perfect combination that will go along this phrase.

Some of the examples of this category are -

- You will never believe these Bizarre truths behind weight loss foods
- You will never believe these Bizzare ways to make money online

15. The titles telling you not to be stupid

Writing something catchy, which will make someone think twice before ignoring it is the goal. Nobody wants to be stupid, and if you are writing a title which tells them to read it or else it would make them look silly, there is a high possibility, they will click it.

Some of the examples in this category are -

- 10 Mistakes that will make you look stupid in a meeting
- 15 things to avoid in parties that will otherwise make you look stupid

16. The something is getting popular recently

Everyone wants to remain updated with the new changes coming in every sector. It makes one curious when you get to hear or read about something which is increasing in popularity.

Some of the examples in this category are -

- 5 Reasons why Dalagona Coffee is getting popular in 2020
- 10 Reasons why Digital Marketing is getting popular in the past decade

17. Wonderful and awesome things about something and talking about one of the best

You already know that numbers can play a significant role in human psychology. What if I tell you there is a way to combine numbers and curiosity in titles?

Yes, this way is all about it. Talk about a list of things and then point out the fact that a particular item in the list is way better than the others.

We have tested this strategy, and it has also been used by multiple large blogs.

Some of the examples in this category are -

- 25 Wonderful benefits of turmeric, Number 16 will amaze you
- 5 superfoods that fight obesity, number 3 is a game-changer for everyone

18. The "People in a niche are getting benefits with something" blog titles

The best way to attract someone is by talking about his/her niche with a hook. The part of your title which makes one click is the hook.

This type of title evokes a feeling in people that the solutions in the article will help them solve their issues and bring a change in their life.

This is also one of the famous copywriting title scripts, and I am sure you must have seen an advertisement with the same words.

Some of the examples of this category are -

- People in network marketing are getting rich using these hacks
- Students of Engineering are earning more than professionals from this source

Cheat/Hack

The first thing that you should do before writing your topic is to select one of the 17 categories given in this post.

To get more ideas and pre-written converting titles, search for "blog title generator" on Google. Many companies and websites offer blog title generators in which you just have to fill in your target keywords, and you will get many ideas.

Another vital thing to consider and apply while choosing your title is to integrate your target keyword in your title. If you have done significant keyword research for your article, just incorporating it in your title will help you reach the first page of Google.

Conclusion

I would like to conclude by giving you a way to think before finalising your title. The idea behind writing the title should start with understanding the intent of the search.

The intent of someone searching for the best things vs someone searching for the solution to a problem is way different from each other. You have to devise your title so that a person cannot just ignore your post and clicks on it instantly.

Another piece of advice is to spend considerable time while selecting the title as Google will rank your post based on the CTR, and having the perfect title can literally change fortunes for you!

Check out the Blog section for more such exciting posts about how small things can influence your online journey!