

**CREATING THE
PERFECT
HEADLINE**

*Stop being ignored.
Start Getting attention.*

**BOB
SPEAKMAN**

Introduction

I totally get it.

You are a busy person. You blog when you can find the time. You feel like the things you are writing are great. You know you can help people with your story. There is one problem.

No one ever visits your blog.

There are a lot of different things that factor into why some blogs get traffic while others do not. You could go to 100 different websites about blogging, listen to podcasts and even go to conferences.

You will get a lot of conflicting information if you do this, but one theme should be consistent throughout.

You must have a PERFECT blog headline.

Not a good one. Not a great one. **A perfect one.** It is the most important thing you can do right now to improve the amount of visitors you get coming to your website.

I want to help!

I'll be honest with you. I made this list for me. I did not write any of these articles, nor do I personally know the people who did. However, I know is great content when I see it. In the following few pages I hope you will find what I am sharing to be of great benefit to you. It has been to me.

I am always looking for new ways of doing things. If you have found a resource for writing blog headlines that you LOVE and you would like to share, please email me at bspeakman@gmail.com.

You can also use this email to just say "hey", ask questions or discuss how this blog title guide helped you today. Now, let's get started!

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Guides & Articles to Writing the PERFECT Headline

I am a scanner by nature. Most of us are. I love bullet points and bold headings that draw my attention. If you would rather quickly find what you're looking for instead of reading an entire blog post, this is for you. Even though some of these are FULL of content, you will still find what you need with no issue.

Note: Many of the links here will ask you to subscribe. You certainly can do that if you want additional materials from that person or company. However, you are not required to do so for ANY of the attached links or resources.

If you are serious about writing great blog titles, I guarantee you will find what you are looking for! Now, onto the first list!

1. 300+ Easy Headline Writing Hooks for Your Web Content by [Impulse Creative](#)

LINK: http://cdn2.hubspot.net/hub/171726/file-365442610-pdf/docs/Giant-Headline-Swipe-File_Impulse_Creative.pdf

This easy to read guide will jump start your blog title writing TODAY. It is absolutely bursting with information. What I love about most pdf documents like this is that you can easily read it on a PC, a tablet or even print it out for offline viewing.

2. 10 Ways to Write Headlines that Go Viral by [Write to Done](#)

LINK: <http://writetodone.com/write-headlines/>

A promise to go viral? That's a pretty bold claim that is backed up with step by step advice.

This article covers a few ideas that you probably have not read anywhere else. Some of titles that worked may surprise you. Some of the titles are so simple you'll feel silly you had not thought of them yet.

3. How to Write Killer Titles That Can Sell a Fur Coat to a Wookiee by [Laurel Staples](#)

LINK: <http://www.gofireyourself.com/write-killer-titles-can-sell-fur-coat-wookiee/>

The humorous title validates the article in my mind. I clicked right away. That is what you want too, right?

Laurel points out that it is important that your title “be clear, not clever or cutesy”. We all try to get cutesy at times. If it is your personal blog or you’re already a mega star, that’s fine. Otherwise, convey your message clearly. She flirts with cutesy with her headline but manages to still convey a very clear message.

4. 33 Ways to Write a Headline That Will Make You Successful by [CoSchedule](#)

LINK: <http://coschedule.com/blog/write-a-headline/>

This is a great post from the folks that bring you one of the best social sharing platforms out today. Practical advice illustrated beautifully with several info-graphics. Who doesn’t love those? This should quickly become one of your favorites.

5. 5 Easy Tricks to Write Catchy Headlines by [Jeff Goins](#)

LINK: <http://goinswriter.com/catchy-headlines/>

This guy knows how to throw a hook and people in the blogging world have noticed. He has received endorsements from the top dogs at well-respected blogging sites (including a few that are listed in this very document). The point? I trust what he has to say.

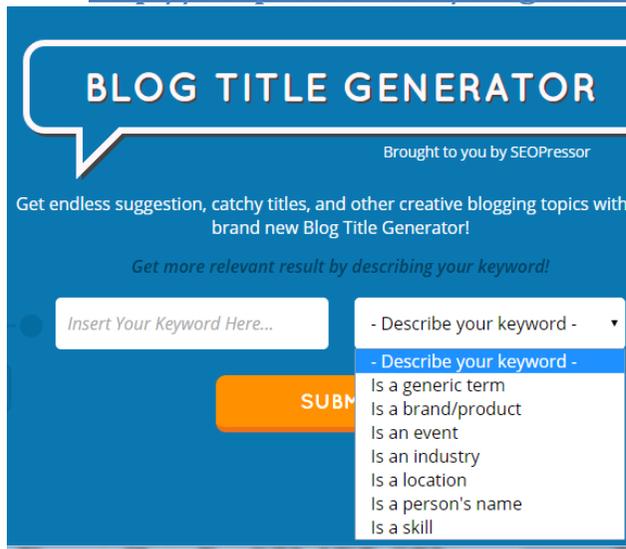
Of all of the articles it certainly has the most conversational tone, but that is who Jeff is. So pull up a chair and take a listen to what Mr. Goins has to teach you.

[Blog Title Generators to Find Your Perfect Headline](#)

Stumped on the blog title, but don't have time to read through a list of blog title ideas or a step by step guide to writing better titles? This is your list! The titles generated will likely not be perfect, but they should spark inspiration

1. Blog Title Generator from [SEOPressor.Com](#)

LINK: <http://seopressor.com/blog-title-generator/>



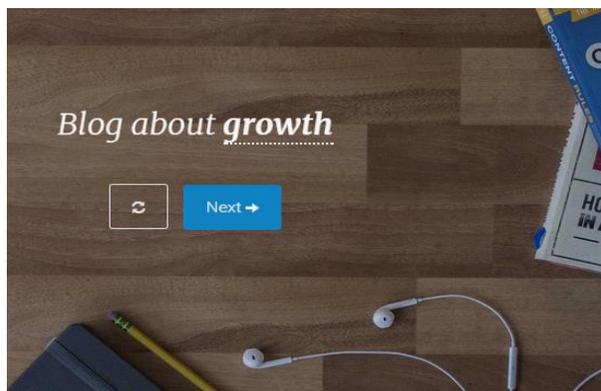
It isn't perfect, but is a huge help in the right direction. You enter your "keyword" in the box (the main focus of what you are writing about).

Next, select the keyword type (an event, a skill, etc). Now just click submit.

Now you have some headlines to work with! Though you won't use every suggestion word for word, you should be able to at least get inspiration.

2. Blog Title Generator | BlogAbout by [IMPACT](#)

LINK: www.impactbnd.com/blogabout



The site advertises this as a "blog idea generator", but is easily usable as a title creator.

You can type in your own keyword and click next, or hit refresh and let it generate some different ideas for you. It also allows you to save the titles that you really like!

Bonus: This site also has a cool doodle feature to help you visualize what you want to write about.

3. Blog Topic Generator by [HubSpot](#)

LINK: <http://www.hubspot.com/blog-topic-generator>

This tool allows you to enter three nouns and will create “A week of blog topics, just for you”.

I entered three nouns: dad, Chicago and Chipotle.

A WEEK OF BLOG TOPICS, JUST FOR YOU

- 1 10 Quick Tips About Dad
- 2 7 Things About Chicago Your Boss Wants To Know
- 3 Why We Love Chipotle (And You Should, Too!)
- 4 How To Solve The Biggest Problems With Dad
- 5 10 Things Your Competitors Can Teach You About Chicago

Above you can see the five blog titles given to me. They are not perfect, but they can be used to get the creative juices flowing.

4. Content Idea Generator by [Portent](#)

LINK: <http://www.portent.com/tools/title-maker>

This is easily my most favorite based on the entertainment value alone. I love the chalkboard look, but I especially am tickled by the little comments they add to each segment of the title like:

“When I drop these lyrics that’ll make you call the cops. – L.L. Cool J”

Hit refresh and get both additional ideas and witty repartee!



5. Blog Title Idea Generator by [Inbound Now](http://www.inboundnow.com)

LINK: <http://www.inboundnow.com/apps/kill-writers-block/>



The screenshot shows a web interface for a blog title generator. At the top, a blue banner contains the text "Generate SEO Friendly Blog Post Titles & Kill Writer's Block" in white. Below the banner, the text "Blog Title Idea Generator: Write for People and Search Engines" is displayed. A text input field contains the placeholder text "What [Current Popular TV Show] Can Teach You About [Keyword]". At the bottom, there are two buttons: a green button labeled "Click to Generate Another Title Idea" and a grey button labeled "back".

It boasts that it will generate “SEO Friendly Blog Post Titles and Kill Writer’s Block”. As a blogger I think you will be thrilled to have even one of the two!

This is different than the other tools. You do not enter a word, subject or idea. You just hit refresh until you see a blog title that you like. Then you just enter your subject specific content in the brackets.

ONE FINAL TIP – It Might Go Viral!

You follow these tips to the letter. You use these resources and create a viral post that starts getting you some killer traffic. Everything is right with the world, right?

Please be aware that going viral *could* cost you.

Take this advice from [Becca Ludlum](#), author of “[Everything but the Posts](#)”

What I Wish I Knew Before My Post Went Viral by [Becca Ludlum](#)

LINK: <http://mycrazygoodlife.com/viral-post/>

Becca wrote a blog post titled “[Apple iOS7 Tips & Tricks](#)”. Nothing fancy. Not necessarily destined to be her best post ever strictly by the headline. Right?

Wrong. It crushed her previous records. It also crushed her website provider’s servers. Whoops! Why was it so powerful? She shared something people were interested in.

This is an awesome story of both how posts can go viral as well as how to be prepared if they do. Take the time to read this post and check out other things on Becca’s site. She has a wealth of information to share no matter what stage you are currently in.



**Thank you for taking the time to read this list of tools to help you create the PERFECT
Headline!**

If you have any questions or suggestions, you can reach me at bspeakman@gmail.com

Facebook – www.facebook.com/thebobspeakman

Twitter – www.twitter.com/imspeaks

Website: www.bobspeakman.com & www.awkwardbob.com