



# HOW TO WRITE HEADLINES FOR SEO

An Inbound Marketers Guide



8 out of 10 people will read your headline,  
but only 2 out 10 will read the rest.

Copyblogger

Optimise your headlines to make your content more visible to people who are looking for keywords associated with your brand, product, or service via search engines like Google.

Write for people first, then search engines.

The title or headline of your blog post will be a search engine's and reader's first step in determining the relevancy of your content, so including a keyword here is vital.

# KEYWORD RESEARCH

**Step 1:** Make a list of important, relevant topics based on your business

**Step 2:** Fill in those topic buckets with keywords

**Step 3:** Research related search terms

**Step 4:** Check for a mix of head terms and long-tail keywords in each bucket

**Step 5:** See how competitors are ranking for these keywords

**Step 6:** Use Google Keyword Planner or HubSpot's Keywords App to refine your list

“Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase.”

Wordstream

There are four essential places where you should try to include your keywords:

- Headline
- Headers and body
- URL
- Meta description





hubspot blog topic generator



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About 61,000 results (0.47 seconds)

### HubSpot's Blog Topic Generator

<https://www.hubspot.com/blog-topic-generator> ▼

Just got a week's worth of custom blog ideas from @HubSpot's free **Blog Topic Generator**! Try it out:

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

### Thank You For Taking Our Survey - Blog Topic Generator - HubSpot

<https://www.hubspot.com/survey-confirmation> ▼

Put in a few keywords and the **Blog Topic Generator** will come up with a week of custom ideas in a matter of seconds. Want to try it out? Click the button below to ...

### The Ultimate List of Free Content Creation Tools ... - HubSpot Blog

<https://blog.hubspot.com/marketing/free-content-marketing-tools-list> ▼

Dec 21, 2016 - If you need to get to writing blog posts but aren't sure of an angle or title to get your creativity moving, **HubSpot's Blog Topic Generator** can do ...

### 8 Blog Topic Generators for Blog Post Idea Inspiration | WordStream

[www.wordstream.com/blog/ws/2015/02/12/blog-topic-generators](http://www.wordstream.com/blog/ws/2015/02/12/blog-topic-generators) ▼

Feb 12, 2015 - **HubSpot's Blog Topic Generator** has you input three different nouns and dishes back five blog topic ideas that will get those creative juices ...

# HEADLINE FORMULAS



1

Number + Adjective + Noun + Keyword + Promise

6 Simple Formulas to Write a Catchy Headline in 2 Minutes

#

Adj

N

KW

Pr

19 Examples of Engaging Facebook Post Ideas

#

N

Adj

KW

2

How to + Action + Keyword + Promise

How to Write a Catchy Headline to Any Blog Post

How

Act

Adj

KW

Pr

How to Manage Instagram for Business and Get More Followers

How

Act

KW

Pr

3

Definition + Guide to + Action + Keyword + Promise

An Easy Guide to Writing a Catchy Headline in under 2 Minutes

Def

KW

Pr

The Complete Guide to Building a Powerful Personal Brand Online

Def

Adj

KW

4

Positive Word + Number and/or Noun + Keyword +  
+ Promise or Details

The Fast Way to Write a Catchy Headline for Social Media Post

+

N

KW

Det

Top 50 Sites to Submit Infographic for Free

+

#

N

KW

Pr

5

Negative Word + Action + Keyword

Stop Worrying About Writing a Catchy Headline Use This Formula  
— Act KW CTA

Stop Doing These 9 Social Media Marketing Mistakes  
— Act # KW

6

**Call-to-Action** + **Keyword** + **Promise**

Try These 6 Strategies to Quickly Write a Catchy Headline

CTA

Pr

KW

Use These Tips to Make Your Blog Popular

CTA

KW



# TOOLS FOR MARKETERS



# HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.



*Noun 1*

*Noun 2*

*Noun 3*

**GIVE ME BLOG TOPICS!**

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*inbound marketing*

*content marketing*

*blogging*

**GIVE ME BLOG TOPICS!**

# HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

## A WEEK OF BLOG TOPICS, JUST FOR YOU

- 1 Why We Love Inbound Marketing (And You Should, Too!)
- 2 10 Quick Tips About Content Marketing
- 3 What Will Blogging Be Like In 100 Years?
- 4 10 Signs You Should Invest In Inbound Marketing
- 5 20 Myths About Content Marketing

< TRY AGAIN



# THE #1 HEADLINE ANALYZER

Write Headlines That Drive Traffic, Shares, And Search Results

*Enter your text to begin headline analysis:*

Type your headline here...

ANALYZE NOW

Or consolidate your entire marketing strategy AND write killer headlines with CoSchedule ▶



# THE #1 HEADLINE ANALYZER

Write Headlines That Drive Traffic, Shares, And Search Results

*Enter your text to begin headline analysis:*

how to solve the biggest problems with content

**ANALYZE NOW**

Or consolidate your entire marketing strategy AND write killer headlines with CoSchedule ▶

# How To Solve The Biggest Problems With Content



## WORD BALANCE

An analysis of the overall structure, grammar, and readability of your headline.

- COMMON** 26%  
how, the, to, with,
- UNCOMMON** 0%  
Increase the number of uncommon words in your headline to improve your headline.
- EMOTIONAL** 25%  
how to,
- POWER** 26%  
problems, solve,

✓ HEADLINE TYPE: **How To**

<https://coschedule.com/headline-analyzer>

TIPS FOR SUCCESS





# TIPS FOR SUCCESS

- Conduct keyword research, and use Google's Keyword Planner or HubSpot's Keyword Tool
- Focus on long-tail keywords, maximum of 1-2 per blog
- Optimise your content using the keyword in the headline, URL, header and body and meta description
- Include keyword in the first 65 characters for best results in Google search results
- Use a headline analyser tool to refine your headline
- Write for people first, search engines second

# QUESTIONS?

If you'd like help with your content:



bianca@bcontent.com.au



linkedin.com/in/biancadillon