

Writing Effective Article Titles

From BoogieJack.com

The title of any article is what determines if it will be read. This short guide will help you discover how to write titles that draw readers into your articles, blog posts, and forum threads you start.



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Effective Titles

The title of an article serves the exact same purpose as a newspaper headline or the headline of a classified ad. The purpose of each is to entice the reader to read more.

When people are scanning article titles at article directories, the title will determine which articles get read. Obviously, crafting a compelling title is crucial to maximizing the number of readers your article gets. This brief ebook will help introduce you to various styles of titles and how they work to draw in readers.

Title Styles

Benefit Titles

Benefit titles clearly state the main benefit to be gained by reading your article. You should avoid using hype, ALL CAPS, multiple exclamation marks, and other lazy tricks. These are the marks of amateurs and tend to turn off readers.

If using these rookie tactics in your title is the best you've come up with so far, you clearly haven't thought about your title enough.

The right words have massive persuasion power. The wrong tactics have more power to repulse than attract. The title is the persuader. People will either read your article or pass it up because of the words you use in your title. Choose them well.

Example Benefit Titles:

- How to Choose a Good Web Host
- Safely Lose 5 Pound Per Week
- How to Stop Spam Cold

These titles clearly tell the reader what the benefit of reading your article would be. People who are interested in gaining that benefit will read the message, or at least begin reading it. The quality of the article itself will determine if they read it in its entirety.

Problem Titles

Problem titles are similar to benefit titles in that they convey an implied benefit, only they do so through the mechanism of raising a problem.

This style of headline works by asking a pointed question, which leads the reader to feel hopeful that a possible solution to the problem can be found in the content of the article, or that it at least points to where the solution can be found (think affiliate programs or your own products here).

Example Problem Titles:

- Do Your Spouse's Annoying Habits Drive You Crazy?
- Is Your Lack of Education Holding You Back?
- Do You Suffer From Embarrassing Body Odor?

Problem titles should never beat around the bush. The reader has an emotional, psychological, or physical problem and wants a solution. If you can identify the problem and offer a plausible solution you'll be rewarded with grateful readers.

Question Titles

Although question titles may appear to be the same as problem titles, there is one important difference. Problem titles identify a painful or uncomfortable situation, while question titles are meant to make the reader dream and say, "Yes, I want that!"

Example Question Titles:

- Would You Like to Double Your Income This Year?
- Want to Attract Women Like Casanova?
- Need an Easy Way to Create Blog Content?

Question titles should be structured so that a "Yes" answer is a good thing and a "No" answer is a bad thing. In general, you want readers nodding their head in agreement with you rather than shaking their head in disagreement.

Guarantee Titles

Guarantee titles are designed to assure the reader that what you have to say is the sure-fire cure for what ails them. If the topic is one of interest to them, it makes it very hard to resist reading the article.

Example Guarantee Titles:

- Sure-fire Cure to Quit Smoking
- Improve Your Love Life - Guaranteed
- Yes YOU Can Learn to Play the Guitar

It's important to note here that you need to make sure that whatever you are assuring your readers of, you really do have the answers they need or you'll lose credibility.

Notice that I did capitalize the word "you" in the third title despite my earlier admonition not to use all capital letters. At certain times it is appropriate to capitalize *one word* to make the point stronger. In this case, the idea was to let the reader know there is no doubt the title was intended to mean them, the person reading the title.

Curiosity Titles

Curiosity titles work by saying something the reader can't quite pin down in his/her mind, leaving them to wonder what the heck the article is all about. Curiosity is a natural lure.

Curiosity titles can be harder to pull off, but done right, they can be a powerful persuasion tactic that sucks readers into your article.

Example Curiosity Titles:

- How My Dog Saved My Life
- The Strangest Phone Call I've Ever Received
- The Song That Changed My Life Forever

Of course, the title does have to accurately represent the content of the article. Using a curiosity title to lure someone in to an unrelated article will only harm your reputation.

Trust is one of the main ingredients to building success. The trust factor has to be carried out from the beginning to the end of each article or you'll open yourself up to skepticism and doubt.

List Titles:

List style articles are always popular as long as they are about topics of interest. Readers know the list items are usually quick reads that can entertain or inform, so even if they're in a hurry they may pause to read the article.

Example List Titles:

- Top 10 Ways to Find a New Job
- My Five Favorite Blues Guitarists
- 15 Ways to Save Money on Groceries

Note that if the number of items in your list is from 1-9 the number should be spelled out (One, Two, Three, etc.). If the number is 10 or more is should be written as a numeral (10, 15, 20, etc.). At least, that's what the editor of my books told me. ☺

Fine Points

Title Capitalization

As a rule all words in a title should be capitalized except words like:

the, and, by, for, to

...unless the word is the first or last word in the title, in which case it should always capitalized. When in doubt, capitalize it. It's always better to have all the words capitalized than to not capitalize words that should be.

Know Your Audience

Unless your article is intended to appeal to academicians and professionals, it's best to express yourself in simple of terms. The more you use big words, obscure words, and expressions typical of intellectuals in your titles, the fewer your message will reach.

I hope you've learned a little about writing effective titles. I wish you good luck and great fortune in your writing activities.

Closing Notes

Article Marketing is a good way to obtain one-way links to your site, but there are many more ways to obtain quality links. Search engines prefer to see a **variety** of link types because that's the way they occur naturally. Focusing on one type of link is not the most efficient model.

My 142-page [Industrial Strength Link Building](#) ebook details over 24 mostly free do-it-yourself link building methods and includes a categorized directory of about 1,800 PR3 or higher sites where you can help yourself to high-quality one-way links pointing to your website.



You'll also learn how to find these kinds of sites on your own so you'll never run out of places to obtain great backlinks to your site. Take just five-ten minutes a day to create five new one-way links to your site and in just one year you'll have added 1,825 new links to your site. How much will that help your site's link popularity!

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As you can see from the contents, [Industrial Strength Link Building](#) is very comprehensive and covers a lot of ground. You'll never wonder where to get high-quality links again. You can add links to your site any time you choose.

Look what jl scott, the founder of i-cop (the International Council of Online Professionals) had to say about it:

Hey Dennis!

Good grief! Could you GET any more comprehensive on the subject of link building?

Industrial Strength Link Building isn't a book I could speed read, like I do most eBooks. This is quality information to use as a reference guide.

Gotta tell ya - this is the MOST informative and valuable eBook I've read in a long time. Thanks so much for the great information, as well as the easy directions for implementing that information!

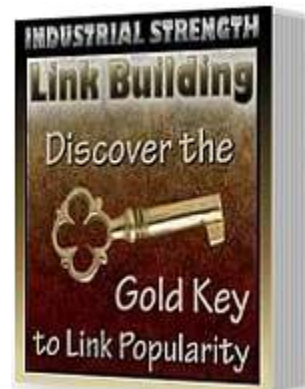
jl scott

I gave jl a copy for her personal use, but don't think for a minute that my gift to her influenced her words. She is not easily impressed and isn't afraid to hit you between the eyes with the truth.

If you don't know her, let me tell you, jl is well-known for her ethics (that's what i-cop is all about) and honesty. If she doesn't like someone's marketing practices she'll call them out – by name – in her trade journal. She rarely gives testimonials, so when she let me use her words to promote [Industrial Strength Link Building](#), her approval is without question for those that know her.

[Industrial Strength Link Building](#) comes with **FREE** lifetime upgrades and an exclusive ebook detailing 10 cool free research tools.

Link popularity isn't about reciprocal links, it's about one-way from quality websites. If you want some search engine love for your website, [Industrial Strength Link Building](#) is the seduction specialist you need to get there.



Check out the sales message, read some excerpts in the side bar, then decide if you want link popularity or not. You can win the link popularity battle with [Industrial Strength Link Building](#), I guarantee it.

All the best to you,

Dennis