

ULTIMATE HEADLINE FORMULA SWIPE FILE

THE KEY TO WRITING POWERFUL HEADLINES:

On average, five times as many people read the headline as read the body copy. -David Olgivy

David Olgivy is an oft-referenced copywriter, and he pegged it right. In countless heatmap studies, marketers have found that people rarely read a page in full, word for word. Instead, they scan the page for important key points. In particular, they are looking to see if the page is worth the time it takes to read (or watch/listen) all the way through. This is why headlines and subheadlines are imperative to your content marketing success. The key to successful headlines, is to grab the attention of the reader. A headline should...

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- Address your specific audience (Being vague or general = ineffective)
- Highlight the specific benefit or outcome they desire
- Highlight the specific pain that your read most wants to avoid
- Create curiosity
- Add urgency

Another useful way that a member of KISSmetrics outlined what should be present in an effective headline is:

S – Specificity

H – Helpfulness

I – Immediacy

N – Newsworthiness

E – Entertainment value

For example: The Best Five Minutes (immediacy) You'll Spend Today (entertainment): The Latest Tips (newsworthy) From Buffer (specificity) on Getting More Followers (helpfulness)

THE BETTERIDGE LAW OF HEADLINES

Something else to keep in mind as you write your headlines, is something called Betteridge's Law of Headlines. Basically, it means to be careful asking questions.

Created by journalist Ian Betteridge, he found a growing trend in question headlines around the web. And that is, that any headline that ends in a question mark can be answered with a "no". In a lot of cases, that's not a good thing.

For example: Are You Tired of Your Cell Phone Plan?

This could be answered with a "no". Perhaps your reader doesn't yet realize that their cell phone plan costs more and gives them less features. A better way to write the headline would be:

Does Your Cell Phone Plan Include Unlimited Media Message To Anywhere In the World?

If they answer with a "no", then they are obviously a good match for you—and you've made them aware of what they are missing.

FORMATTING YOUR HEADLINES

Lastly, there is the question of how to format your headlines for better conversions. Here's some guidelines to follow from Unbounce:

- Center your headlines
- Make them big and dark, dark grey (or, when on a dark background, white)
- Use "Title Case", aka Capitalize Each Word
- Don't use a period at the end as such visual cues present mental stopping points for your visitors
- Break up lengthy headlines with "eye rest" punctuation marks, such as ellipses and em-dashes
- Consider putting quotation marks around the headline as this can draw the eye
- Support each headline with a meaningful subhead written in sentence case, aka Capitalize the first word only

The Ultimate Headline Formula for Website or App Development AI Company

1. **How to [Achieve a Desired Outcome]**
 - How to Build a High-Converting Website with AI in Days
2. **[Large Number] of Ways to [Achieve an Outcome]**
 - 25 Innovative Ways AI Can Transform Your App Development
3. **The Ultimate Guide to [Achieve a Desired Outcome]**
 - The Ultimate Guide to Creating AI-Powered Apps Without Coding
4. **Warning! Are You [Something Undesirable]?**
 - Warning! Is Your Website Costing You Customers?
5. **[A Call to Arms]**
 - Let's Revolutionize App Development with AI-Driven Solutions!
6. **[Number] Proven [Actions/Ways] to [Achieve Desired Result]**
 - 10 Proven Strategies to Develop Scalable Apps Using AI
7. **[Number] Mistakes Most People Make When/With [Common Action]**
 - 7 Mistakes Most Businesses Make When Designing Their Website
8. **[Number] Secrets to [Achieve Desired Outcome]**
 - 5 Secrets to Boosting App Performance with AI Integration
9. **[Outrageous/Controversial Claim]**
 - Why Traditional App Development Is Officially Dead

10. **[Number] Lessons I Learned When/From [Experience]**

- 12 Lessons We Learned From Launching 100+ AI-Powered Websites

11. **[Social Proof] [Desired Outcome]**

- The Platform Trusted by 1,000+ Startups to Scale Their Web Presence

12. **[Provocative Question]**

- Are You Still Building Apps Without AI?

13. **[Person] Did [Unusual Action] [Timeframe]. Here's What Happened**

- This Startup Built an AI-Powered Website in 24 Hours. Here's What Happened

14. **How [A Seemingly Inconsequential Action] Can [Undesirable Result]**

- How Ignoring Mobile Optimization Can Crush Your SEO Rankings

15. **A [Power Word] Tutorial to [Achieve Desired Outcome]**

- A Beginner-Friendly Tutorial to Build an AI Website

16. **[Number] Hacks to [Achieve Desired Outcome]**

- 18 Hacks to Speed Up Your App Development Process

17. **Why [Thing] [Outcome]**

- Why AI Is the Future of Website Development

18. **[Number] Steps to [Achieve Desired Outcome]**

- 3 Steps to Launching a Successful AI App

19. **[An Odd or Funny Claim]**

- How AI Helped Create a Website That Predicts Your Favorite Ice Cream Flavor

20. Quiz: [Which/What/How] [Quiz Topic]?

- Quiz: How Ready Is Your Business for an AI Website?

21. [Controversial Claim or Story]

- Developers Are Losing Jobs Because of This AI Technology

22. [A Claim as if You Know the Future]

- You Won't Be Able to Compete Without AI Websites by 2025

23. Breaking: [Story]

- Breaking: AI-Powered Apps Are Reshaping the Tech Industry

24. [Strong Command]

- Stop Settling for Slow, Outdated App Development

25. [Number/"Here's Why] [Outcome]

- 15 Reasons Your Business Needs an AI Website Today

26. Imagine [Desired Outcome]

- Imagine Launching an App That Manages Itself