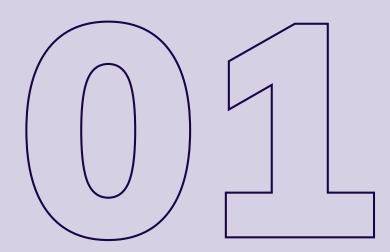# SEO Headlines: Proven Strategies to Engage and Convert Your Audience
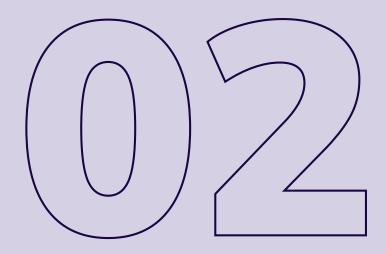
swipe left

01

Creating a Sense of Urgency

Words like "now," "today," or "limited time" encourage immediate action. Adding urgency to headlines boosts engagement.
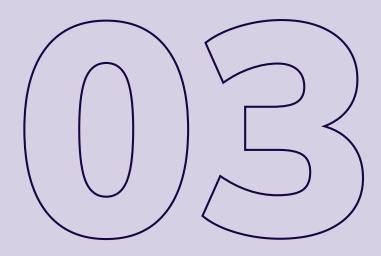
→

02

Leveraging Trends or Seasonality

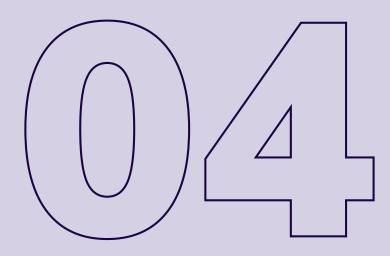Tapping into current events or industry trends makes headlines timely and relevant, increasing audience interest.

03

Experimenting with Structure

Unconventional headline formats help grab attention. Break away from traditional styles to stand out.
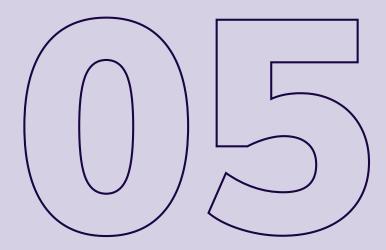
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04

Staying True to Your Brand

Headlines should be compelling but still align with your brand's voice and values. Consistency builds trust and familiarity.
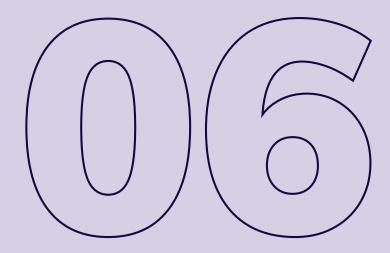
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05

Using Intriguing Adjectives

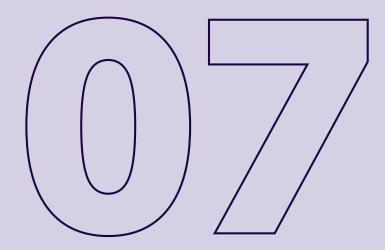Powerful, descriptive words evoke emotions and make headlines more captivating and memorable.

→

06

Considering Knowledge Levels

Tailor headlines to your audience's expertise—whether they're beginners or industry experts—to maximise relevance.
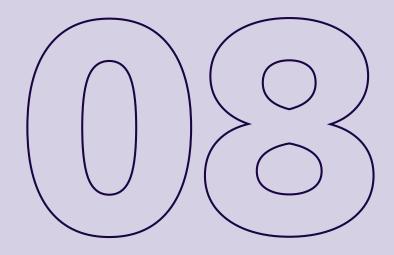
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07

Building a Swipe File

Keep a collection of successful headlines for inspiration. A swipe file saves time and improves your headline-writing process.
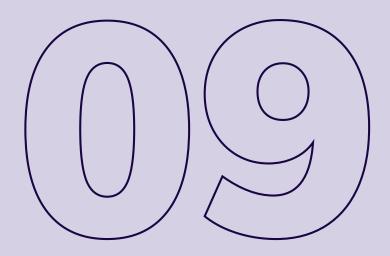
→

08

Writing Headlines That Deliver

Ensure headlines reflect the content. Clear, honest headlines attract readers and improve conversions.

→

09

Testing Your Headlines

A/B test different headlines to see what drives engagement and conversions. Refine your strategy for better results.

→

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