

101 BLOG TITLE IDEAS

BY BRONWEN WINTER
PHOENIX

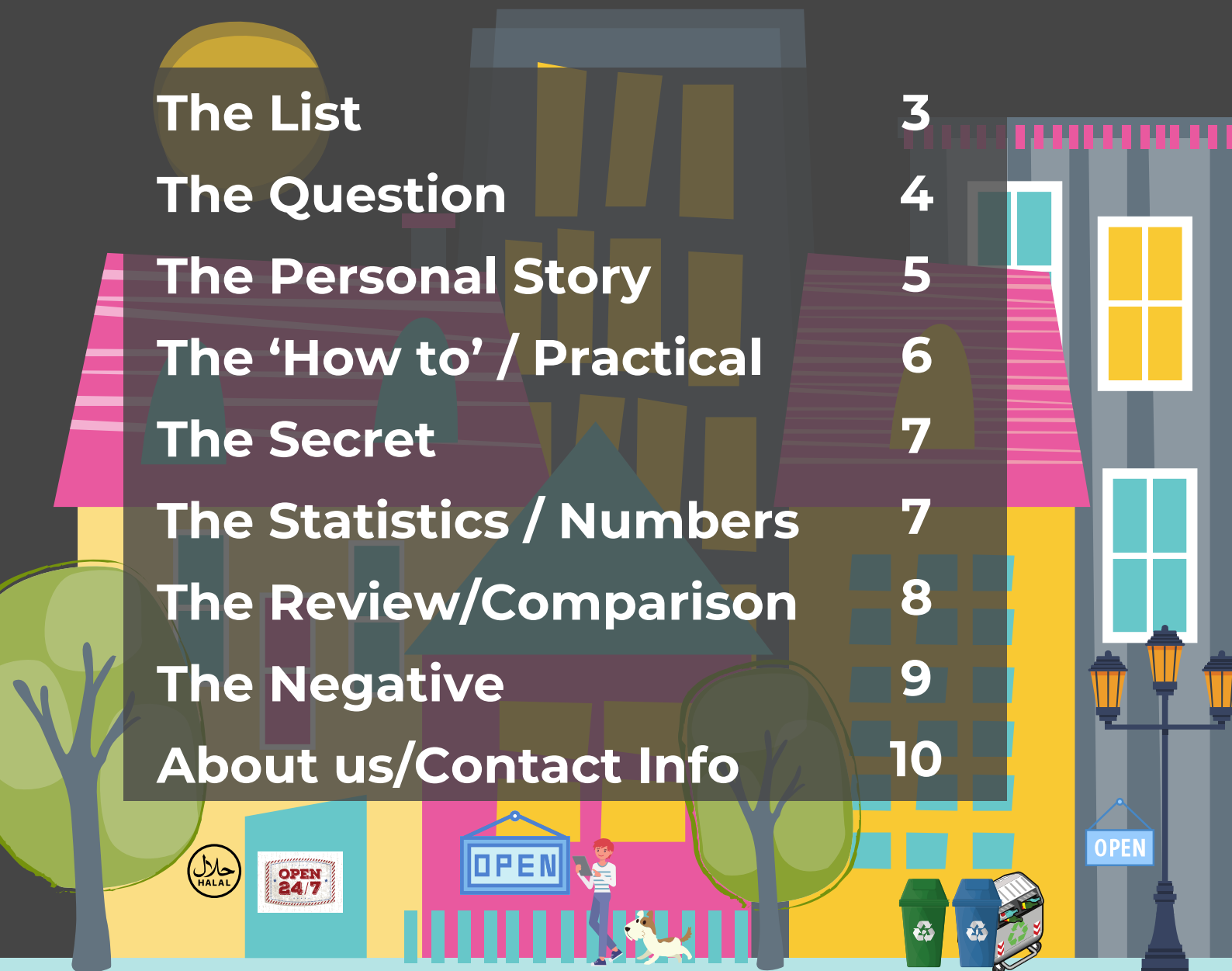


PHOENIX CONTENT MARKETING

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THE LIST

Let's start with one of our absolute favourites; the list. It's simple and clear to read, and is nicely structured so readers can easily scan and find what they need. Here are some ideas for attention-grabbing titles:

'7 Brilliant Ways to Achieve... X'

'15 of the Most Compelling Reasons to... X'

'12 Essential Things You Need to... X'

'9 of the Best Tools You Can Use to...X'

'20 Things You Need to Know About...X'

'13 Things to Consider Before you... X'

'15 Questions to Ask When... X'

'7 Great Tips and Tricks to Help You...'

'9 Surprising Statistics About... X'

'10 Stunning Images of... X'

'7 Effective Steps to... X'

'15 Ways to Tell if You Need... X'

'6 Clever Habits All X Need to Adopt'

'20 Key Ingredients For... X'

'5 of the Biggest Objections About... X'

'10 New Trends for X in 2017/2018/2019'

'17 Must-Have Tips to Ensure You Can... X'

'8 of the Best Lessons For... X'

'The Big Fat X Checklist for Xs'

'19 XXXX Dos & Don'ts You Should Know'





THE QUESTION

This is by far the most important blog format. Why? Because your customers have questions, and it's your job to answer them.

Think of the questions your customers are asking you on a daily basis. These are exactly the types of questions they're typing into Google. And who's going to be there to answer them? You, of course!

Here are some example blog titles you can adapt to fit the types of things you know for a fact your best customers are asking:

'What's the Best Way to Achieve... X?'

'Why is X So Important to X?'

'Where Can I Find the Best... X?'

'How Much Does X Cost?'

'What Can Affect the Cost for X?'

'What is X and How Does it Work?'

'How Long Does X Take?'

'How Can You Tell if X is the Best Choice for You?'

'What Can I Expect When I... X?'

'Do You Really Need a X For X?'

'When is the Best Time to... X?'

'What are the Benefits of... X?'

'How Much Should X Really Cost?'

'What Results Can You Expect for X?'

'SOS: How Can You Get X Working for X?'





THE PERSONAL STORY

Stories are powerful. If you have a story you can tell using your passion, your experience, and your knowledge to share something that inspires action, or change - or even just gives people in the same situation as you helpful advice or the courage to tackle a problem head-on, then you're doing good!

Here are some examples of titles that get results:

'The Incredible Story of How I Went from X to X in Just X Months'

'The Day I Finally Managed to... X'

'The Most Important Lesson I Ever Learned About...X'

'The Best Reason Why I Chose to...X'

'How I First Discovered the Answer to...X'

'Why We Never Do X When X...'

'How I Stopped X and Started Doing X...'

'An Open Letter to All Xs About X...'

'How I Applied X to My Daily Routine'

'How X Helped me to Become X'



Psst! We also recommend you scatter in personal stories as much as possible in your other blog posts; whether they're 'Why Brands Need to Be Doing Content Marketing', or 'How to Fix a Leaky Tap'. It's a great way of keeping your audience engaged, especially on dry subjects.





THE 'HOW TO'/PRACTICAL

Is your audience trying to find a solution to their problems? If you're an expert in your industry, why not be as helpful as possible and establish your authority by offering them some practical tips and advice, in a 'how to' blog?

That doesn't necessarily mean they won't need your products or services - but when they do, they'll remember that you were the one to help them.

'How to Achieve X the Quick & Easy Way'

'What to Do If You're Suddenly...X'

'The Best Way to Stick to X to Achieve Your Goals'

'The Step-by-Step Guide to... X'

'How to Devise the Perfect Strategy for... X'

'Everything You Need to Know About... X'

'How to Choose the Best X For You'

'Before You Do X, Do This'

'How You Can Do X on a Budget'

'How to Stop Doing X and Start Achieving X'

'How to Find the Best X in [Local Area]'

'The Ultimate Guide to... X'

'The Best Tips to Getting Started on Facebook/Twitter/Pinterest'

'How to Tell if X is Worth the Investment'

'How to be Confident About X...'

'A Smart and Easy Guide to... X'

'Some of the Best Industry Examples of... X'

'How to Make the Clear Decision to...'

'The X Blog Series Part 1: How to Start X'





THE SECRET



The next two blog types don't really need much of an explanation:

'The Biggest Myth About X Busted'

'The No.1 Secret Way to...'

'The One Topic No X Wants to Talk About'

'Why Most X Won't Do X'

'How You Can Achieve X By Doing These Two Things'

'Why X is the Biggest Reason Most Xs...'

'What You Really Need to Do if You Want to Achieve X'

'Why X Isn't the Solution to Your Problem... X is!'

'The Secret Untapped Rule For Achieving... X'

'The Shocking Truth About X...'

THE STATISTICS

'Why 70% of X Think X...'

'How 1 in 10 X Think X...'

'Why Only a 3rd of X Are Actually...'

'How You Can Achieve Up to 90% More...'

'How to Improve Your X in Under X Minutes Per Week'

'How You Can Save 30% on X And Still...'





THE REVIEW/COMPARISON

This format is particularly effective when offering products or services that are similar to that of your competitors - or when offering various different models of the same product or service, yourself.

People often want to know what the differences are, the pros and cons of different options. and what the best choice for them is.

Psst! If you're going to mention your competitors, remember to stay neutral and not write anything negative about them.

“The Head-to-Head X vs X Review with Surprising Results”

‘An Overview of The Best X Companies/Agencies in [Local Area]’

‘Review: How X Compares to Some of the Most Popular...’

‘How to Tell if You Need X, X, or X’

‘The Most Popular Xs Reviewed in Full’

‘The Best and the Worst of... X’

‘Review: Why X Could be the Best X for...’

‘X and X Compared Side-by-Side’

X vs X: Which is Best For... X?’

‘The Latest Brilliant Features of X...’





THE NEGATIVE

Finally, we come to the negative titles. These are usually the kind of titles people tend to shy away from - but actually, they can be some of the most **constructive** and **helpful** titles you can publish.

Don't get us wrong; the blog itself isn't negative. It's just telling your readers the sort of mistakes to avoid, pitfalls of a certain choice, or why what they're doing right now isn't working. They usually get a lot of **engagement**, too!

‘The Biggest Mistakes To Avoid When X...’

‘The Worst Thing You Can Do When X...’

‘The Most Important Pitfalls Most Xs...’

‘The Biggest X Don’ts and How to Avoid Them’

‘Don’t Ever Make This Common Error When X’

‘The Worst Problems With X You Need to Know’

‘The Biggest Disadvantages of X That Might Sway You’

‘The Biggest Risks of X You May Not be Aware of’

‘How to Stop Wasting Time on X...’

‘The 7 Biggest Sins of... X’

‘Why X Isn’t Working Anymore - and What to Do Instead’





THE NEXT STEP...

If you think content marketing could be a good solution for you, it's wise to do a bit more research and carefully consider all your options first.

It can be a bit of a jungle out there, so take your time finding a content marketing agency that's a good fit for you, and that **truly understands** your needs. That means also listening carefully to what you're looking to achieve.

Finally, as a rule of thumb, never trust a company that is able to guarantee you **specific results** — if they do, they're lying. #justsayin

Or, if you want to have a go at content marketing yourself...

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content marketing course you're
going to find**

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YES! ENROLL ME



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FOUNDED BY BRONWEN
WINTER PHOENIX.

WE HELP BUSINESSES
CONNECT WITH THEIR
BEST CUSTOMERS ONLINE.



**PHOENIX CONTENT
MARKETING**

Keep rising

83 Princes Street
Edinburgh
EH2 2ER

info@phoenixcontentmarketing.com
0131 337 2254
phoenixcontentmarketing.com