

WORDS with IMPACT



9 Words to Increase Web Traffic

Some people research a problem (e.g., “Why do my eyes hurt?”). Others look for a specific product or service to solve their problem (e.g., “Local Optometrist”). These people are ready to buy, and they are the ones you must reach. Use words to attract them.

According to OrbitMedia, these are the top 9 words/phrases that get people to click on your site:

How to	Free	You
Tips	Blog Post	Why
Best	Tricks	Great

Help search engines find your website. Use these 9 words in your title tags and meta descriptions.

Pro Tip Keep title tags to 65 characters or less, meta descriptions to 150 characters.

Killing Me Softly With Words

Online posts that evoke strong emotions are read more often. And, certain words evoke strong emotions because people have a natural bias to avoid loss or pain. So using extreme words to describe their problems is a useful way to connect.

Kill War Fear Dark Bleeding

For instance: *Headline #1,*

“How to Keep Your Motor Running”

is not as compelling as *Headline #2,*

“8 Ways to Kill Your Engine.”

Come over to the dark side; discover the power of negative words.

Get Results With 7 Smart Words

An analysis of 100s of blog headlines revealed words that generated the most sharing. Headlines with numbers get shared most often. Especially digits, not spelled out. The heading here is an example.

These words appeared in the headlines of the most viral posts:

Smart	Surprising
Science	History
Hack/ hacking/ hackers	
Huge/ Enormous	Critical

Choose your words carefully to reach and connect with a wider audience.