5 SEO Headline Copywriting Frameworks to Explode Your CTR

S

#1 - Curiosity Gap

https://userp.io **DO THIS...**

Link Whisper Review: Why It's Not Right for Everyone - uSERP

Oct 5, 2022 — **Link Whisper** is a powerful SEO tool that streamlines internal link building. Discover if it lives up to the hype in this **Link Whisper** ...

Curiosity gap is the space between what we know and don't know.

This framework creates a burning desire to click and uncover the "missing" information.

For example:

"Why It's Not Right For Everyone"

This creates curiosity as to why it's not right. It makes people second guess and click to uncover the truth.

And in a sea of positive reviews and headlines, it stands out as a must-read...

#2 - Credibility Headline

Tell searchers why they should click and trust your content.

GOOD: HubSpot Review: 5 Years of Real-World Testing

BAD: HubSpot Review: CRM Tool Features

People want real-world, truthful, helpful information.

Use your credibility to your advantage to increase CTR.

#3 - Audience Callout

userp.io

LinkedIn Marketing Guide for [Your Audience Here]

Aug 20, 2022 - This is the ultimate LinkedIn marketing guide for [my audience profile]

★★★★☆ Rating: 4.1/5 - 112 votes

Be direct with your audience and call them out.

GOOD: Linkedin Marketing Guide for CEOs

BAD: The Best Linkedin Marketing Guide

Speak to them and you'll increase your CTR from your ideal customers.

#4 - Objection Handler

cookingsite.com

Top Cheesecake Recipe: 5 Easy Steps & Simple Ingredients

Aug 20, 2022 - Cheesecake is the best, right? Right.

★★★★☆ Rating: 4.1/5 - 112 votes

Tackle objections with your title to reduce friction and drive more clicks.

What problems might they face when searching for a solution?

"Making cheesecake is hard!" -> 5 easy steps

"I don't have the ingredients" -> simple ingredients

Address them in your headline and you'll improve CTR.

#5 - Speak To Them

linkedincontent.com

Do You Make These 10 Common LinkedIn Mistakes?

Aug 20, 2022 - This headline makes people second-guess by speaking directly

Talk directly to your audience.

Involve them in the conversation and grab their attention.

This blended framework speaks to the audience and involves the curiosity gap:

Do you make these mistakes?

I don't know...I should click and find out!

Want more of this? Check out the Copywriting Mastery Course in the community!

Your Step-by-Step System to Write Landing Pages That Sell

Stop staring at a blank page and guessing what to write.

1. Open the course modules

2. Follow video guides with page templates

3. Write copy with step-by-step instruction

4. Watch as sales flood in

This course is your re-usable system to craft landing pages that get people to buy.

Copywriting Mastery Course

Learn to write high-converting copy in 24 hours. Half price for SEO Power Plays members!