

Online Media Analysis: 5 ways of using numbers in the article title to create high CTR

Topic News PR has analyzed the top 10 Chinese media and found the secret of many high reading volume news articles that smartly use numbers in their titles



Northern Taiwan, Taiwan Mar 5, 2022 (Issuewire.com) - A writer's biggest wish is that the creation can reach many people. This is especially true for news articles, and press releases are no different.

We all know that a good title is a key to attracting readers, but what makes the title "clickable"? Not everyone has the luxury of using a celebrity or current event in the title to attract readers, but by using the right sentence structure, you can create high click-through titles to maximize the readership.

Topic News PR, a top-ranking [China PR](#) agency researched the Top 10 Chinese online news media

and found out most of the most-read articles share a similar structure. We believe these tips can use not only in Chinese articles, but also in Japanese, English, and other languages; after all, it is something that tried and proven effective in a 1.4 billion people's market.

Now, let's get to the secrets of the "clickbait" titles:

🔗 Title length

Most of us consume online content in fragmented time, such as on the bus, waiting in line and all that, we scroll fast and don't have much patience to get into fine details. That's why the traction of the title is important, and so does the length of the title.

The best title length is 30 letters, and you must reveal important keywords in the first half of the title, or the first second of reading, so people will decide if to continue with the content or scroll away to another story.

🔗 6 Creative Ways to Use Numbers in the Title

1 🔗. Number+ techniques/ secrets/ formats/ method/ benefits

Examples:

- 3 techniques to use for cash-generating copywriting
- 9 must-learn lessons for your true financial freedom
- How to make a baby fall asleep in 7 minutes

2. Number+ techniques/ secrets/ formats/ method/ benefits (emphasize one of the numbers)

This method is the same as the previous one but adds a boost. Let's take the same examples:

- 3 techniques to use for cash-generating copywriting (the 2nd one will shock you!)
- 9 must-learn lessons for your true financial freedom (No. 5 is so unexpected yet powerful!)
- How to make a baby fall asleep in 7 minutes (so you can get the freedom back)

The boost that adds to the end of the title is to reinforce the curiosity and push readers to click into the content. It has to offer benefits to the readers, and not just talk about your product or service.

3. Number + condition (if you do it / if you don't do it, then you will)

Examples 🔗

- Earn 100,000 yen at home per month – If you want to know how I will teach you 🔗
- 3 ultimate ways to manage your time; if you don't know then you're wasting your life!

Giving a condition in the title is best for triggering anxiety, curiosity, or a certain emotion, a very powerful tool in the title.

4. Number + Number + benefit

One set of numbers is not enough? Try two sets of numbers in the title! See the example and you will

understand immediately how to use it:

- 1 technique, 4 sentence formats, no one can resist clicking the article titles you wrote!
- 2 materials in 10 minutes, you can easily make yummy food for your toddler!

In this format, the first part is using two sets of numbers belonging to your product or service, then you must offer the benefits to the readers.

5. Pain point + what to do? + number + benefit

Examples:

- No one buys your product online? Describe the benefits with these 7 ways, 82% of the viewers will buy!
- Want to be more popular among others? Here are 5 popularity secrets that make everyone like you!

In this method, you first describe a situation of pain points with a question, then offer solutions. Don't be afraid to make the "benefits" big, as long as you are able to cover such benefits in the content.

6. Number + how to transform from one thing to another

This is best to describe successful stories, examples:

- In 3 months, how I turned from a fat girl into a slim beauty
- In 3 months, how he turns from a loser into the most popular single person in the office

In this format, we use a number first to catch the reader's attention, then using a question with extreme comparison, it has to create a big difference or cognitive dissonance, so it will leave a big gap inside the reader's head that they have to fill it in by reading through the content.

How to verify if the title really works magic?

That is quite easy. First of all, you can always ask yourself if you would click it when seeing this title. Secondly, you can show the title to friends and family, asking them if they have the urge to read more about it.

If you need to write press releases or blog posts and want to have more readers, these copywriting techniques can help you write titles with better conversion.

Media Contact

Topic News PR

contact@topicnews.cn

Source : Topic News PR

[See on IssueWire](#)