



1. The headline or title tells you nothing at all about the content of the article.

Example, "Man Tries to Hug Wild Lion During a Safari, You Won't Believe What Happens Next!!." Notice that the headline really doesn't tell you much about the story. What it does do is put a question into your brain: What happened to the teacher? They are counting on you wanting to know enough to click the link. Don't!

2. The headline is too good to be true e.g. getting rich quick.

Example, "How to Make a Million Euro in 2 Minutes". If it sounds too good to be true then it is too good to be true and isn't worth your time.



3. The headline is too amazing, too positive, too shocking, too terrifying, or too anything else.

Headlines should simply tell what the story is about, the facts. Examples include: "9 Things to Watch Out For When Starting a New School" and "10 Hilarious Tweets of Stupid People That'll Make You Think 'Do these people even exist?'".



4. The headline follows a standard formula.

- [?] tries to [?]. The reason why will make you [?]
- [?] tries to [?]. You won't BELIEVE what happened next!
- This video will prove that [?]
- 10 [?] you should never [?] to [?]
- X was Y. First you'll be shocked, then you'll be inspired
- 10 [?] that look like [?]
- 10 [?] that you won't believe [?]

