

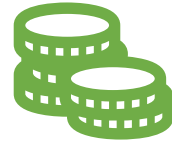
7 Ways to Use Numbers in Headlines



Why Use Numerals in Headlines?



1) Numerals are easy to read and simple to make sense of.



2) Numerals give readers clear expectations about the content.

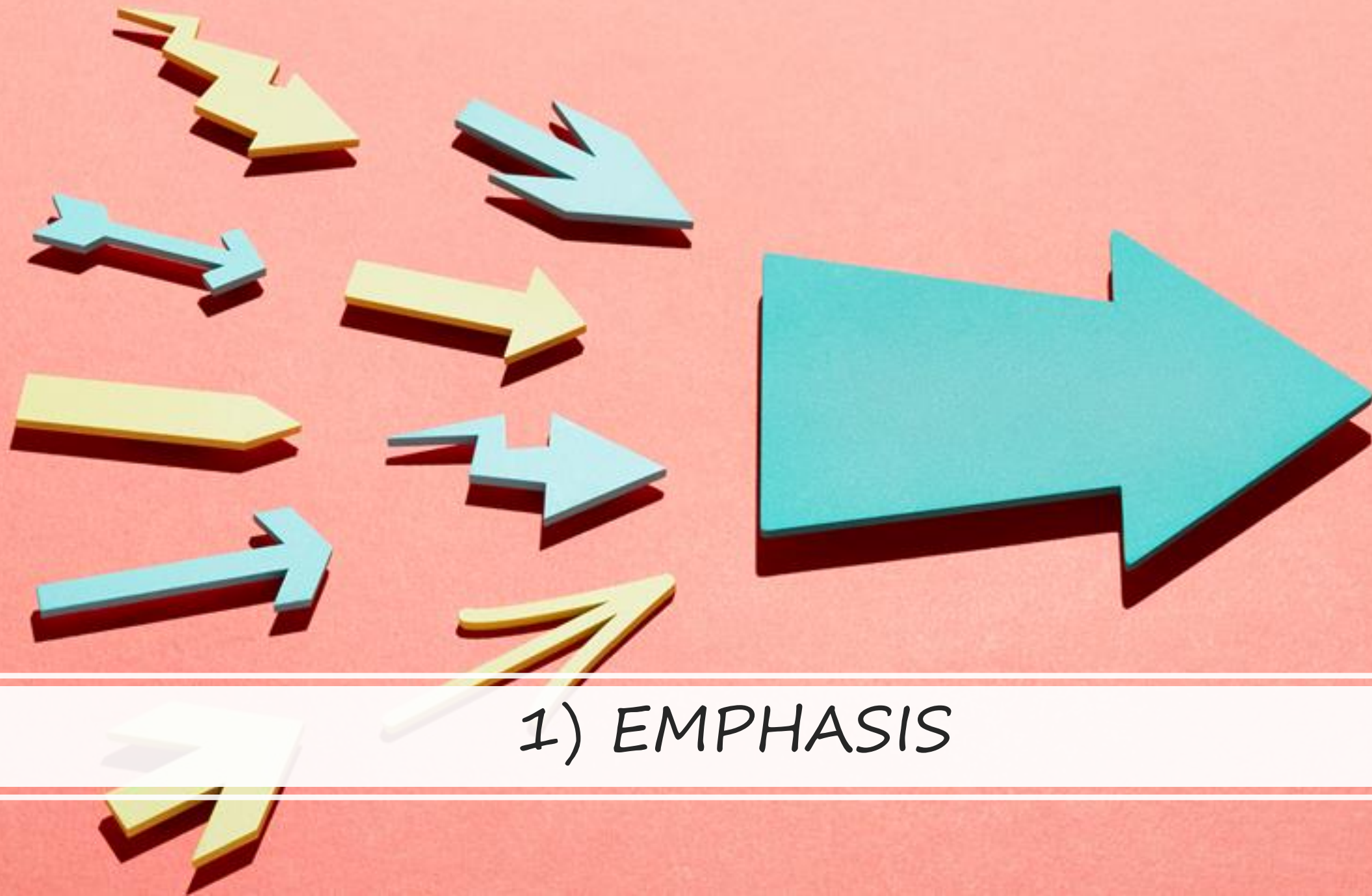


3) Information represented in numbered sections is easy to digest.



- For many years, market researchers have been delving into the psychology of numbers.
- Our relationship with numbers goes beyond a means of quantifying aspects of our world. Numbers have their own significance. Like colours, shapes, and words, numbers are emotional triggers and an important cog in the marketing machine.
- Studies show that listicles and other articles with numerals in the title have an above-average click-through rate (CTR).





1) EMPHASIS

When you have more than one number, put the most evocative first.

Norfolk Businessman Makes £100,000 Profit in First Month

Not: In his First Month, Norfolk Businessman Makes £100,000 Profit

I Spent 30 Years Writing 2 Books

Not: I Wrote 2 Books in 30 Years

Precision carries the weight of authority. It's believable.

598 Homicides in England and Wales Last Year

Not: Nearly 600 Homicides in England and Wales Last Year

Why 3.8% of the World's Population is Depressed

Not: Why So Many People Today are Depressed





2) PLUS 1

Multiples of 10 feel complete. Add 1 and upset the balance.

Give extra value:

11 Top Tips for Rooftop Gardeners

21 Beautiful Wedding Venues in Cambridgeshire

101 Fun Activities for Winter Days

Make it fun:

101 Uses for a Dead Cat (by Simon Bond)

1001 Albums You Must Hear Before You Die (edited by Robert Dimery)

91 Prizes to be Won!





3) *SMALL NUMBERS*

Use small numbers or small quantities to imply simplicity or value.

How to Make the Perfect Garden Pond in 8 Easy Steps

Not: How to Make the Perfect Garden Pond in 28 Easy Steps

(Too much hard work. Too complicated.)

Top 5 Skills Every Facilities Manager Should Have

Not: Top 15 Skills Every Facilities Manager Should Have

(Too many skills. “Doesn’t relate to me.”)

Snooker Club Membership for just 17p a Day

Not: Snooker Club Membership for £62 a Year

(Too expensive.)



The background is a vibrant blue with various white and light blue numbers and mathematical symbols scattered across it. The numbers include 0, 1, 2, 3, 4, 5, 6, 7, 8, and 9, as well as symbols like the percent sign (%), the hash symbol (#), and the division sign (/). The text '4) BIG NUMBERS' is centered in a white horizontal band at the bottom of the image.

4) BIG NUMBERS

Use big numbers to emphasise scale and value.

90,000 Football Fans at Wembley for the Cup Final

Not: *Stands Full at Wembley for the Cup Final*

35 Benefits of Driving a Volvo

Not: *3 Benefits of Driving a Volvo*

100 Best Offers at Sainsbury's This Christmas

Not: *4 Best Offers at Sainsbury's This Christmas*





5) ODD NUMBERS

Odd numbers scream for attention.

Odd numbers are jagged. They jar. They're more difficult to process. They upset order and balance.

This applies especially to prime numbers.

A special mention for 5

5 is odd, and it's a prime number.

But it's also tidy and rounded, because it's half of 10.

With 5, you get the best of both worlds.





6) EVEN NUMBERS

Even numbers are tidy and comfortable.

Even numbers appeal to our desire for order. The appeal is even stronger when the number is a multiple of 10.

Writers are forever jostling to get their work noticed – constantly competing for the sassiest, quirkiest, funkiest headline. Is anyone really looking for comfort in a headline?

It seems that even numbers aren't totally devoid of street cred.

In a 2019/2020 analytical study by BuzzSumo, it was revealed that seven of the top ten most engaging numbers in Facebook and Twitter post titles were even numbers, with 10 at the top of the list.





7) A HEADLINE IS ONLY AS GOOD AS THE BENEFIT IT OFFERS

A number can enhance the value of your headline. But be careful not to start using numbers as a headline-writing crutch.

An article should offer value, and the headline should give readers an idea of what to expect.

Take out the number. Does your headline still offer value?

Ways to Use Numbers in Headlines

Yes. It does.





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