

## 5 Steps for Highly-Clickable Apartment Blog Post Headlines in 2020



### 1. Less is More

If your blog post title is more than 70 characters, Google search results will cut it off and there's a high chance Facebook will as well. You want potential renters to experience the full, unbridled glory of your headline.



### 2. Be Clear, Not Cute

It's fun to be clever, but if a renter has no idea what your blog is going to be about they will not click on it. For example, if you saw, "Airports, State Fairs, and Cowboys, Oh My! Dallas Is a Great Place to Live," would you click on it? Probably not. However, you might click on, "10 Unique Attractions That Make Dallas the Best City to Live."



### 3. Make it Listicle

Did you know that a blog is more likely to be clicked when there is a number or a current year is in the title? (Did you catch the title of this offer?) Having a specific number in your title, evokes the impression that there will be an easy to consume list. And readers love lists!



You can also use power words to speak directly to your target audience and invoke emotion or intrigue. For example, "Highly-Clickable" is a power word that piqued your interest in this offer.

### 4. Prioritize Efficiency for Leasing Processes

A mobile-first strategy is important when it comes to communication and the leasing process. Gen Z is unlikely to hand-write a rent check or manually fill out a leasing application. They expect everything online, which includes leasing paperwork and payments.



### 5. Highlight Your Benefits

How will the reader's life be improved or simplified after reading your content? What solution does your blog provide? Be upfront and clear about the benefits you are offering.



### 6. Analyze the Competition

What blog posts by your top competitor apartments are performing well? Are they receiving a lot of comments or being shared frequently on social media? What are the titles of those successful blogs? Don't be afraid to do a little research and mimic what other apartments are finding success with.



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