

Content Marketing
 UNLOCKED

NEILPATEL

How To Make Lists

How To **Grow Your Traffic With**
Content Marketing

THE LIST

Some lists are short and some are long — we're talking 30, 50 or 100 long — but it doesn't really matter. People love lists. The longer, the better!

Before we get started, we got two tips for you.

Tip 1:

One of the secrets to making lists work is to include the number in your title.

While it's impressive to end with multiples of 5 or 10, don't be afraid of odd numbers. You can get more attention with 7, not 10, or 21, rather than 20 items in your list.

Tip 2:

For a bit of fun, put your list in reverse order. Begin with the last item and work your way down to your number-one item.

This article by Cracked.com, is an old but gold example. You can find it here below:
https://www.cracked.com/article_18410_the-12-most-insane-things-you-can-buy-internet.html

Step 1: INTRODUCE YOUR TOPIC.

A short introduction is fine. Simply tell people what the list is about and why the information is useful. It's okay to be a little tongue in cheek — but only if it's already part of your branded voice.

Step 2: CREATE YOUR LIST.

List all the items in your list. Be creative. Make your list fun to read.

Step 3: MAKE EACH ITEM IN YOUR LIST A SUBHEAD.

List all the items in your list. Be creative. Make your list fun to read!

Step 4: WRITE A SENTENCE OR SHORT PARAGRAPH FOR EACH ITEM IN THE LIST.

Add an interesting thought, opinion or explanation.

Consider including pictures. While you don't have to include them, they definitely add value.

Step 5: CONCLUSION/CALL TO ACTION

After spending time compiling your list, it's easy to stop cold when you're done.

Don't do that. Take a few extra minutes to tell your readers why the list matters. How does it help them? What new thought should they take away from it?

Give them a strong close. And don't forget your CTA[Call of Action]