

230 Link Bait Ideas

LINK BAIT HOOKS

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	Resource Hook	News Hook	Humor Hook	Insider Stories & Secrets	Contrary or Counterpoint Hook	Incentive or Award Hook	Polls & Surveys	Applications & Tools	Badges & Widgets	Attack Hook
Instruction <i>Teach people how to do something</i>										
Information <i>Reference type material - definitions, descriptions & explanations</i>	<h1>Article Format</h1>									
Exhibits <i>Images, videos, podcasts, etc.</i>										
Reviews & Critiques <i>Fair and insightful opinion</i>	+									
Lists <i>Top 10..., 5 Reasons..., 11 Favorite...</i>	<h1>Story Topic</h1>									
Interviews <i>Ask someone else about a topic</i>										
Case Studies <i>Provide an example then explain why it does or does not work</i>	+									
Profiles <i>A combination of facts and insight about a person, product, company, etc.</i>	<h1>Link Bait Hook</h1>									
Link Posts <i>Link to another web page, tell why, then add your own take</i>										
Problem Posts <i>Similar to reviews, with a focus on problems</i>	=									
Compare & Contrast <i>Compare products or service, etc.</i>	<h1>Link Bait Goodness</h1>									
Rant <i>Passionate negative discourse</i>										
Inspirational <i>Passionate positive discourse</i>	<div style="border: 1px solid orange; padding: 10px; width: fit-content; margin: auto;"> <h3>Dress for Success</h3> <ol style="list-style-type: none"> 1. Self-Explanatory Title 2. Compelling Images with Captions 3. Plenty of Whitespace 4. Generous Character Spacing 5. Short Paragraphs 6. Concise Story Telling 7. Frequent Subheadings </div>									
Research										
Collect & Collate Posts <i>Gather & group data from multiple sites</i>										
Prediction posts (and reviews of past predictions)										
Attack posts <i>Going negative with the goal to discredit</i>										
Debate <i>Arguments for and against something</i>										
Hypothetical Posts <i>What if...?</i>										
Satire & Parody										
Questions <i>Ask readers to answer one or more questions or take a poll</i>										
Projects <i>Get people to participate on your site (nominate, write, brainstorm, etc)</i>										
Memes <i>Get people to participate off your site (Write a specific type of blog post, retweet something, modify their avatars, etc.)</i>										

ARTICLE FORMATS

Author's Note:
 These ideas represent years of thinking & reading. Special acknowledgement must be given to [probblogger.net](#), [stuntdbl.com](#), [copyblogger.com](#) & [seomoz.org](#) for their influence.