

3 types of most read content on the Internet

How-to, list-style articles (List) and videos are the 3 types of content that are shared, commented, the most windy on the net.

If you regularly access the Internet, you will notice that some types of content are very attractive to users. Why is that?

There are two types of content that can be said to be superior, that is, "**How-to**" and **list-style** , also known as the **listicle**.

Some websites like **Buzzfeed** and **Elite Daily** use these two styles as a vital element of their marketing strategy. Even the top sites also start posting more articles and direct content in the "list" style.

Explaining the emergence of this trend is that the content is written in a list and "how-to" is often very easy to read, ideal for users with "attention span" (Attention span) decreases and helps them increase their focus in finding the information they want.



In addition to the above two types, the **Video** is also the Content format with the number of comments, sharing increases rapidly if you know how to create.

In 2000, users only searched for simple information but today, their demands and needs are much more than that.

Not only searching for information, readers also look for unique, new, high quality content for entertainment purposes and make them feel there is something special.

Admittedly, content creation for users in the current period is much more challenging than before and brands need to invest time and energy in the process of learning and learning to be able to create what customers need.

Now, the best way to get started is to find out what customers expect from your content.

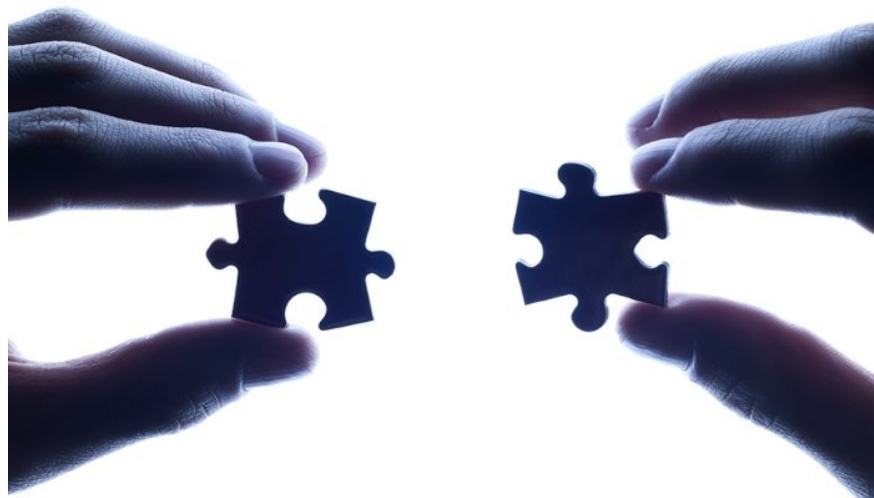
According to an article published in AdWeek, 25% of customers say finding content that is entertaining, for them, is far more important than finding content that is accurate.

Although interested in entertainment, users also pay attention to the accuracy of the information they read. They also expect websites to create content that is direct to them. A Social Media Today study also showed that readers want more personalized content than overly popular information.

Obviously, for the above reasons, the content also needs to be changed.

1. The "How-to" article type

Simply understanding these are articles that teach you how to do something, such as how to cook delicious food, how to cook simple dishes, how to fold clothes, how to use air conditioning without spending too much electricity, makeup, how to write .



Although this writing style has appeared a few years ago, so far, it still proves to be a very valuable content type because it shows users how to do specific steps for something. . Or rather, "How-to" helps users know how to solve the problem they are having.

For example, some articles in How-to style on TipsMake.com like:

7 ways to download videos on Youtube quickly and simply

26 tips for using videos in social marketing campaigns

12 ways to treat headaches immediately without using drugs

Another note is that although many titles (headlines) use the words "hype" (such as "extremely cheap", "price 0 dong", "not cost a penny" .) but basically, the message has not been changed.

For example, with the following 3 articles on BuzzFeed:

18 Cheap Ways to Make Your Old Clothes New Again (roughly translated: 18 extremely cheap ways to renew old clothes)

7 Quick Ways to Actually Declutter Your Life (7 ways to quickly make your life simpler)

29 Clever Kitchen Cleaning Tips Every Clean Freak Needs to Know (29 smart cleaning tips that clean people need to know)

If you look more deeply, the purpose of each article is clear: (1) *"How to use clothes for a long time"* , (2) *"Ways to simplify life"* and (3) *"How to keep the kitchen clean"* .

To make these style posts more appealing, it is important that writers need creativity and different thinking. Because the information on the Internet is now too much and the user will likely find the things closest to them without spending too much time reading, checking or reorganizing those content.

In addition to being easy to read, "How-to" articles also need to ensure fun, originality and lots of useful information to help users get more value when approaching your content.

2. List (List)

"How-to" and list-style articles also have many similarities: simply because adding numbers before the title will create a psychological interaction for the reader.

However, unlike the "way", the "List" style has a broader approach and does not necessarily lead to providing users with solutions to solve a problem. Therefore, "List" is a great article type for websites that want to increase traffic and engagement.



An interesting fact is: put the numbers in the title like "sweet candy for the brain". They will simply attract readers to read more and some also think that using odd numbers has a better effect than even numbers.

List style articles are also very beneficial because they are simple, concise, concise and straight to the point.

3. Video

Although the video is not really "readable" but this type of content will help you increase views and traffic very quickly.

65% of marketing campaigns use visual tools like videos, infographic and photos. In addition, 51.9% of marketers said that the video created the largest ROI (net profit-to-cost ratio) in Content Marketing and video viewers were able to buy 1 times more. 81 times more than those who only read text.



Want to create outstanding video, attract more comment and share it:

1. **Make sure products are valuable:** For videos that are viral, make sure the product quality. Because, a difference between the product in the video and in fact can make your marketing campaign fail.
2. **Understand users:** If you don't know the target audience, stop and don't do anything until you determine it. Video is not something that you can post or share indiscriminately. You need to understand who you are trying to connect to before you can succeed.
3. **Storytelling:** Don't forget to create a story in your video. This will make the video more interesting and guaranteed to attract the attention of users.

Readable content = Effective content

The writer's task is to create valuable content that helps readers learn something.

However, today, writers need to learn more and work harder to create personalized and valuable content that can meet the needs of users and make them want to visit. Your site more. So, change your writing style in the direction that benefits them most.

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