

ART AND SCIENCE OF DIGITAL EDITING • CA • #ACESBOOT18
WIFI: city wireless • PASSWORD: cityspring2018

Presenters

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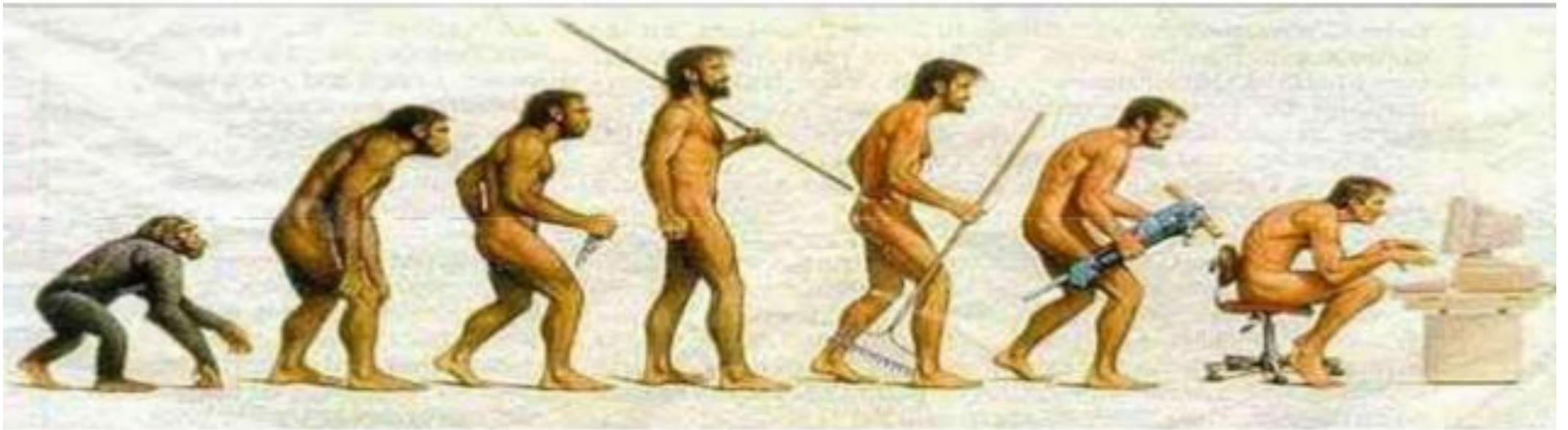


Content structure



Informavore

Cognitive psychologists: Humans hunt for information the same way animals hunt for food.



Information scent

Humans follow an online scent trail of words and images.



Foraging theory

A consumer will move on when the gains it can expect from leaving outweigh the gains it can expect from staying.



The science

The internet is rewiring our brains so we read faster and less thoroughly.



The Internet is an interruption system. It seizes our attention only to scramble it.

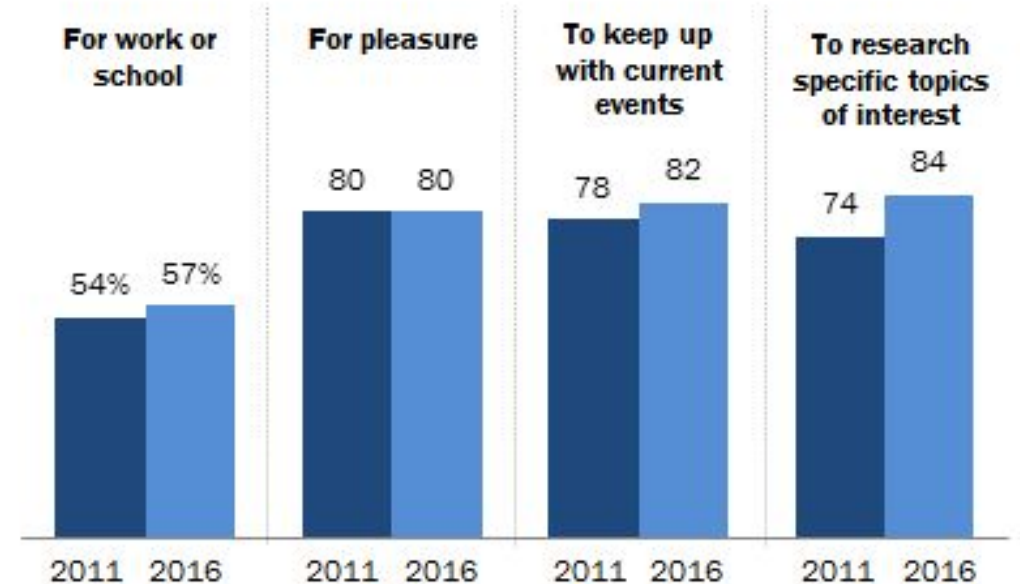
Author Nicholas Carr: The Web Shatters Focus, Rewires Brains

The science

More are reading to find information, which means more skimming and scanning

Americans are more likely to read for the purpose of researching a specific topic or interest than five years ago

% of U.S. adults who ever read ...



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"

PEW RESEARCH CENTER



The science

People read slower, less accurately and less comprehensively on screens than on paper.

“Text is a tangible part of the physical world we inhabit. The brain essentially regards letters as physical objects because it does not really have another way of understanding them.”

Scientific American



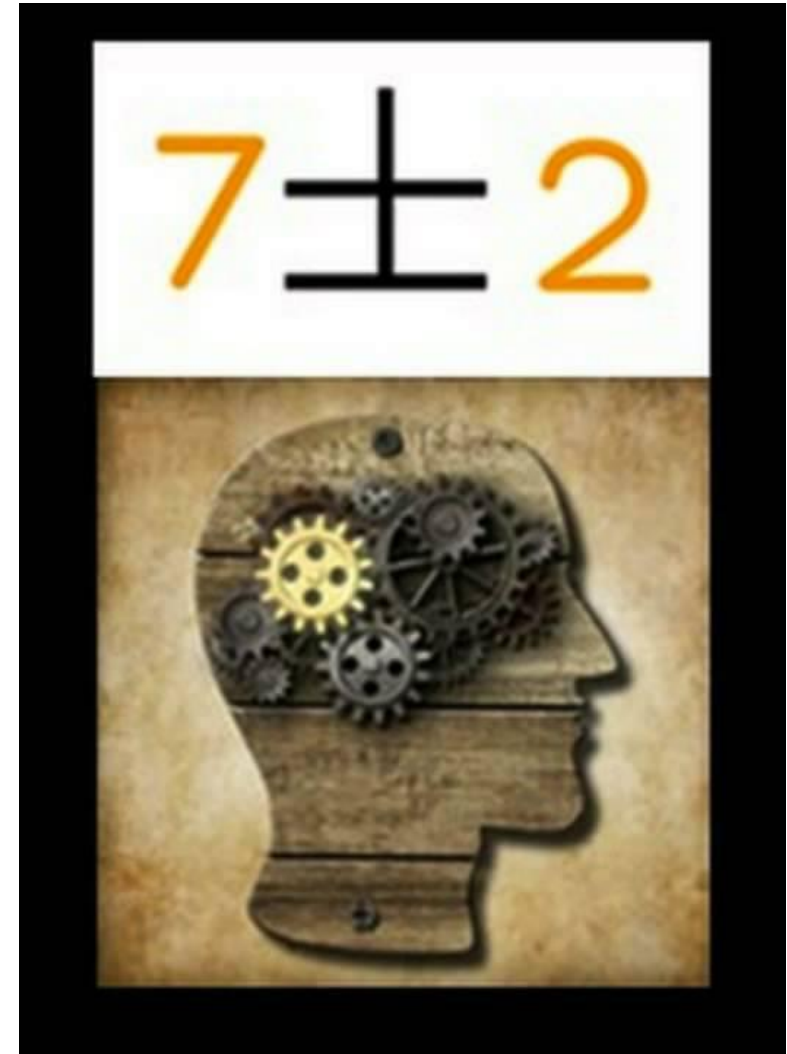
The science

People find it difficult to simultaneously juggle information and tasks.



The science

Magic #7: Most adults can store between 5 and 9 items in their short-term memory.



The science

- Only 16% of people read word for word
- Scanners miss secondary ideas
- Promotional language imposes a cognitive burden

How do users read on the web?

They don't. **People rarely read Web pages word by word**; instead, they scan the page, picking out individual words and sentences.

nngroup.com

NN/g

Nielsen Norman Group
1997



The science

Eyes gravitate toward:

1. Highlighted words
2. Subheads
3. Bulleted lists
4. Numbers

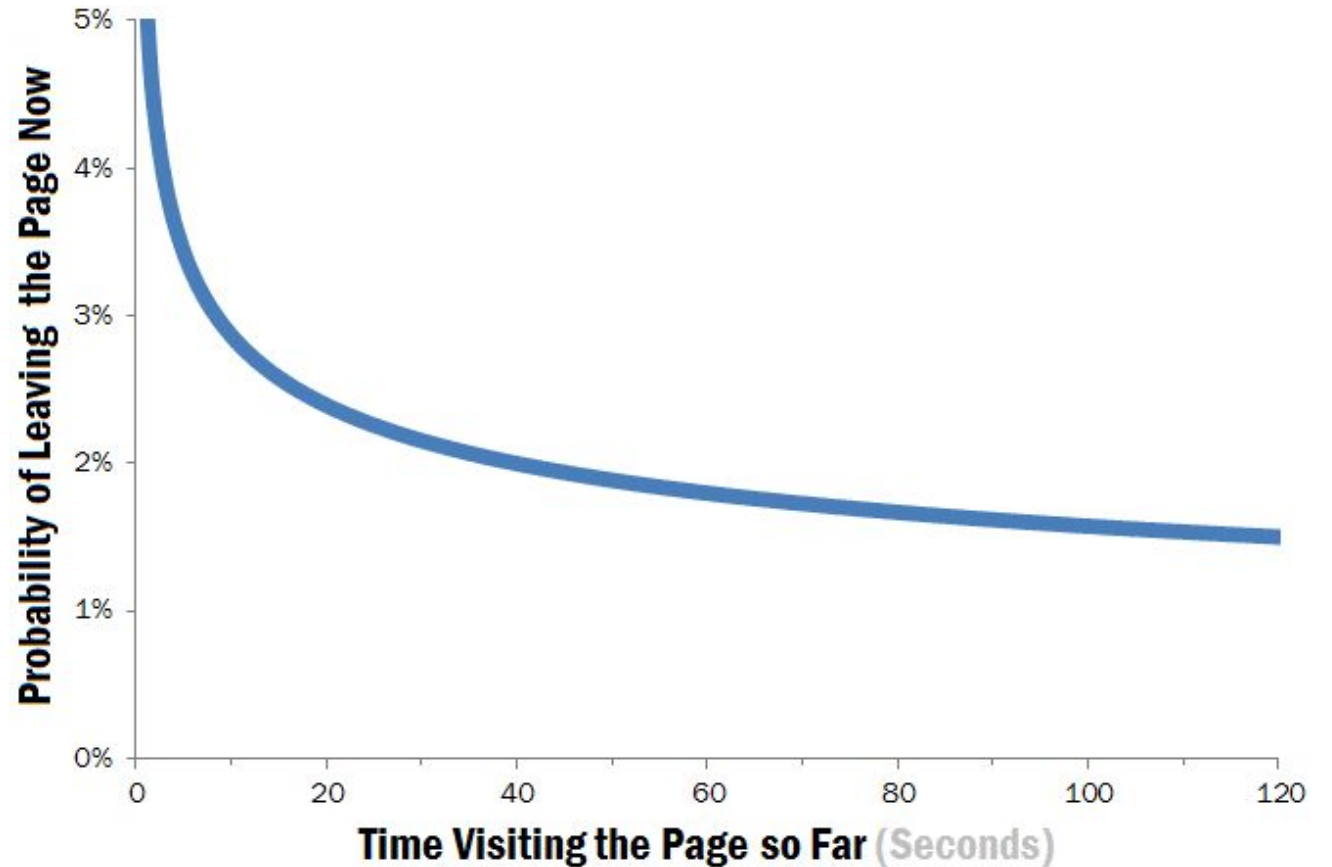
Usability increased:

- 58% in concise version
- 47% better in list version
- 27% with objective writing
- 124% with all 3



The science

- 10 seconds to capture, keep
- 30-second tipping point

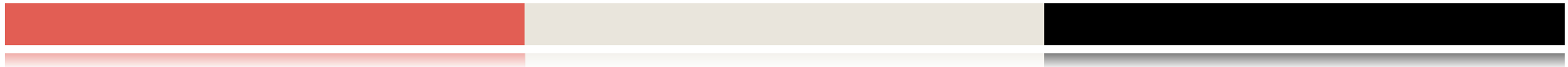


Take back to work

- Scientific research reveals digital consumer patterns.
- Informavores hunt for information online like animals forage for food.
- People read slower, remember less online.
- Eyes skim for key words.
- Keep content short, chunk it.



Tools and testing

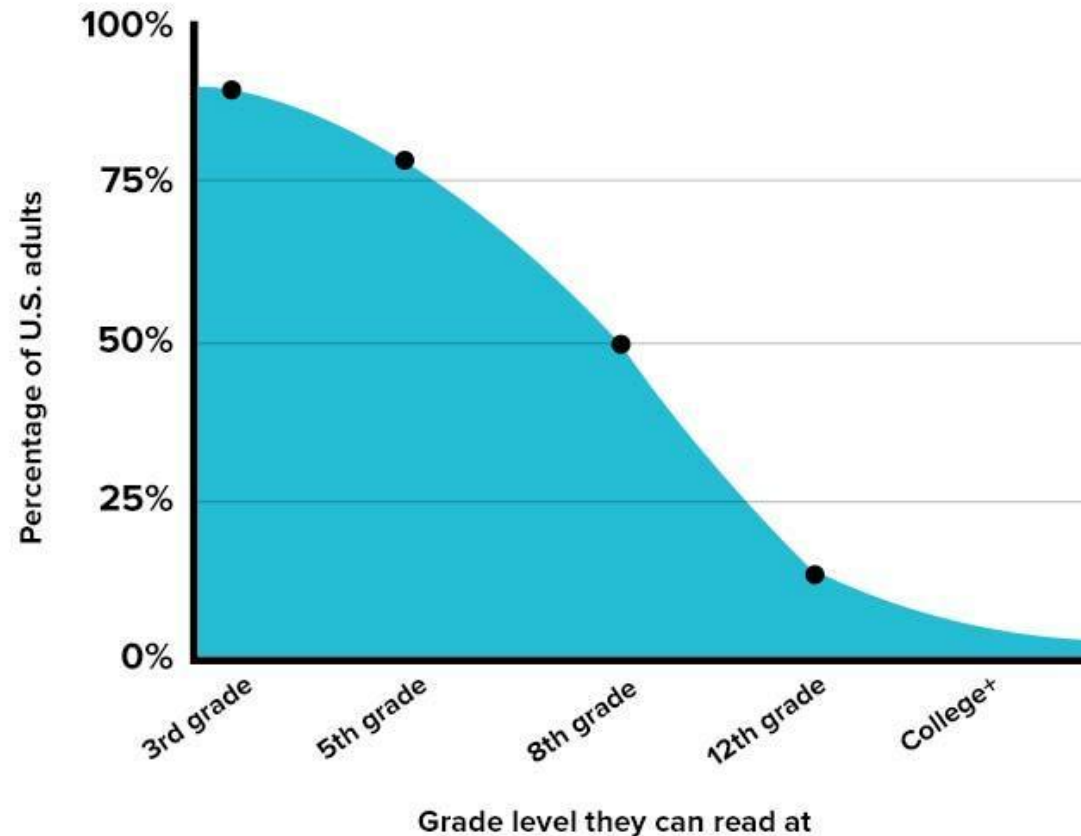


Measure reading levels

Most people prefer to read 2 levels below education level.

How well do U.S. adults read?

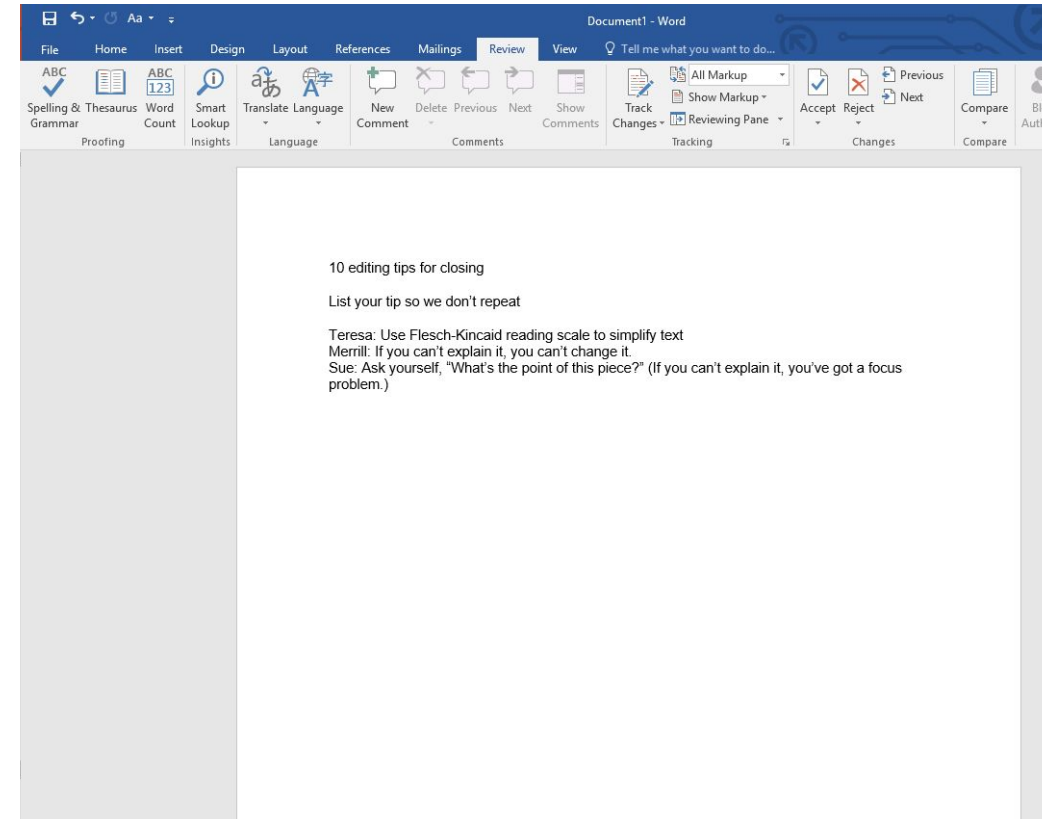
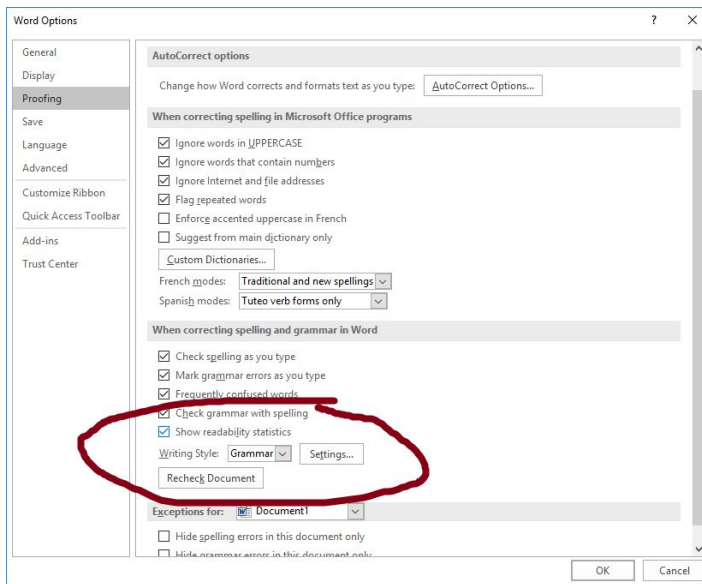
@shanesnow



#ACESboot18 @tschmedding @nickjungman

Flesch-Kincaid

- Reading ease 60-70
- Grade level: 8



Gunning's Fox Index

Shoot for score of
7 or 8

Fog Index	Reading level by grade
17	College graduate
16	College senior
15	College junior
14	College sophomore
13	College freshman
12	High school senior
11	High school junior
10	High school sophomore
9	High school freshman
8	Eighth grade
7	Seventh grade
6	Sixth grade



SMOG Index

(Simple Measure of Gobbledygook)

Shoot for score of
7 or 8

Measuring readability: The SMOG Index

$$grade = 1.0430 * \sqrt{\text{complex words} * \frac{30}{\text{sentences}}} + 3.1291$$

SCORE/ Grade	Education Level
1-4	Elementary School
5-8	Middle School
9-12	High School
13-16	Undergraduate
17+	Graduate



Improve scores

1. Shorten sentences
2. Shorten words
3. Cut unnecessary words
4. Break it up
5. Use bullets, lists
6. Avoid jargon

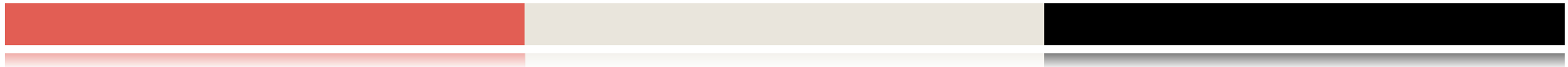


Take back to work

- People don't want to work hard to understand your content
- Aim for 8th-grade reading level



Writing for digital



Info pages v storytelling

Long-form storytelling can break the rules, but info pages cannot.

Teaching on all-male priesthood is definitive, cardinal-designate says

By Cindy Wooden [Catholic News Service](#)

5.29.2018 1:50 PM ET

VATICAN CITY (CNS) -- That only men can be validly ordained to the priesthood is a truth that is part of the Catholic faith and will not and cannot change, said Cardinal-designate Luis Ladaria, prefect of the Congregation for the Doctrine of the Faith.

"It gives rise to serious concern to see that in some countries there still are voices that put in doubt the definitive nature of this doctrine," the cardinal-designate wrote May 29 in the Vatican newspaper, L'Osservatore Romano.

St. John Paul II, confirming the constant teaching and practice of the church, formally declared in 1994 that "the church has no authority whatsoever to confer priestly ordination on women and that this judgment is to be definitively held by all the church's faithful."

Cardinal-designate Ladaria said some people continue to question the infallibility of St. John Paul's declaration in the document "Ordinatio Sacerdotalis" because "it was not defined 'ex cathedra'" or formally, solemnly proclaimed as infallible. The argument, the cardinal-designate wrote, is that "a later decision by a future pope or council could overturn it."

But "sowing these doubts creates serious confusion among the faithful not only about the sacrament of orders as part of the divine constitution of the church, but also about how the ordinary magisterium can teach Catholic doctrine in an



CNS/Paul Haring

Archbishop Luis Ladaria, prefect of the Congregation for the Doctrine of the Faith, speaks at a news conference to present the document, "Placuit Deo," at the Vatican March 1. Archbishop Ladaria was one of 14 new cardinals named by Pope Francis May 20. (CNS photo/Paul Haring) See [CARDINALS-THUMBNAILS](#) May 21, 2018 and [POPE-CARDINALS](#) May 20, 2018.



1 PHOTO

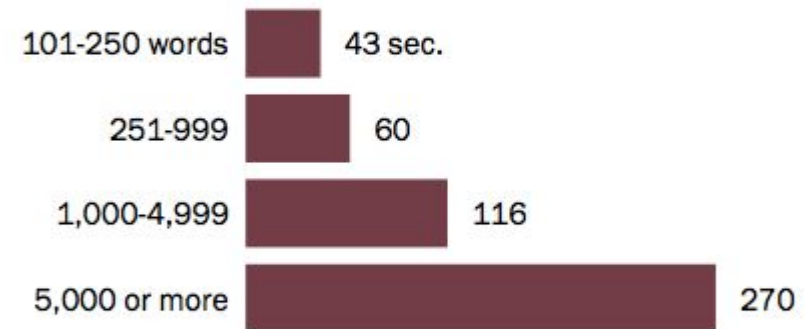


Long form dead?

- No
- Is it just different?
- Nostalgia?

Articles with higher word counts display higher levels of engaged time on cellphones

Average engaged time across complete interactions on cellphones



Note: A complete interaction represents all of a unique visitor's sessions with one article on a cellphone.

Source: Pew Research Center analysis of September 2015 Parse.ly anonymized data of digital news publishers

"Long-form Reading Shows Signs of Life in Our Mobile News World"

PEW RESEARCH CENTER



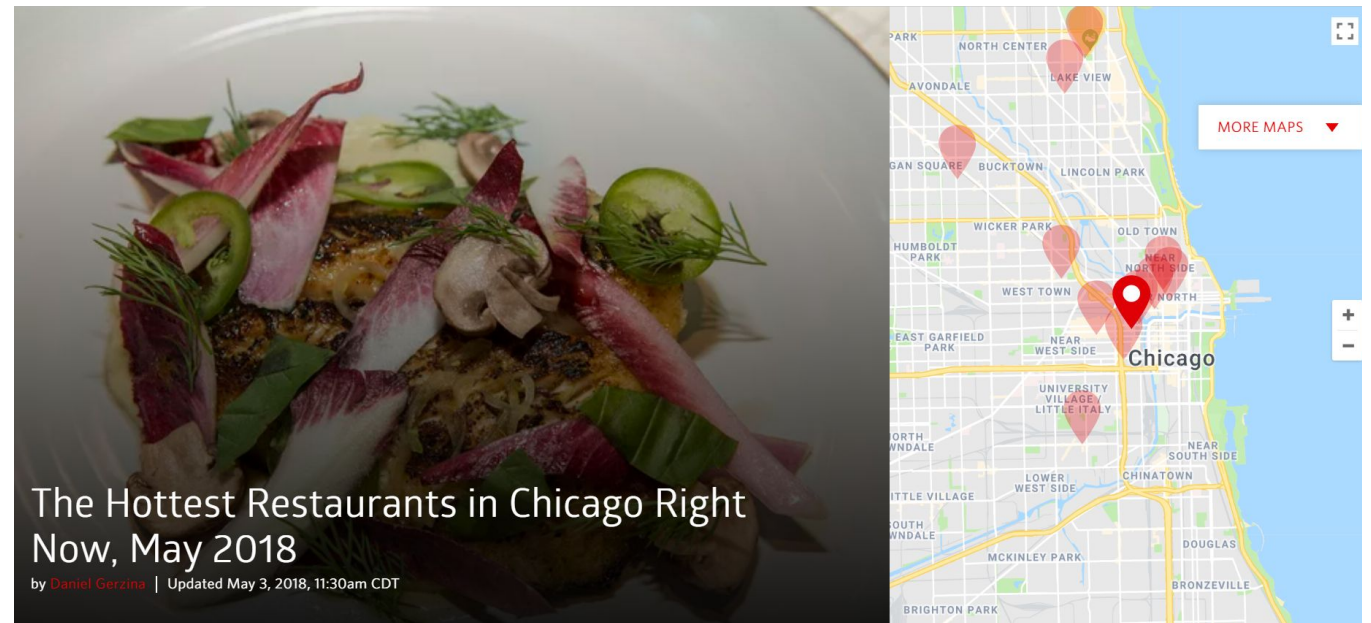
When to go long

- Takes you on a journey
- Immersive
- Characters
- Plot twists
- Voice
- Story arc



Consider alt story forms

- FAQ
- Lists
- The story so far
- Glossaries
- By the numbers
- Grid
- Video
- Quizzes



Different structure

Traditional story

- Most important info
- Second-most important
- Less important
- Less important
- Least important

Alternative story form

- Overview
- Point 1
- Point 2
- Point 3
- Conclusion

Alts look easy

Who Got What They Wanted in the Iran Nuclear Deal

By KYLE CRICHTON and DAVID E. SANGER JULY 14, 2015

Critics in the United States and Iran have complained that their representatives were too eager to make a deal and, as a result, have made too many concessions. Here is a look at what the two sides wanted, and what they got.

Arms Embargo

WHAT IRAN WANTED

Immediate lifting of ban.

WHAT THE U.S. WANTED

Ban stays in place.

OUTCOME Iran, with the backing of Russia and China, its main weapons suppliers, managed to win agreement that the embargo would not be permanent. The deal called for the embargo to be lifted after a maximum of eight years for ballistic missiles and five years for conventional weapons. But the time frame could be shortened if the International Atomic Energy Agency certifies that Iran's nuclear program is for peaceful purposes only.

Why be alternative?

- Pull readers in with bite-sized chunks
- Increased comprehension
- Increased attention
- Maximize time



Good FAQ

- Sequence of questions; one leads naturally to the next.
- Questions should be short; answers can be long.

Housing

- How do I register for university housing?
- Are freshmen required to live in university housing?
- Do you have to be on the meal plan if you live in the residence halls?
- Do you have someone to help me find off-campus housing?

How do I register for university housing?

When a student is accepted to the university, the Office of Admissions mails out an acceptance packet, which includes a letter of acceptance and a VCU Handbook for Accepted Students. Included in the handbook is information about housing. Students who want university housing should go online to www.housing.vcu.edu to fill out the application. Students will be notified either that the room is reserved or that they are on a waiting list for residence hall space. For more information visit [VCU's Residential Life and Housing](#).

[Back to top](#)

Are freshmen required to live in university housing?

Freshmen are not required to live in [university housing](#). However, the university does strongly urge freshmen to consider university housing at least for their first year. Research has shown that students living on campus have a better academic career and a more active social life. They meet other students and are more involved in university events.

[Back to top](#)



When to try these forms

- When people want info.
- Announcements, groundbreakings, etc.
- Surveys and other “report” stories.
- Teachable moments.
- Updates and assessments.

What do contract management professionals do?

The contract management (CM) profession is diverse with professionals performing an array of tasks. People master numerous technical and interpersonal skills, serve in multiple roles, and hold one of many possible titles. While specific duties and skills are numerous and explained in the Contract Management Body of Knowledge, here are the very basics:

- 1 Write, analyze, and respond to proposals.
- 2 Negotiate price, terms, and conditions.
- 3 Manage the contract and solve problems as they arise.

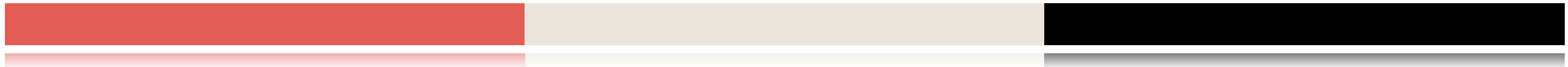


Take back to work

- Long form is not dead.
- Use narrative sparingly and with intention, not indulgence.
- Comprehension is higher with ASF.
- Programs aren't always right.



Squishy stuff



Intimate experience, emotions

- We are not robots
- Behavioral psychology
- Subconscious



Fulfill needs



Maslow's hierarchy of needs

Motivational theory
in psychology
comprising a
five-tier model of
human needs



Maslow's hierarchy of needs

Our words need to focus on fulfilling basic psychological needs.



Build trust and love

Mandatory to turn casual audience into loyal customers.



Build trust and love

- Digital readers more suspicious.
- 85% of consumers don't trust brands on social media.
- 18% of Americans trust content coming from brands via email.



Trust killers

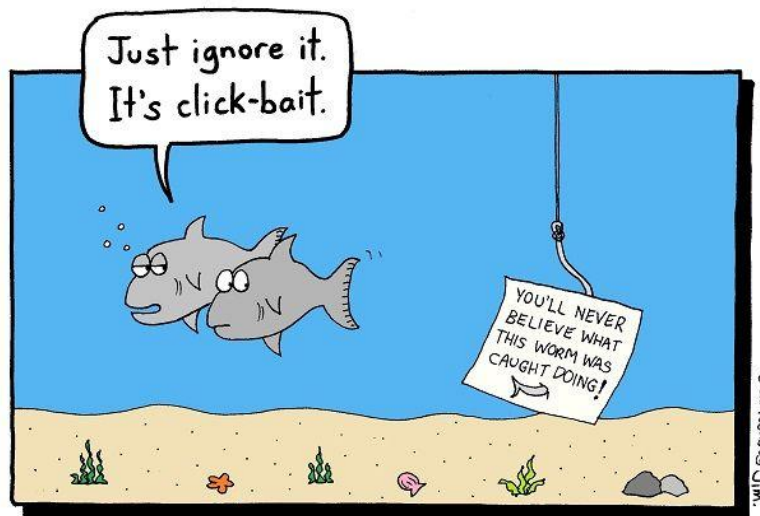
- Power verbs
- Click bait
- ALL CAPS
- !!!!!!! vomit

“

*The exclamation mark is
the selfie of grammar*

Dem Kirsten Powers bashes Hillary Clinton on
CNN: 'This doesn't help Democrats'

Justin Haskins · 8 hours



**VIOLENCE ERUPTS IN
BERKELEY... AGAIN:
BLACK-CLAD, FACE-
COVERED DISRUPTORS
CLASH WITH PRO-TRUMP
SUPPORTERS**

Trust killers

The right words can make or break trust by how they “sound” to readers.

- Simple words
- Allows, lets v enables
- Superlatives
- User-centric



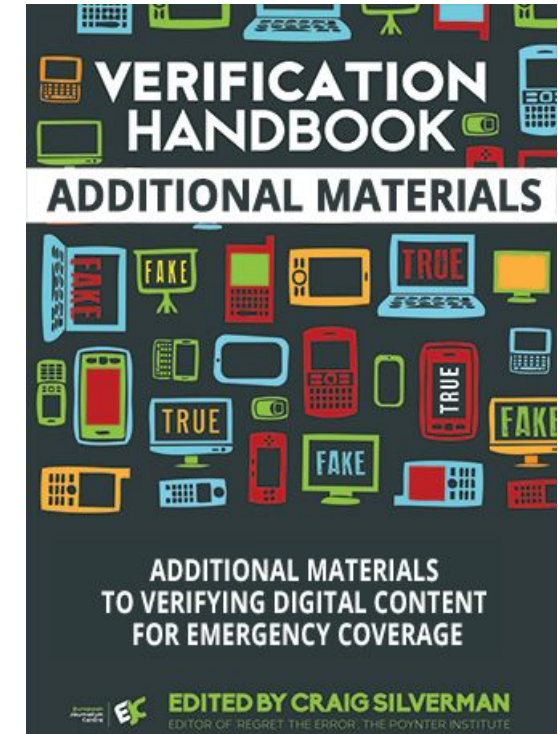
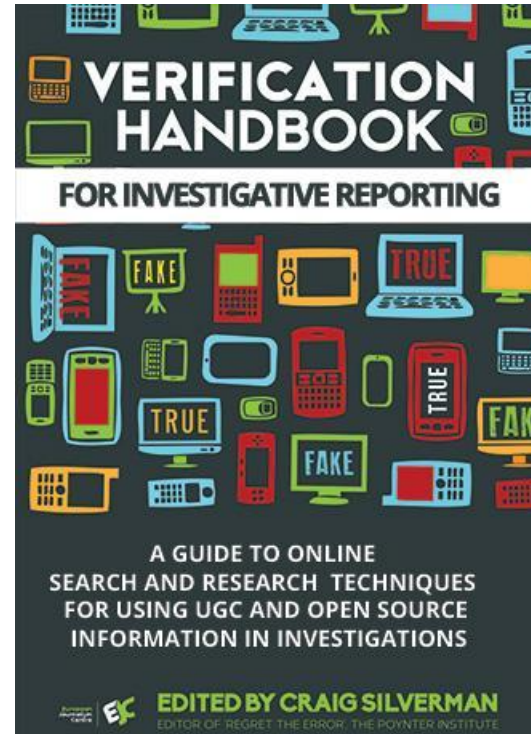
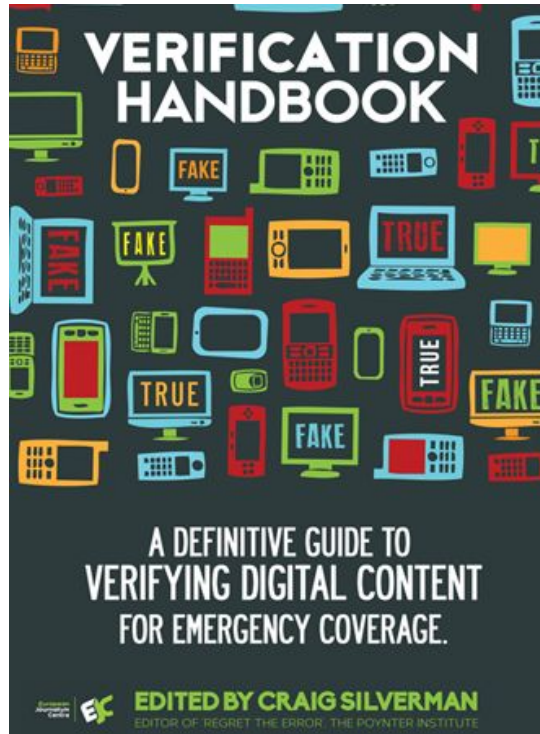
Trust killers

Inaccuracies, errors, hoaxes



Digital verification

<http://verificationhandbook.com/>

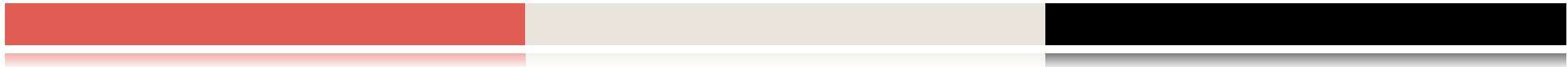


Take back to work

- Content must fulfill a need.
- People need to survive and feel safe, connected, special and successful.
- Words set the tone and build trust.
- Trust, credibility is fragile.
- If you share it, you're responsible for it.

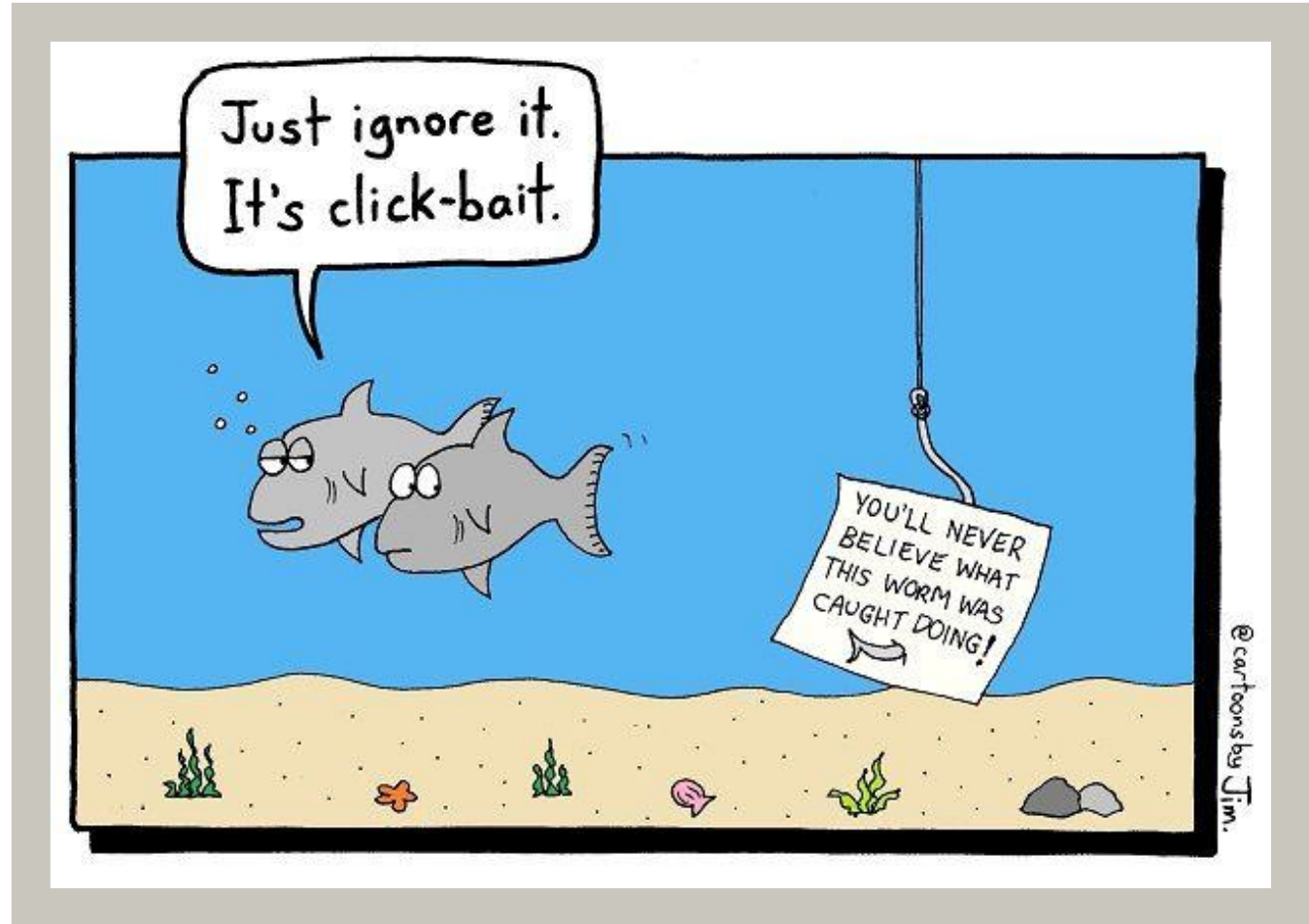


Display type criticals



Display type criticals

- Searchable
- Digestible
- Clickable
- Shareable



Searchable

- Search engine optimization: writing your headline to get Google's attention.
- Use keywords: proper names of people, places and organizations.
- SEO still matters. But readers will always matter more.

Chicago Cubs Tickets | Chicago Cubs

chicago.cubs.mlb.com/ticketing/?c_id=chc ▾ Chicago Cubs ▾

The Official site of the Chicago Cubs includes upcoming game tickets, promotions, ticket specials, season tickets and more directly from the team! ... [Buy Tickets](#).
[Single Game Tickets](#) - [Seating and Pricing](#) - [Group Tickets](#) - [12 Game Flex Packs](#)

Chicago Cubs Individual Game Tickets | Chicago Cubs

chicago.cubs.mlb.com/ticketing/singlegame.jsp?c_id=chc ▾ Chicago Cubs ▾

Chicago Cubs single game tickets are available at cubs.com. Game highlights, ticket offers, promotions and more. Get your Cubs tickets today!

Cubs tickets - Chicago Cubs tickets on StubHub!

www.stubhub.com/chicago-cubs-tickets/performer/5644/ ▾ StubHub ▾

Chicago Cubs tickets - Buy and sell Chicago Cubs tickets and other Baseball tickets on StubHub! Buy your Chicago Cubs Ticket today.

Fri, May 13	PARKING PASSES ONLY ...	Wrigley Field Parking Lots ...
Fri, May 13	Pittsburgh Pirates at Chicago ...	Wrigley Field, Chicago, IL
Sat, May 14	PARKING PASSES ONLY ...	Wrigley Field Parking Lots ...

Chicago Cubs Tickets | SeatGeek

seatgeek.com ▸ [MLB](#) ▸ [Chicago Cubs](#) ▾ SeatGeek ▾

Millions of tickets in one place. Interactive maps and seat views of Wrigley Field. Get the best seats at the lowest price with Deal Score.

Fri, May 13	Pittsburgh Pirates at Chicago ...	Wrigley Field, Chicago, IL
Sat, May 14	Pittsburgh Pirates at Chicago ...	Wrigley Field, Chicago, IL
Sun, May 15	Pittsburgh Pirates at Chicago ...	Wrigley Field, Chicago, IL

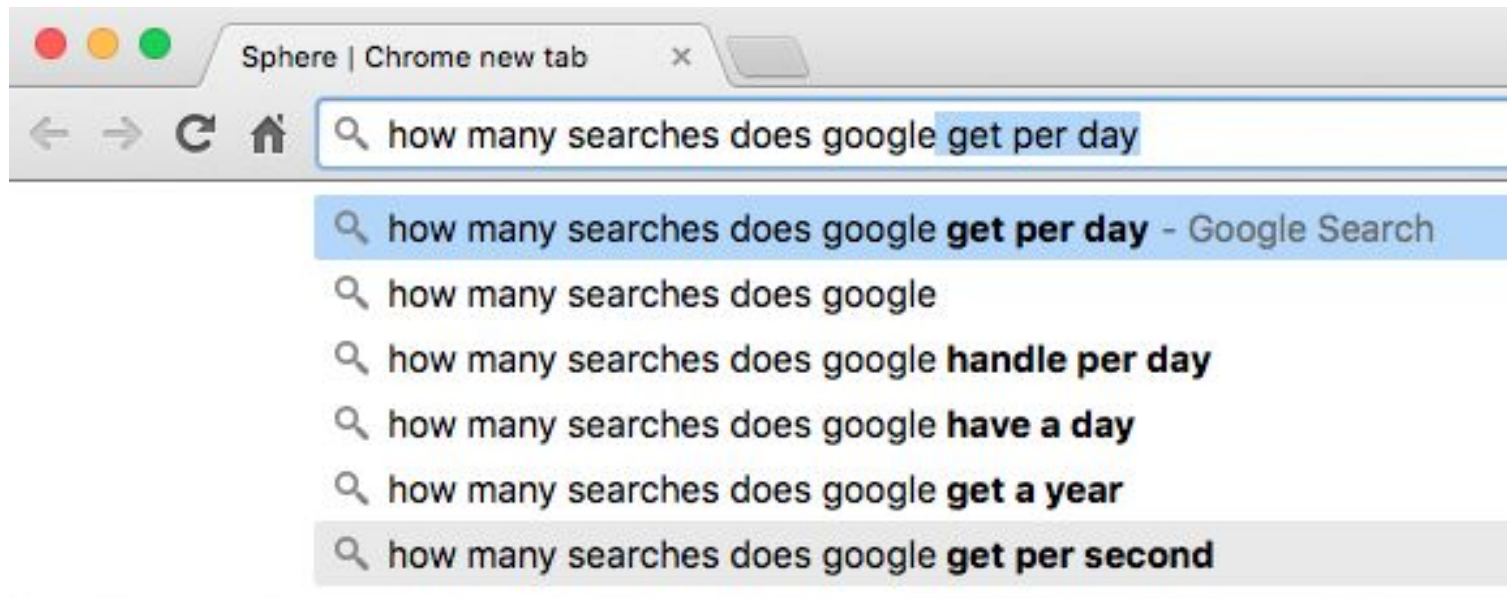
Chicago Cubs Tickets - Prices Starting at \$9 - Vivid Seats

www.vividseats.com ▸ [Sports](#) ▸ [MLB Baseball](#) ▾

Examine the Cubs schedule above to find the game that meets your needs. Sort by day of the week, time of day, month, or opponent to quickly find the desired contest, and then select the red tab next to the listing to advance to the next screen to view our full selection of Chicago Cubs tickets.

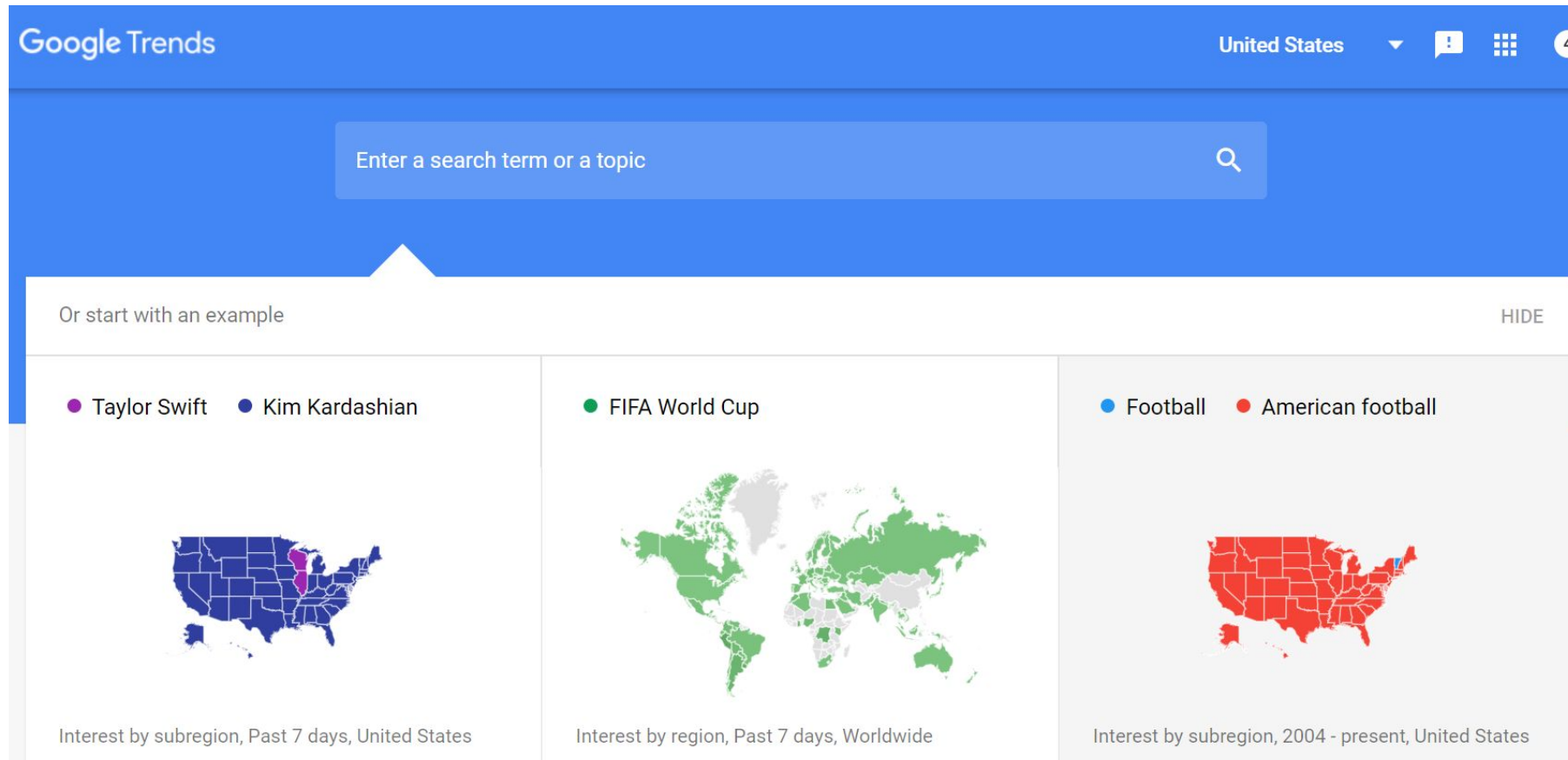
Why do we care?

- 40,000 searches every second on Google
- 3.5 billion searches per day

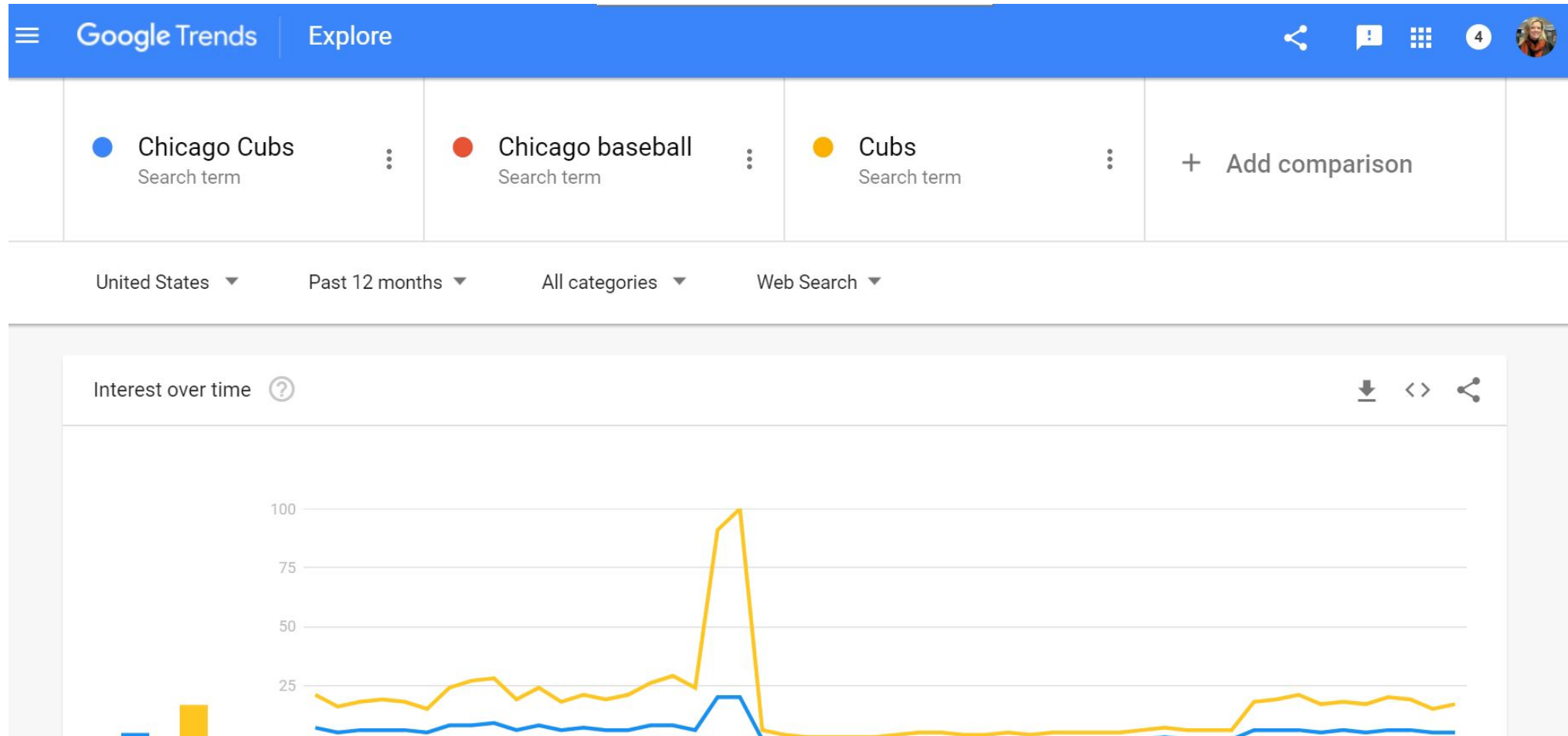


Keyword research

<https://trends.google.com/trends/>



Search: Chicago Cubs



Free site

<https://ubersuggest.io/>

Ubersuggest

Chicago cubs tickets Web English / Uni... **LOOK UP**

Keyword: **chicago cubs tickets**

VOLUME	33100	CPC	\$2.65	COMPETITION	0.64
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865 Keyword Ideas Found For chicago cubs tickets

KEYWORD SUGGESTIONS	<input type="checkbox"/>	KEYWORD	SEARCH VOLUME	CPC	COMPETITION

Strings, not things

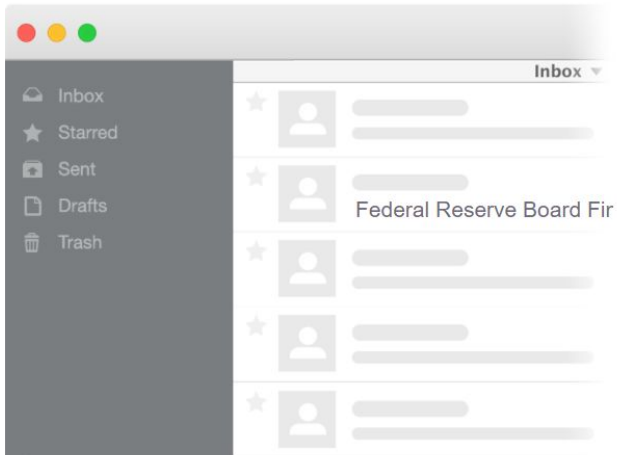
- Search engines trying to think like humans.
- Humans don't search for a single keyword.
- Context and unique content matter – a lot.

<input type="checkbox"/>	Keyword
<input type="checkbox"/>	▼ chicago cubs win world series
<input type="checkbox"/>	▼ chicago cubs win world series 2015
<input type="checkbox"/>	▼ chicago cubs win world series 2016
<input type="checkbox"/>	▼ chicago cubs win world series 1908
<input type="checkbox"/>	▼ chicago cubs win world series commercial
<input type="checkbox"/>	▼ odds chicago cubs win world series
<input type="checkbox"/>	▼ chicago cubs will win world series
<input type="checkbox"/>	▼ chicago cubs win first world series
<input type="checkbox"/>	▼ years chicago cubs win world series
<input type="checkbox"/>	▼ chicago weather cubs win world series

Digestible

- Be concise.
- 60 characters; 7 words.

Federal Reserve Board fines HSBC Holdings plc and HSBC North America Holdings Inc. \$175 million for unsafe and unsound practices in FX trading
9/29/2017



Federal Reserve Board Fines HSBC Holdings Plc And HSBC ...
coschedule.com/headline-analyzer

This is what your headline will look like in google search results which are limited by length.

Digestible

People scan. Put most important words to the left.

Mayo Clinic Ranked #1 in more specialties than any other hospital in the nation

1st Endocrinology

1st Gynecology

1st Pulmonology

2nd Ear, Nose & Throat

1st Gastroenterology & GI Surgery

1st Nephrology

1st Urology

2nd Orthopedics

1st Geriatrics

1st Neurology & Neurosurgery

2nd Cardiology & Cardiac Surgery

3rd Cancer

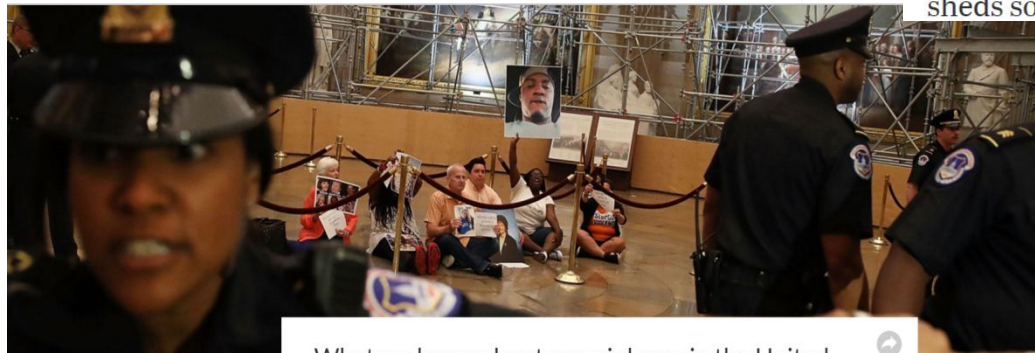


What makes type clickable?



Clickable

6. Pique curiosity while respecting intelligence and understanding interests.



What we know about gun violence in the United States: Who's affected?

October 5, 2016



Vox Media Inc.

More than half of Americans [believe](#) that gun ownership does more to protect people than put them at risk. That perception, however, does not appear to be supported by the data.

Out of over [30,000 US firearm-related fatalities](#) in 2010, only 230 were deemed "justifiable"

JesusHacked podcast 025, What is the council of the diocese and why does it matter?

September 06, 2017

Share: [f](#) [t](#) [in](#)

Time for some insider baseball on this episode of JesusHacked. Guest Al Ludwig from Emmanuel Church and host Barbi Click both serve on Diocesan Council. They talk about what council does, who would be well suited to this work, and how being a member has influenced their day to day life.

Al is also on the nominations committee and sheds some light on this year's quest for



Foreign National Pleads Guilty to Smuggling Rhinoceros Horn

Friday, September 29, 2017

#ACESboot18 @tschmedding @nickjungman

Clickable

5. You and Your: 16% of all viral headlines contain one of these two pronouns.

What's your wedding-planning next step?

Stumped about what the next step of your wedding planning journey should be? We're here to help! Take this quiz to help you plan your wedding with ease! // Photo by Studio 29 LLC

Everything You Need to Know about the 1908 Chicago Cubs

OCTOBER 7, 2016 BY SCOTT FERKOVICH 14



#ACESboot18 @tschmedding @nickjungman



Clickable

4. Negatives: Negative superlatives have 63% higher click-through rate than positive.

10 Bad Habits (And How to Break Them)

Quick fixes for common running problems.

Image by Thomas Fuchs

Published July 31, 2013



1. Running too much too soon.

Coming back from an injury? Now's the time to take things slowly to stay healthy. Follow the standard rule of upping your mileage by only 10 percent each week.

2. Refueling badly. After hard runs, grab a high-carb snack, then a meal with carbs and protein to rebuild muscle.

3. Forgoing SPF. Up to 20 minutes of sun exposure a day can be good for you - but you need sunscreen on runs longer than that (even when it's overcast). For more, check out [these six essential skin care tips](#).

Taking too many photos of your kids is a BAD thing, warn experts

- Experts warn parents against snapping too many moments of their children being cute
- Kids might feel like they're 'in the center of the universe' making them feel 'overly important'
- It could also make them feel less important and self-critical

By DAILY MAIL REPORTER

PUBLISHED: 22:16 EST, 29 November 2013 | UPDATED: 22:32 EST, 29 November 2013



36
View comments

Parents taking too many pictures of their children are being warned that it can be detrimental to their development as it might make them feel 'overly important'.

As the holiday season cranks into gear, experts are saying that snapping too many moments to create those cherished long-lasting memories can be too much of a good thing.

Some toddlers are known to grab their parents' smartphones and snap their own 'selfies', while other children give creative direction and ask their parents to take pictures of them 'being cute'.



Snapshot: Every parent loves taking pictures of their children, but experts say they should try to do it less as they otherwise become too self-conscious and aware

'We need to keep track of what values we are communicating by taking the picture and posting and distributing the picture,' says Judith Myers-Walls, a professor emeritus of human development and family studies at Purdue University.

'Are you taking a picture of the child and not as a family as a whole? They might think they are the center of the

#ACESboot18 @tschmedding @nickjungman

Clickable

3. Sound human:
Don't go crazy, but
add some emotion
to connect with
people.



U.S.

8-Year-Old Puerto Rican To Trump: 'Stop Tweeting And Come Help The People'

President Trump is scheduled to visit the U.S. territory on Tuesday. Many there are without food, water and gas shortages following Hurricane Maria — a situation Trump has tweeted about frequently.



Mandalit Del Barco/NPR

< Previous | Next >

Standby Capri



[Read 2 Reviews](#)

[Write a Review](#)

So you don't want to wear skin-tight spandex, but you do want a capri that can take every curve your gym workout might throw at you. Dense but supple poly/spandex in a new, improved cut fits looser at the waist but still keeps you covered no matter how you move. Bonus points: the most flattering and comfortable waistband on the planet. 22" inseam, slit in back hem. Contemporary rise. By Stonewear. S(4-6), M(8-10), L(10-12), XL(12-14)

Clickable

2. Tell them what they'll learn with active key words: How to, tips, why, best, great.

5 tips for Howl-O-Scream, from a Busch Gardens fanatic

Here's some advice on the theme park's Halloween shows, rides and other offerings, courtesy of Beacon editor David Schleck.

/// 3 Reasons Why You Should Not Run A Marathon

By Jeff Gaudette, Published Sep. 18, 2013, Updated Aug. 29, 2016 at 11:12 PM UTC



How to Balance the Upcoming Tax Season

Make Your Next Move.
Save 15% on Select CPE Products.

[Learn More](#)



Clickable

1. Tell them how fast they'll learn it.

Top 10 Strategic Technology Trends for 2017

Identify business opportunities, challenges, and disruptions presented by strategic technology trends.

6 Reasons to Run a Marathon

By Karen Janos
For Active.com



If you're new to running, or new to marathons, you might be intimidated by the distance. Yes, 26.2 miles is a long way, but more people are taking on the challenge each year. According to Runningusa.org, there has been a one-percent increase in finishers from the same 367 marathons for 2010 and 2011 (495,135 vs. 500,206). Since 2000, there's been a 47-percent

2 Min. Update Maryland: State
Highway Admin. Slater on
Leadership



DCist @DCist · 4h

16 of our favorite spots in D.C. for a first date.

dcist.com/2017/09/best_p...



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Shareability

Can you predict it?
Some say yes
Digital adds a dash
of science to the
art of language.



Most shared

Top trigrams: will
make you, this is
why, can we guess



Most shared

Emotional
phrases: tears of
joy, give you
goosebumps



Most shared

Explanations: This is why, the reason



Most shared

Curiosity: What happened next, top x songs



Most shared

Quizzes: Can we
guess, x in x



Most shared

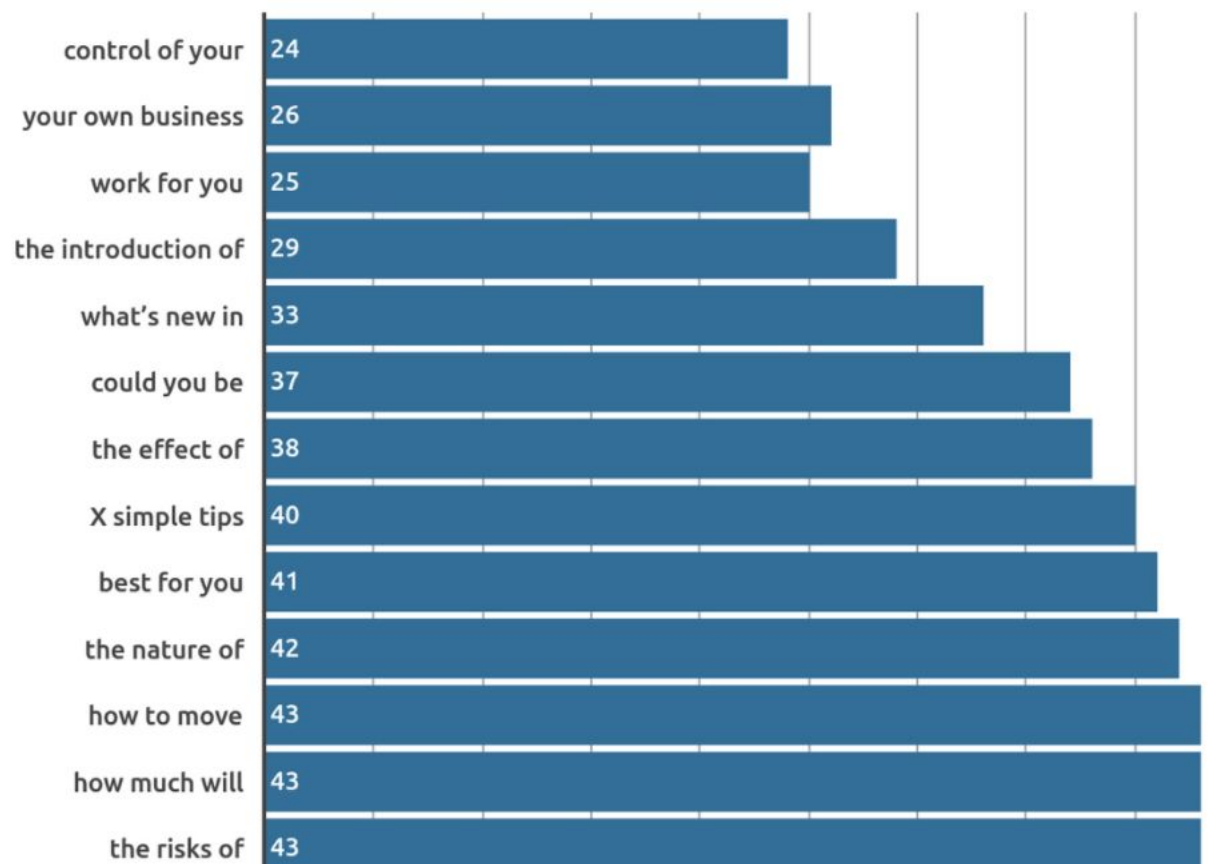
Tribal
headlines: 25
things only
teachers will
understand



Least shared

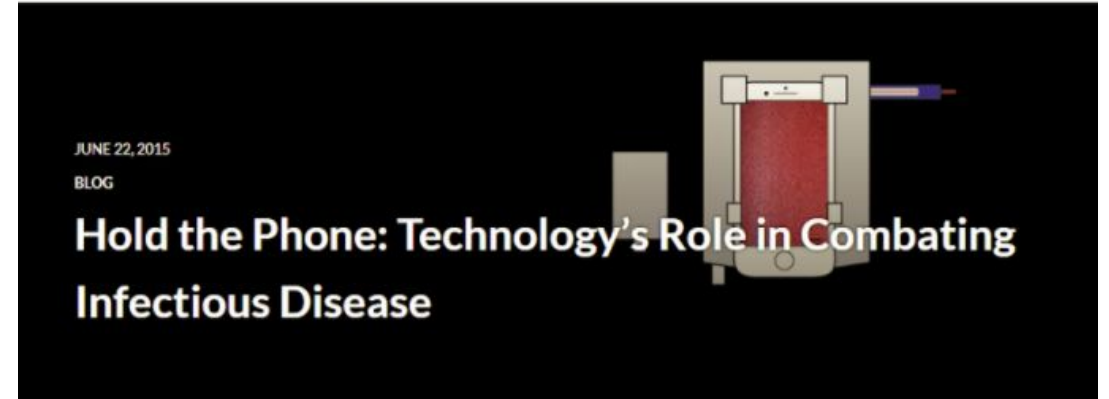
Worst Performing Headline Phrases

Measured by average Facebook Engagement



What to avoid

- Generic words
- Imagery-dependent headlines
- Puns
- Clichés
- Headline-ese



*by Katherine Wu
figures by Kristen Seim*

We live in an increasingly wired world: with apps for every purpose imaginable, it has become easier and easier to share information and build global communities. In the wake of the recent Ebola pandemic, we have harnessed this technology to combat infectious disease, employing technological tools for diagnosis (as in the case of the parasitic disease *loiasis*) and epidemiological surveillance (Ebola virus and other hemorrhagic fevers). This new wave of technology has the potential to increase real-time data sharing and collaboration between scientists across fields.

The No. 1 digital rule

Is it immediately clear?

Could FDA's Proposed Plan Help
Smokers With Mental Disorders?

People with mental disorders are more prone to
smoking and have a harder time quitting.

[Read More](#)



#ACESboot18 @tschmedding @nickjungman

Analysis tools

<http://www.aminstitute.com/headline/>

Emotional Marketing Value Headline Analyzer

Enter Your Headline Text

Paste your headline in the text area below. The analysis engine will **automatically cut your submission at 20 words**, so we encourage you to do a word count before submitting! This will ensure the most accurate analysis.

Where to find cheap Chicago Cubs tickets

Please select the type of business or industry that this headline belongs to. This will lead to us being able to show you the industry average for your headline so you can compare how you're doing.

Shopping ▼

Submit For Analysis

Clear Text



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<http://www.aminstitute.com/headline/>

Free Headline Analysis Results

Thanks for using Advanced Marketing Institute's Headline Analyzer! You submitted the following headline for Emotional Marketing Value analysis:

"The Chicago Cubs are the best team in baseball"

Your Headline's [EMV Score](#):

33.33%

This score indicates that your headline has a total of 33.33% Emotional Marketing Value (EMV) Words. To put that in perspective, the English language contains approximately 20% EMV words.

And for comparison, most professional copywriters' headlines will have **30%-40% EMV Words** in their headlines, while the most gifted copywriters will have **50%-75% EMV words** in headlines.

A perfect score would be 100%, but that is rare unless your headline is less than five words.

Empathetic

Your headline words have a predominantly Empathetic appeal. While not as common as words with Intellectual impact, words which resonate in with Empathetic impact often bring out profound and strong positive emotional reactions in people.

Copy containing empathetic impact words are best used to attune with people and businesses involved with care-giving. For example, nurses, doctors, and counselors all tend to respond easily and favorably to Empathetic words. Women, and especially mothers, are very strong in their use of Empathetic impact words in the language. While use of Empathetic impact words does not have to be limited to these groups, we've found that by selecting more words with Empathetic impact delivers desirable conversion responses from those types of market segments.



Analysis tools

<http://coschedule.com/headline-analyzer>



The screenshot shows the CoSchedule Headline Analyzer web interface. At the top, there is a dark blue header with the CoSchedule logo on the left and a link "WHAT IS COSCHEDULE?" on the right. Below the header, the main content area has a light blue background. In the center, there is an orange icon of a beaker with bubbles, followed by the text "BLOG POST" in small letters and "Headline Analyzer" in a larger, bold, orange font. Below this, the text "Want to write better headlines?" is displayed in a light gray font. At the bottom, there is a large orange rectangular box containing a white text input field. To the left of the input field is a circular icon with a right-pointing arrow. Inside the input field, the placeholder text "Type your headline here..." is visible. To the right of the input field is a blue button with the text "Analyze Now".

Sharethrough

<https://headlines.sharethrough.com/>

Headline Quality Score

70

AVERAGE

STRENGTHS

- ▶ **Limited use of passive language**
Well done! By avoiding passive words like: *almost, doubt, confused, and guess*, your reader is more likely to click.

SUGGESTIONS

- ▶ **Increase headline length**
- ▶ **Where's the brand?**
- ▶ **Use more Alert Words**
- ▶ **Talk about the body**
- ▶ **Use Context Words**
- ▶ **Try adding a celebrity**



<https://headlines.sharethrough.com/>

Context words: Words research shows capture attention, build brand trust



Take back to work

Content must be

- Searchable
- Digestible
- Clickable
- Shareable
- #1 digital tool: Immediately clear





Give us your feedback

<http://bit.ly/ACCESSanDiegoSurvey>



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Providence March 28-30, 2019

