

# HEADLINES AND TITLES

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ACES 2017



# WORDS THAT WORK

**Why You Look Like Your Dog**  
Behind the phenomenon of pet/owner resemblance  
SARAH YAGER | OCT 23 2013, 7:08 PM ET

3.2k  
f Share  
344  
T Tweet  
35  
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21  
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More ▾

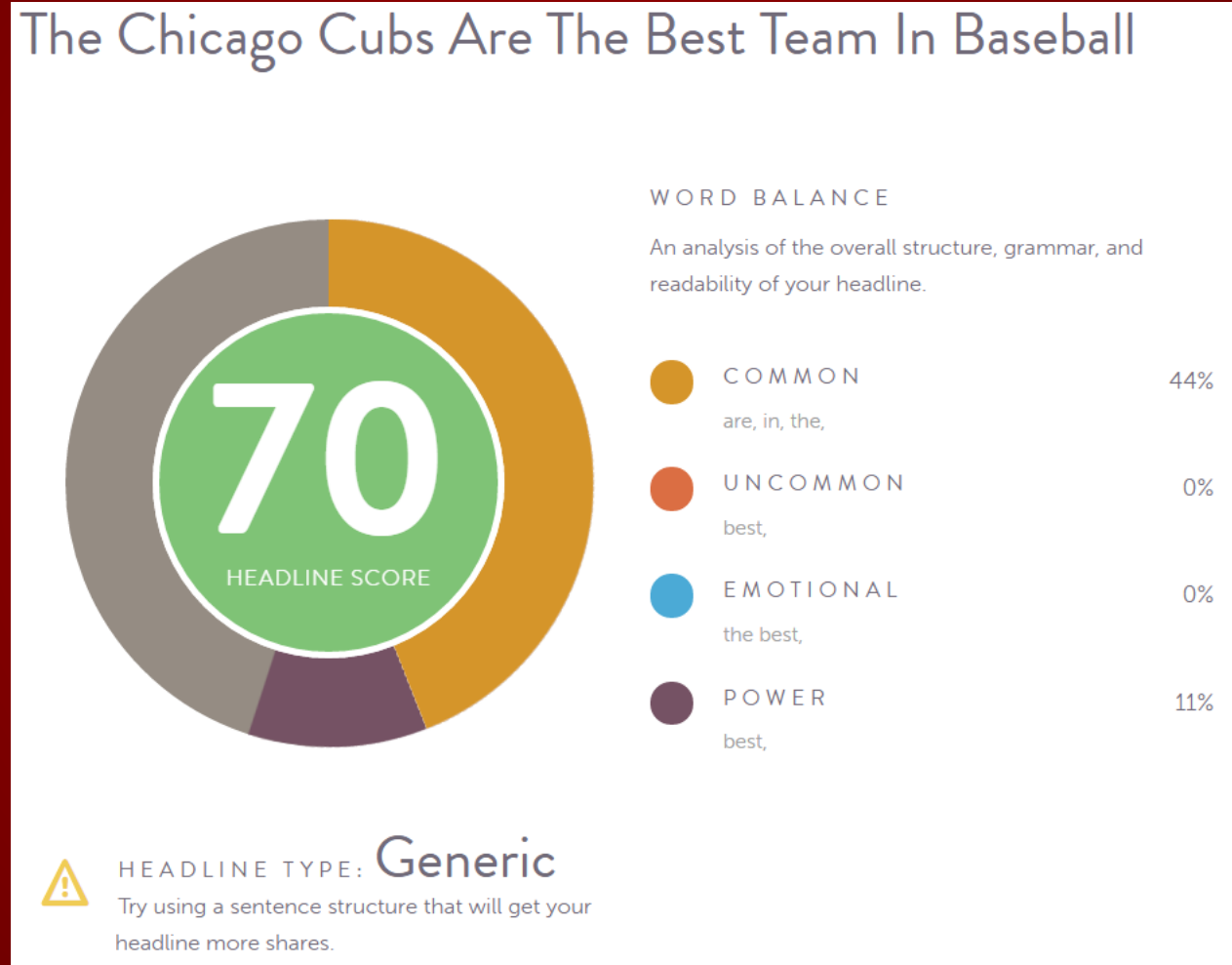


Reuters

- You
- How to ...
- Numerals
- Why
- Best

# COSCHEDULE

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



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## KEYWORDS

Headlines should include searchable keywords and phrases so that readers can find your content easily.

Chicago Cubs

Team

Baseball

## FIRST & LAST

When skimming content, most readers tend to read the **first and last three words** of a headline.

The Chicago Cubs Are The

FIRST THREE

Best Team In Baseball

LAST THREE

## SENTIMENT



Your headline shows positive sentiment.  
Headlines that convey positive emotion  
tend to perform the best.

# ADVANCED MARKETING INSTITUTE

<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.

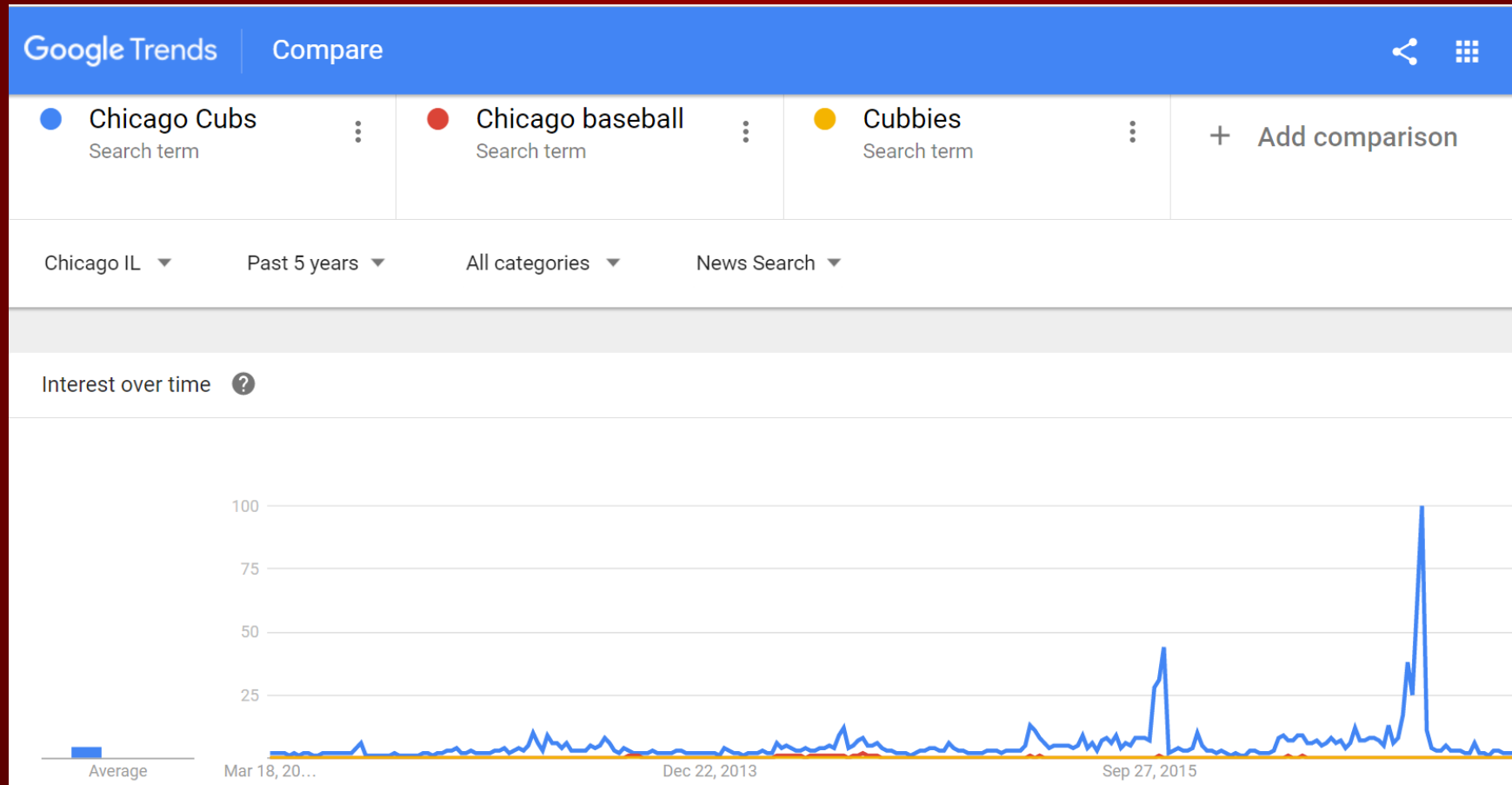
## Empathetic

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.

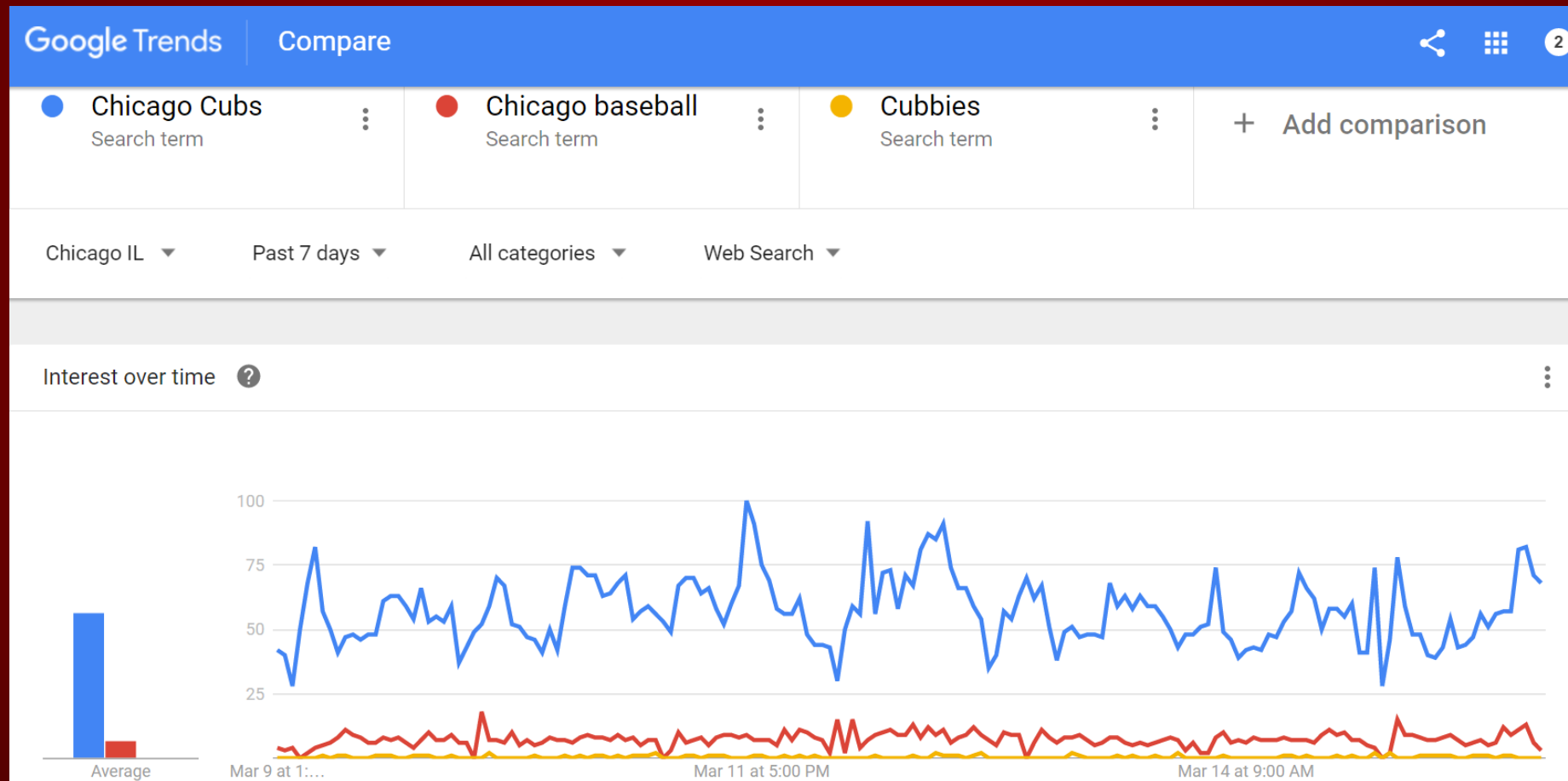
# GOOGLE TRENDS

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



# GOOGLE TRENDS

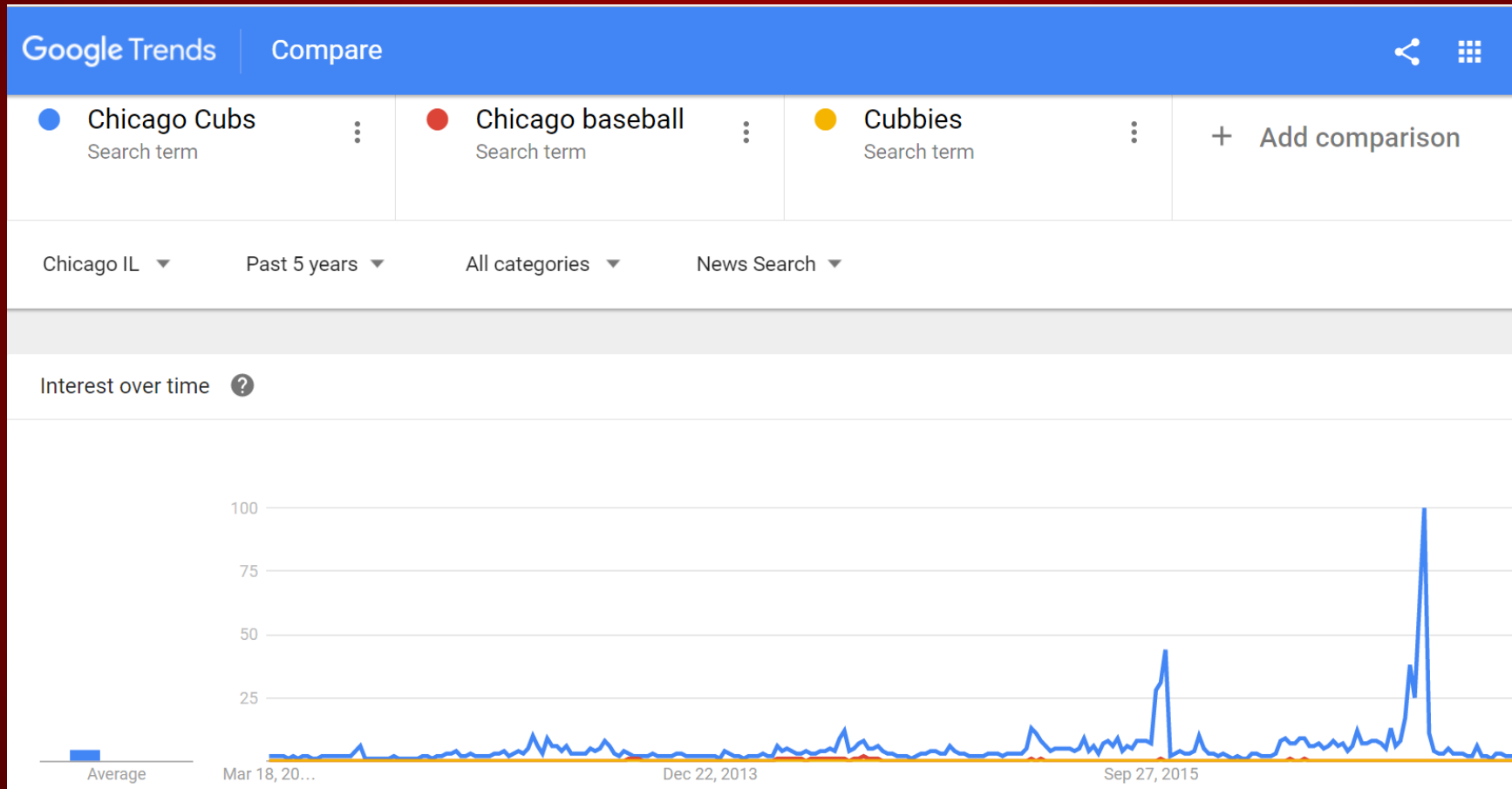
## Select time








# GOOGLE TRENDS

## Select time



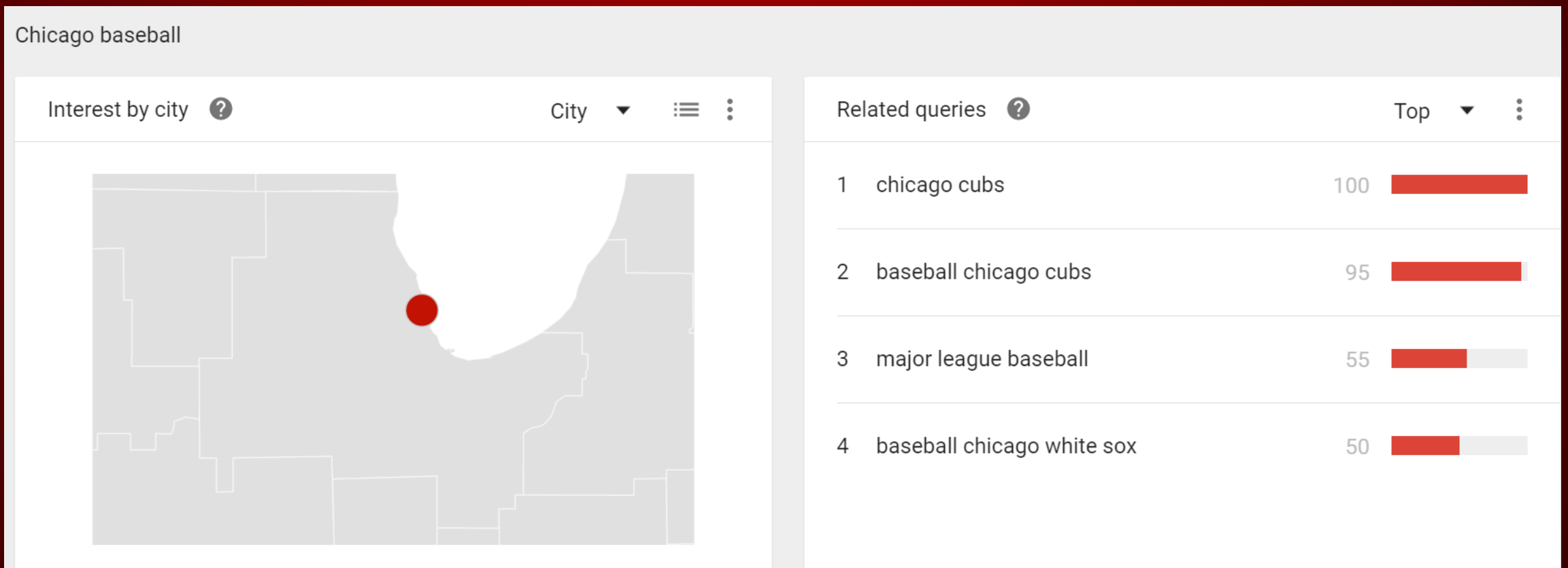
# GOOGLE

## See related queries

Related queries 		Rising  
1	chicago bears free agency	+900%
2	peoria sports complex	+400%
3	jay cutler	+400%
4	baez chicago cubs	+350%
5	ian happ	+300%

# GOOGLE

## Breakdown by city



# 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**

# SHARETHROUGH

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

## ENGAGEMENT SCORE

The variation among engagement rates boils down to simple word choice. For example, using **celebrities** in your headline (sup Drake!) or **humanizing** the ad with words related to people (i.e. hair, friend, laugh) can increase engagement.

65

AVERAGE

## IMPRESSION SCORE

It's common knowledge that less than 1% of all ads are clicked on. Increase the value of your impressions using Context Words to grab attention and build trust. Try **mentioning a brand** (yours or a brand you want to be associated with) to increase brand lift.

59

AVERAGE

# SHARETHROUGH

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



# WHAT TO AVOID

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

