HEADLINES AND TITLES

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Don’t pun
me, bro

WORDS THAT WORK

Why You Look Like Your Dog

Behind the phenomenon of pet/owner resemblance

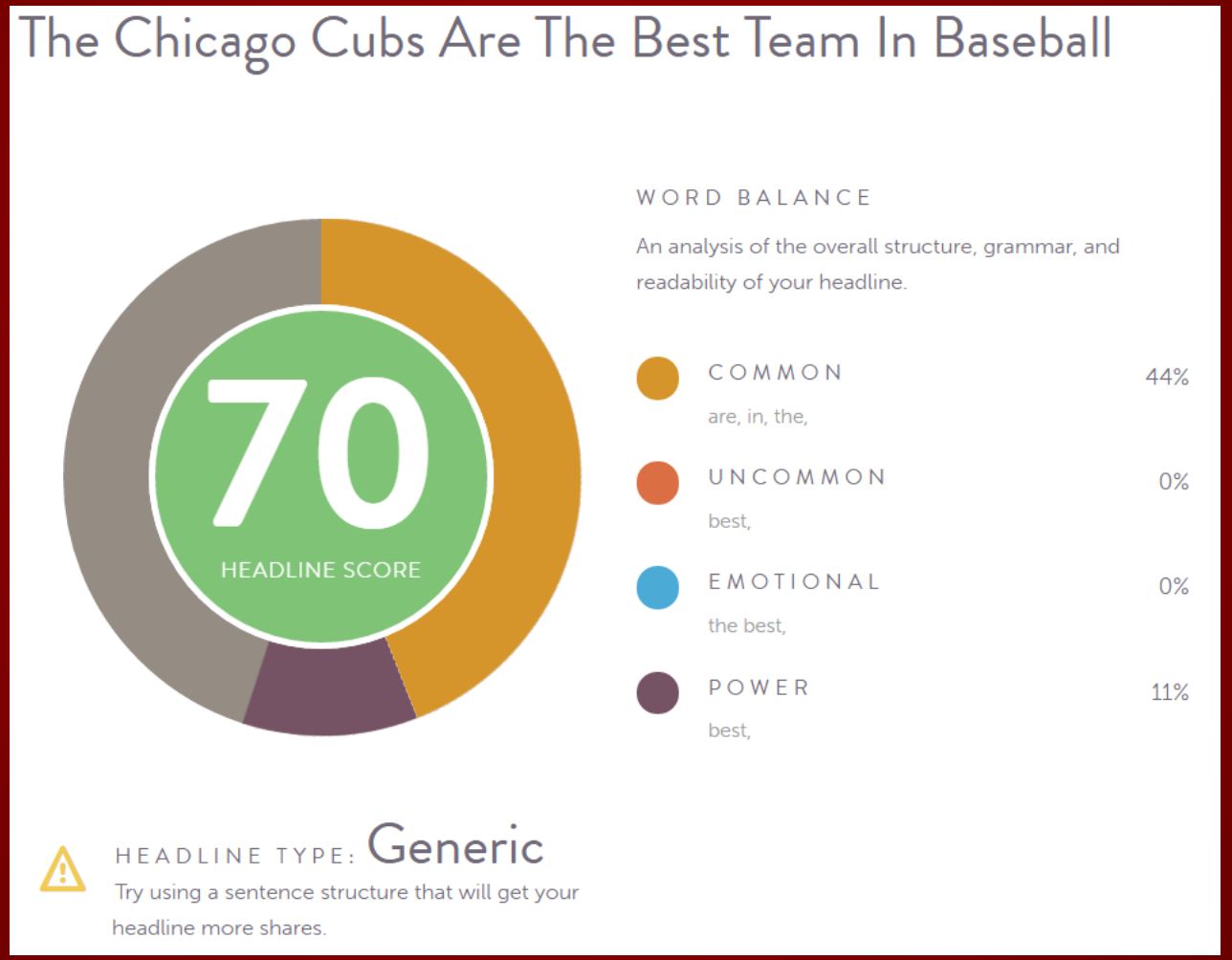
SARAH YAGER | OCT 23 2013, 7:08 PM ET

3.2k Share 344 Tweet 35 +1 21 Share More

Reuters

- You
- How to …
- Numerals
- Why
- Best

COSCHEDULE https://coschedule.com/headline-analyzer



COSCHEDULE https://coschedule.com/headline-analyzer

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.

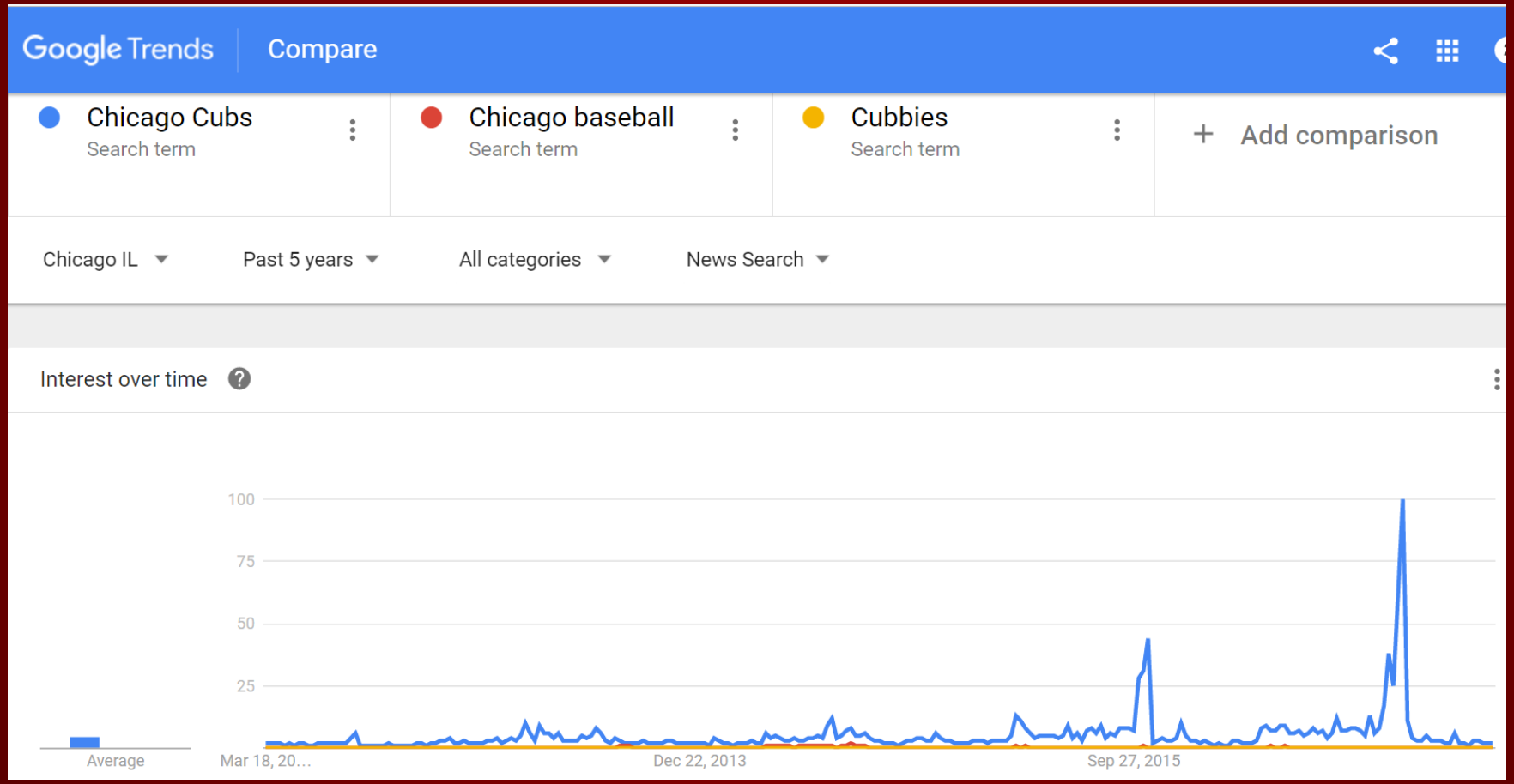
Empathetic

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 m ore words with Empathetic impact delivers desirable conversion responses from those types of market segments.

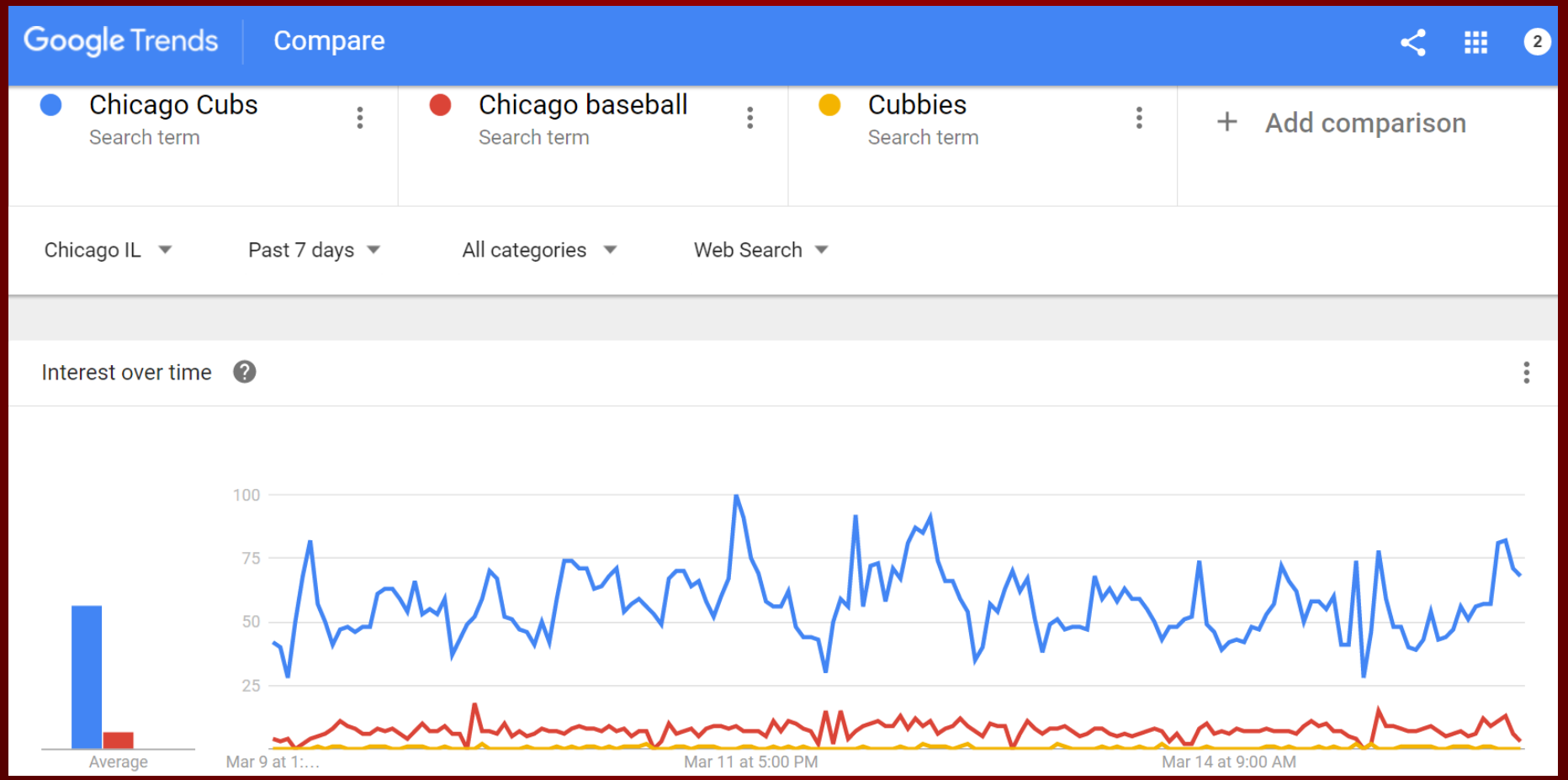
GOOGLE TRENDS

https://trends.google.com/trends/



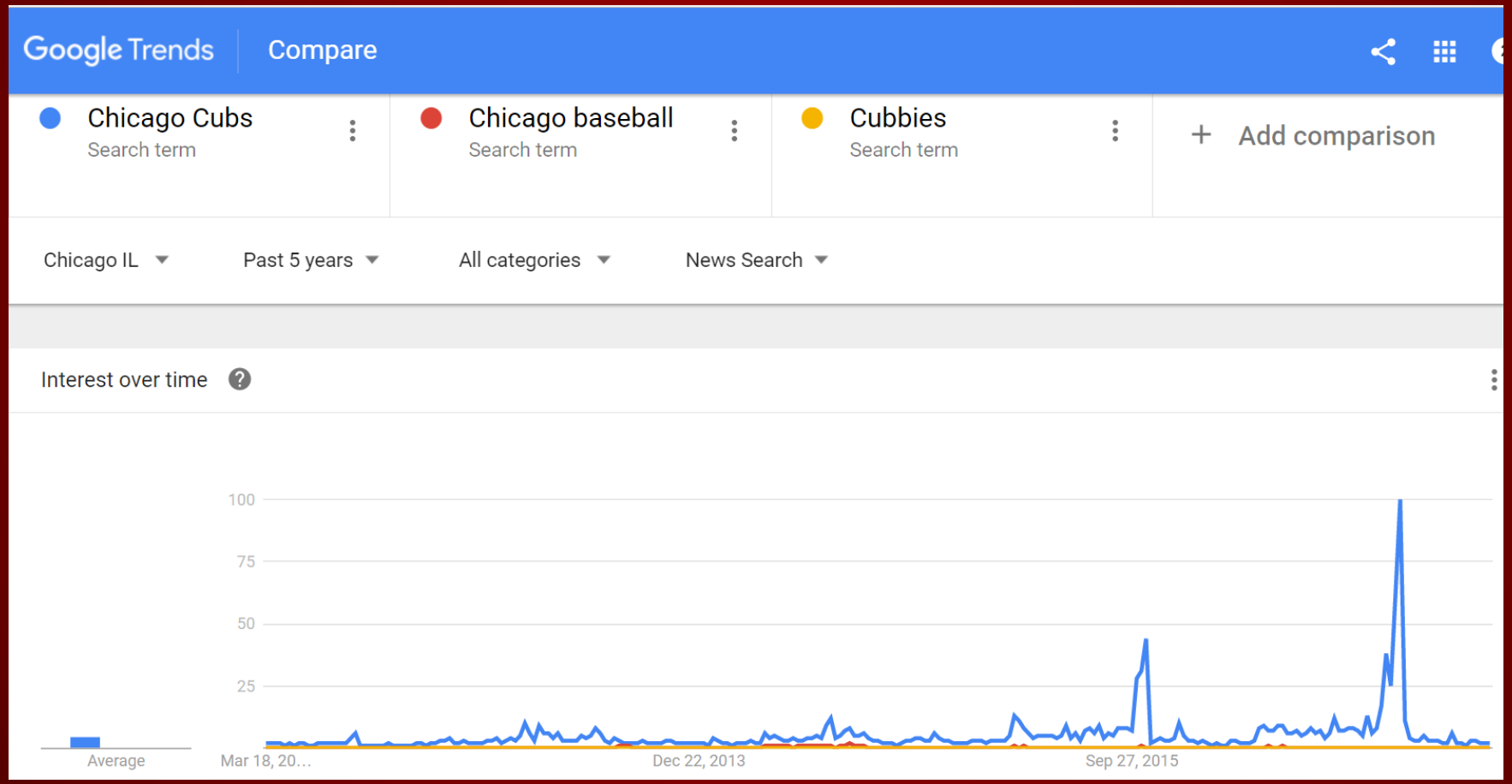
GOOGLE TRENDS

Select time



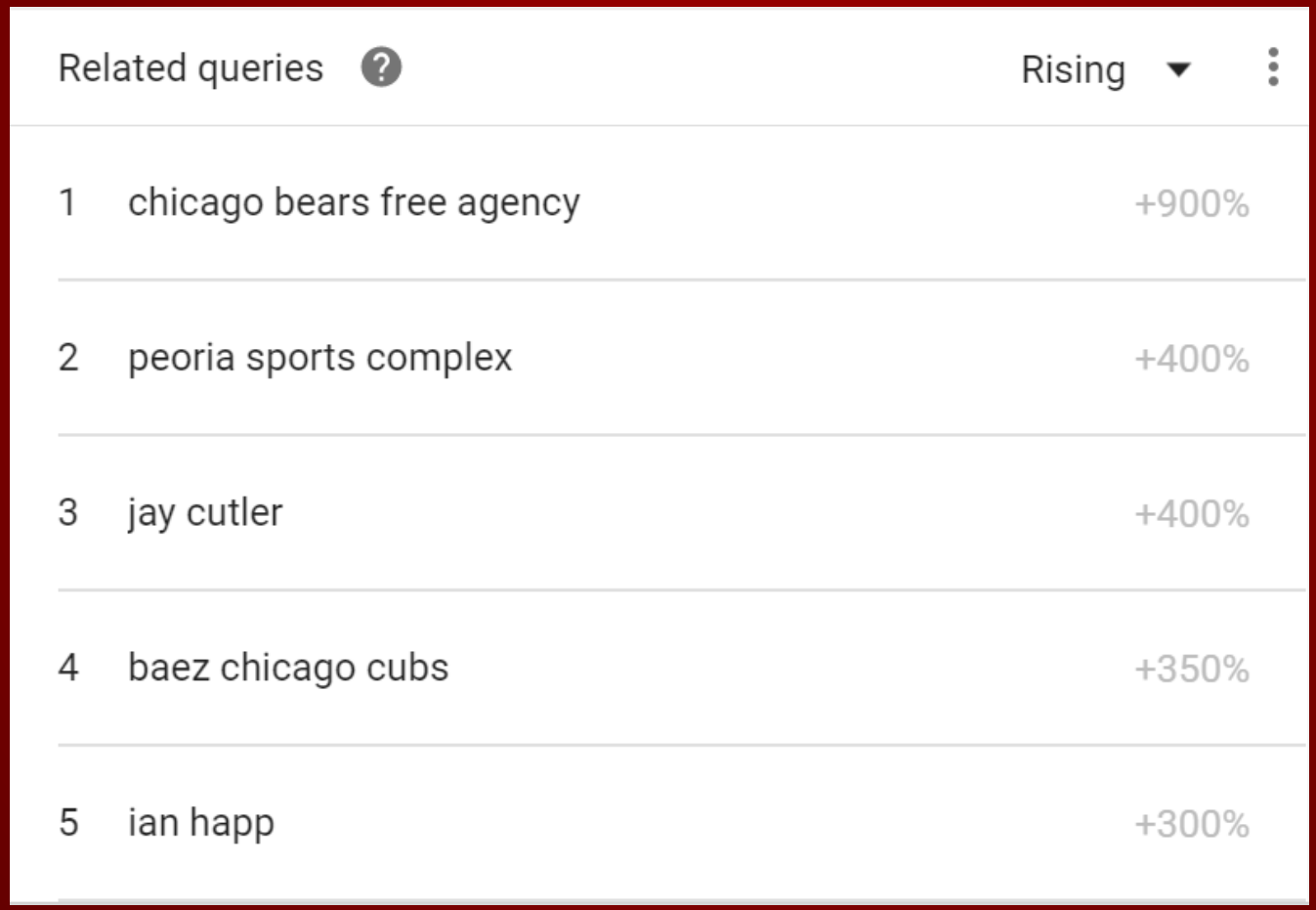
GOOGLE TRENDS

Select time



GOOGLE

See related queries



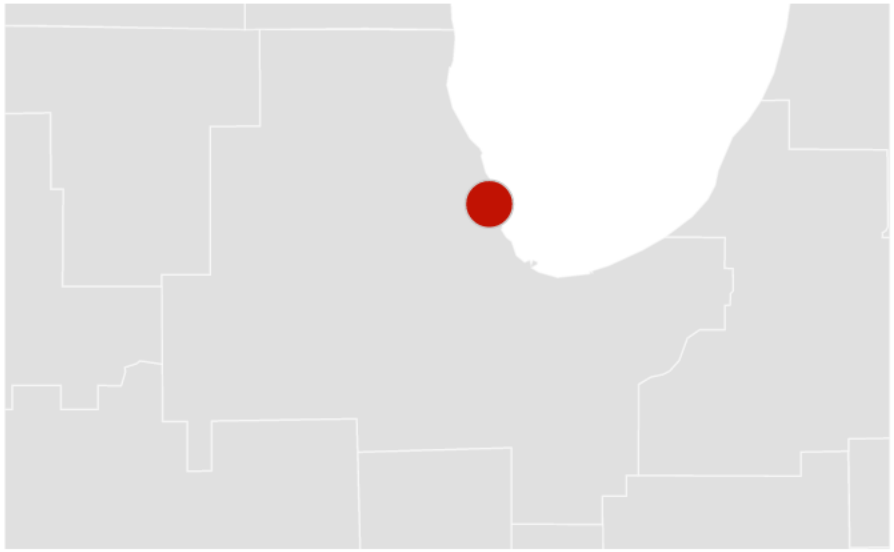
GOOGLE

Breakdown by city

Chicago baseball

Interest by city

City



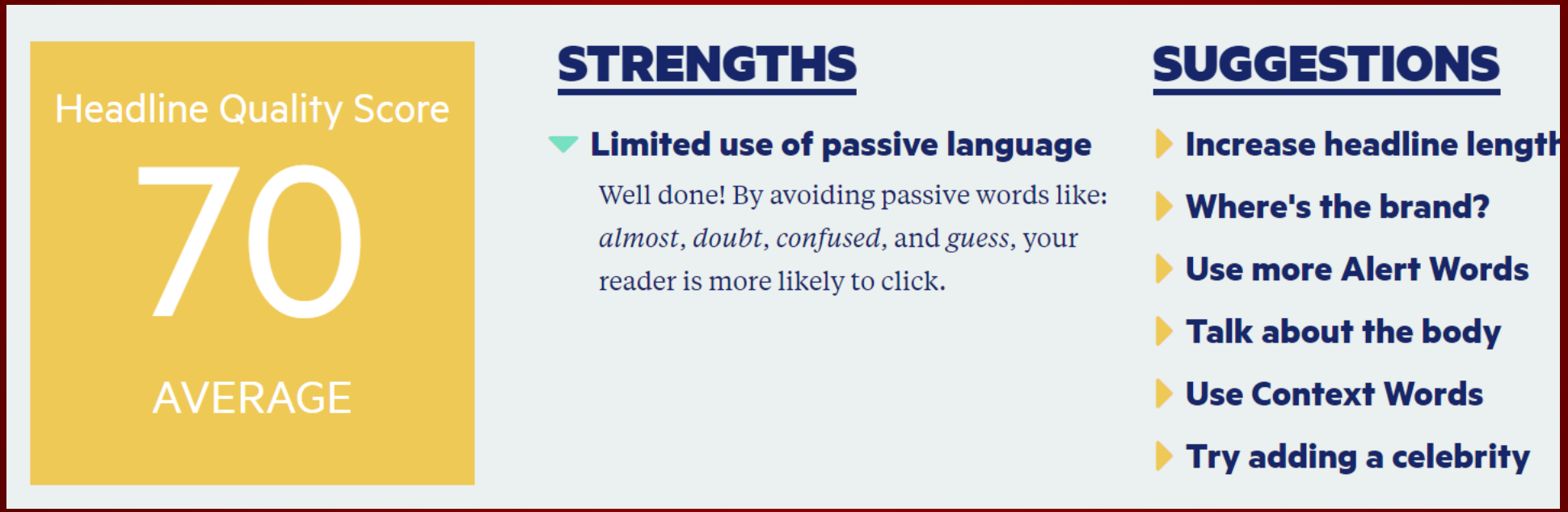
Related queries

Top

1	chicago cubs	100
2	baseball chicago cubs	95
3	major league baseball	55
4	baseball chicago white sox	50

SHARETHROUGH

https://headlines.sharethrough.com/



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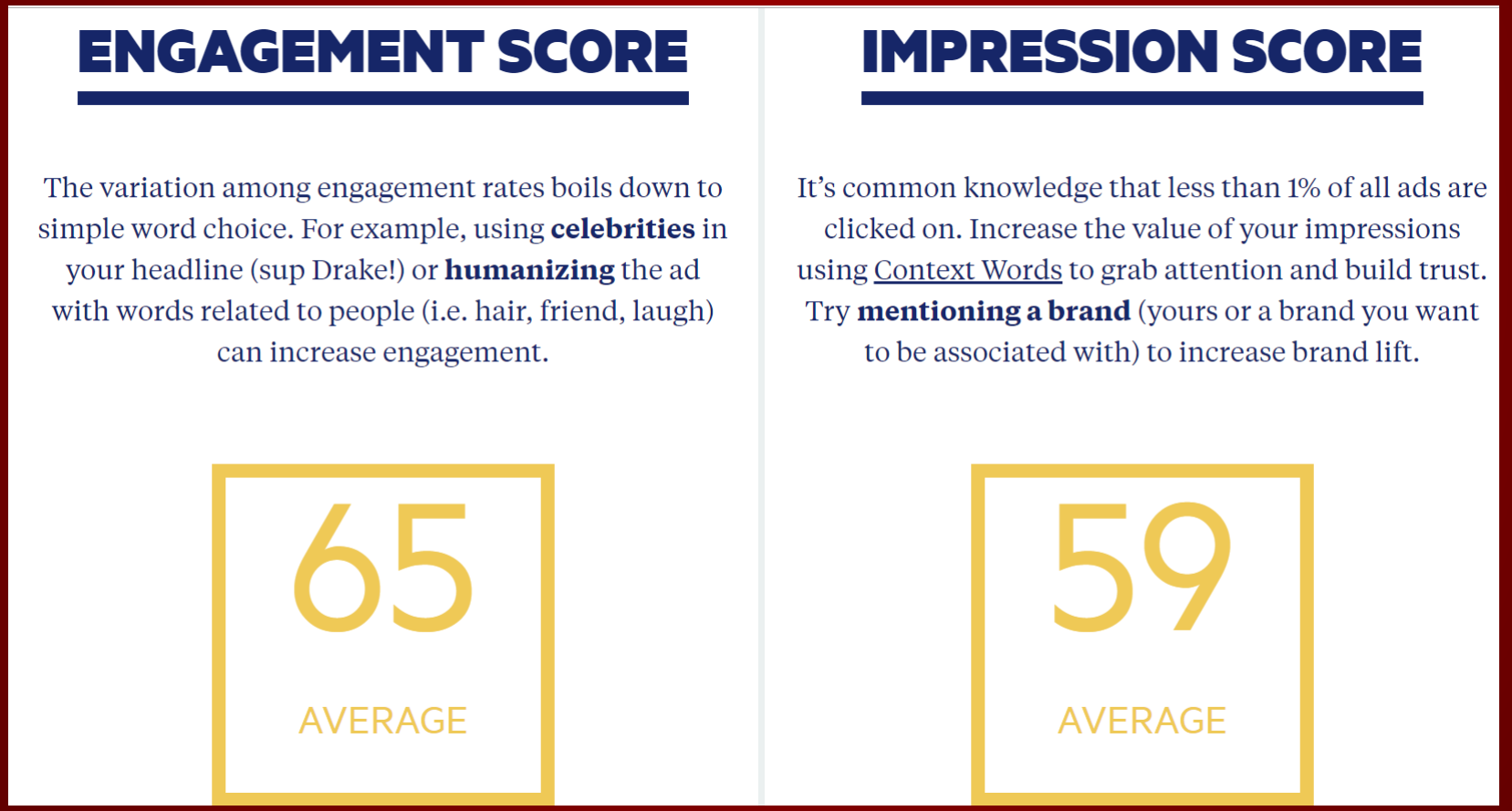

SHARETHROUGH

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

WHAT TO AVOID

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