



Training Video

Headline & Image: How To Get the Most Page Views

Why This Matters

The overwhelming majority of our traffic is derived from e-mail newsletters, organic search, and social media. Readers decide what to click based **SOLELY** on the headline and image of every article!

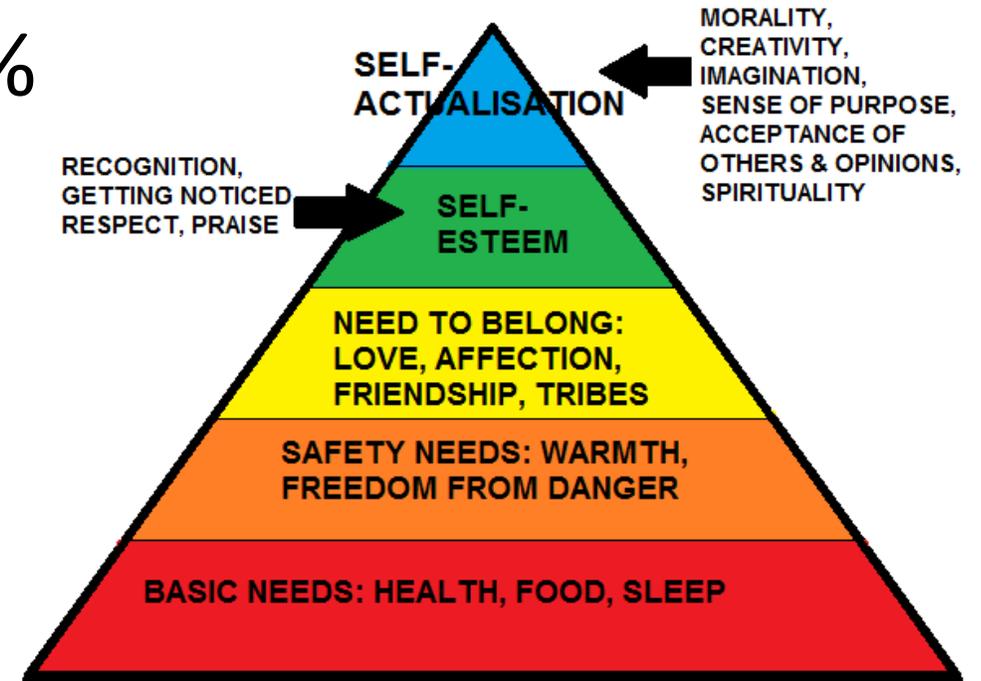


The Basic Stats

8 Out Of 10 People Only Read the Headline

Image Impacts Views up to 94%

People Share Content to Increase Their Self-Esteem, Popularity, & Standing Among Their Peers



ABRAHAM MASLOW'S "HIERACHY OF NEEDS"

Headline Strategies

Longer Headlines are Better (Within Reason)

Experiment

1,072 Context Words

[context-word-dictionary \(d3tjhdr CPAEDMV.CLOUDFRONT.NET\)](https://d3tjhdr CPAEDMV.CLOUDFRONT.NET)

Observe What Draws Your Own Eye

Observe What Has Gone Viral

Test & Optimize Your Headlines

<https://headlines.sharethrough.com>

sharethrough

SHARETHROUGH.COM

Downtown Franklin Festival Returns April 20th

ANALYZE AGAIN

Characters: 45 Words: 6

Headline Quality Score
65
AVERAGE

STRENGTHS

- Strong use of Context Words
You just unlocked the secret sauce! Context Words, discovered by Sharethrough, capture attention and build trust, increasing impression value.
- Limited use of passive language

SUGGESTIONS

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

Alert: Our Tips About What Not to Put in Your Mouth at the Downtown Franklin Festival Coming This Weekend

ANALYZE AGAIN

Characters: 105 Words: 19

Headline Quality Score
80
ABOVE AVERAGE

STRENGTHS

- Optimal headline length
More is better. Longer headlines increase engagement and can tell a better story.
- Strong human connection
- Your prose is on point!
- Limited use of passive language

SUGGESTIONS

- Where's the brand?
- Use more Alert Words
- Use Context Words
- Try adding a celebrity

HOW THE HEADLINE QUALITY SCORE WORKS

The Headline Quality Score is based on a multivariate linguistic algorithm built on the principles of Behavior Model theory and Sharethrough's neuroscience and advertising research. The algorithm takes into account more than 300 unique variables, including EEG data and Natural Language Processing, enabling your native ads to capture attention, increase engagement and deliver a stronger impression.

Always TEST – Look for a Score of 70+

Headline Strategies

Headline Templates			<small>Credit: Neville Medhora</small>
SUPERLATIVE	SECRET	SCARY	
Headlines about "the best" or "worst"	Headlines that reveal the unknown	Headlines that instill fear/intrigue	
<p>The World's Worst Advice About ____</p> <p>The Best ____ You've Never Heard Of</p> <p>The World's Most Unusual ____</p> <p>The World's Best ____ You Can Actually Afford to Buy</p> <p>The Top 10 Most Important ____</p> <p>10 Reasons ____ is the Worst ____</p>	<p>The Hidden Truth About ____</p> <p>10 Secrets The ____ Experts Don't Want You to Know</p> <p>The Secret of Successful ____</p> <p>Little Known Ways To ____</p> <p>10 Myths About ____ That You Still Believe</p>	<p>10 ____ Mistakes You're Making Without Realizing</p> <p>The Untold Dangers Of ____</p> <p>10 Reasons Not To ____</p> <p>10 ____ Things You Should Never Do</p> <p>Beware Of These 10 ____</p>	

Headline Strategies

The 4 U's

Unique

Ultra-Specific

Useful

Urgent

Surprise Your Audience

We Analyzed Every Twitter Account Following Donald Trump: 61% Are Bots, Spam, Inactive, or Propaganda

Use Negative Words

6 Skin Care Products That May Actually Be Damaging Your Skin

Use Numbers

3, 5, 7, 9, 10, 25

Create FOMO

Image Strategies

Original Images Are Best

Always Be Asking for Images

ONLY Use Licensed Images

Get Written Permission (Text, E-Mail, Message)

ALWAYS Optimize the Image

File Name, Title, Alt Tag, & Description

ALWAYS Use Landscape Images (Or Crop)



Image Strategies

Bolder is Better, Give the Eye a Point of Focus

The More Colors, The Better

Stock Doesn't Have to Stay Stock

Crop, Overlays, Callouts

People, Places, & Unusual Things

Kids, Pets, Signs, Vehicles, Equipment, Damage, Criminals...

Conclusion

Almost Everyone Who Reads Your Article Will First See the Headline & Image Alone...

You Work Hard on Your Articles – You Want the Most People to See Them...

Equal Parts Writing & Image/Headline/SEO

Let Headlines & Images Drive Your Process...

Begin with the End in Mind