

HOW TO ANALYZE YOUR HEADLINES FOR LINKEDIN, EMAILS, AND BLOGS

Access this deck:

<https://bit.ly/analyzeheadlines>

Presented by Lynne M. Williams, Ed.D. Candidate

@GreatCareersPHL #GreatCareersPHL

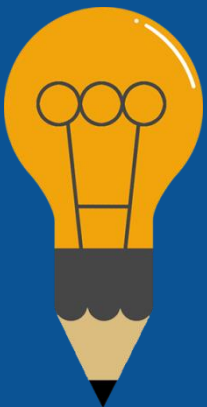


GREAT CAREERS GROUPS
YOUR CAREER OUR MISSION



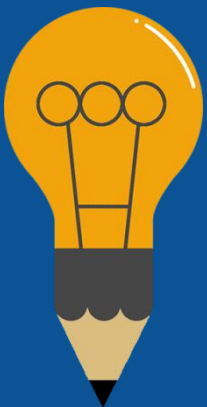
Questions We Will Address

- Do you want to learn about an analyzer to improve your overall LinkedIn headline score, engagement score, and impression score?
- Do you want some tools to improve your blog titles to make them more appealing?
- Do you need some tips to improve your email open rates based on the subject line?



HEADLINE ANALYZERS

- [Sharethrough Headline Analyzer](#)
- [CoSchedule Headline Analyzer](#)
- [Advanced Marketing Institute Headline Analyzer](#)
- [Blog About by Impact](#)
- [Capitalize My Title](#)
- [Portent's Content Idea Generator](#)
- [Answer the Public](#)



HEADLINE RESOURCES

- [How to Write Headlines That Drive Traffic, Shares, And Search Results](#)
- [The Persuasion Revolution](#)
- [Many more resources listed on Google](#)



Reflect

- A memory dart in an elevator pitch may be as important as a memory dart in a LinkedIn headline.

What's your USP?

- What will people Google to find someone like you?
- How can you be memorable on LinkedIn?

EXAMPLE



LinkedIn Example

Integrated Digital Marketing Professional



[Redacted]

Integrated Digital Marketing Professional

Greater Philadelphia · [Contact info](#)

103 connections

[Message](#)

[More](#)



West Chester University of
Pennsylvania

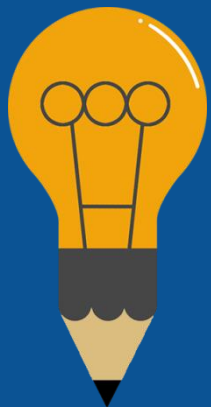
Sharethrough Demo for LinkedIn Headline

Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
Graphic Designer | Print & Digital Communication | Google Analytics | Google Ads

> 73 Headline Quality Score | 60 Engagement Score | 80 Impression Score

Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
Graphic Designer | Print & Digital Communication | Google Analytics | Results Better Than Hot Buttery
Popcorn

> 77 Headline Quality Score | 59 Engagement Score | 100 Impression Score



Sharethrough Demo for LinkedIn Headline

Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
Graphic Designer | Print & Digital Communication | Google Analytics | Conversions Better Than Hot Buttery
Popcorn

> 77 Headline Quality Score | 59 Engagement Score | 100 Impression Score

Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
Graphic Designer | Google Analytics | Conversions & Engagement Better Than Hot Buttery Popcorn at the
Movies

> 80 Headline Quality Score | 65 Engagement Score | 100 Impression Score



Sharethrough Demo for LinkedIn Headline

Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
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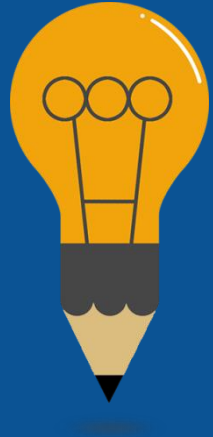
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Integrated Digital Marketing Professional | Social Media | Email Marketing | SEM | SEO | Web Services |
Graphic Designer | Google Analytics | Conversions & Engagement Better Than Hot Buttery Popcorn at the
Movies

> 80 Headline Quality Score | 65 Engagement Score | 100 Impression Score



EXAMPLE



LinkedIn Headline Articles

How to Write Good Headlines for LinkedIn Articles

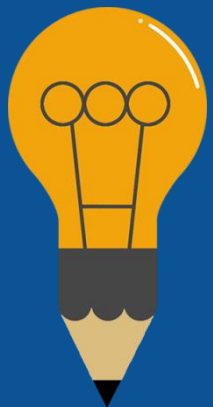
How to Boost Your LinkedIn Headline Score

Three Ways to Be Memorable on LinkedIn

Subscribe to my LinkedIn Newsletter
Career News Today

Build Your USP from Your Headline into Your Banner

EXAMPLE



Build Your USP from Your Headline into Your Banner

EXAMPLE



EXAMPLE



Want to know how to make those banners? Register for live or recording!

How to Create Snazzy Graphics

for LinkedIn &
Social Media
Overview

Thurs, March 30, 2023

2-3 PM ET



Lynne
Williams

flexjobs.com/events

How to Create Snazzy Graphics

for LinkedIn &
Social Media
Live Demos

Thurs, April 6, 2023

2-3 PM ET



Lynne
Williams

flexjobs.com/events

CoSchedule Headline Analyzer Demo

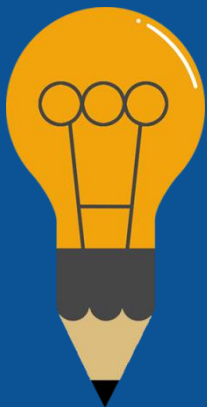
CoSchedule Headline

Analyzer is free, but

Headline Studio is not!



The screenshot shows the CoSchedule Headline Analyzer interface. It features two tabs: 'Headline Score' and 'SEO Score'. A sidebar on the left lists various analysis tools: Word Balance, Competition, Word Count, Character Count, Headline Type, Reading Grade Level, and Sentiment. The main content area displays a 'Word Balance' section with a pie chart and horizontal bars for Power Words, Emotional Words, Common Words, and Uncommon Words. Below the interface, a call to action reads: 'You have a Headline Analyzer Studio account!' followed by the text 'Head over to Headline Studio to access your headline suggestions, SEO Score, word banks, and more!'. A prominent green button labeled 'Go to Headline Studio' is centered below this text, with a link 'Continue using Headline Analyzer' underneath.



CoSchedule Headline Analyzer Demo for an Event

Social Selling on LinkedIn

Social Selling on LinkedIn VERSION 2/25 [Reanalyze](#)

Headline Score 41 **SEO Score** ▲

Pro Tip: Improve Your Headline Score

See the overall score for your current headline, plus a detailed breakdown of your headline results so you can see where to improve your headline.

[Learn how to write headlines that drive more traffic & shares.](#)

Suggestions

You're missing out on 8 score-boosting suggestions.
Upgrade to Headline Studio Pro to see your suggestions.

[Upgrade to Unlock](#)

Word Balance

Social	Selling	on	LinkedIn
ADJ	NOUN	CONJ	NOUN



Your headline is missing several types of words that readers look for. Add them to your headline to increase your score.



Common words are well-known to most readers and create the basic structure of readable headlines. Great headlines usually consist of 20-30% common words.



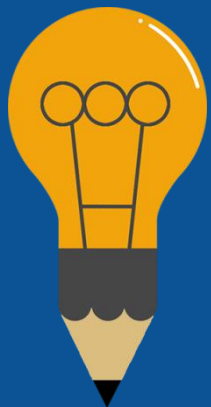
Decrease the number of uncommon words in your headline to improve your score. Great headlines usually consist of 10-20% uncommon words.



Increase the number of emotional words in your headline to improve your score. Great headlines usually consist of 10-15% emotional words.



0



CoSchedule Headline Analyzer Demo for an Event

How to Skyrocket Connections into Clients Using LinkedIn Social Selling

How to Skyrocket Connections into Clients Using LinkedIn Social Selling VERSION 2/25 Reanalyze

Headline Score **71** SEO Score ⚠️

Nice score! 🎉 [Share it on Twitter](#) for your chance to win a \$25 gift card!

Pro Tip: Improve Your Headline Score
See the overall score for your current headline, plus a detailed breakdown of your headline results so you can see where to improve your headline.
[Learn how to write headlines that drive more traffic & shares.](#)

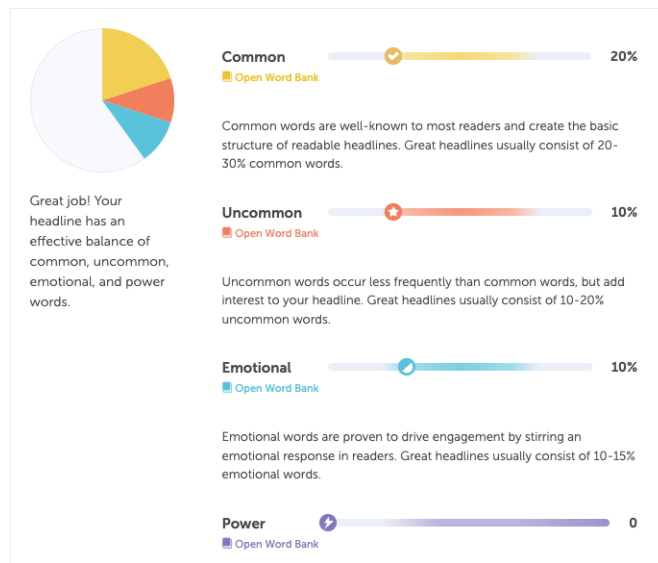
Suggestions

You're missing out on 4 score-boosting suggestions.
Upgrade to Headline Studio Pro to see your suggestions.
[Upgrade to Unlock](#)

Word Balance

How to Skyrocket Connections into Clients Using LinkedIn
ADV PART VERB NOUN CONJ NOUN VERB NOUN

Social Selling
ADJ NOUN



CoSchedule Headline Analyzer Demo for a Blog

Making Seamless Carousels - 38

How to Make Seamless Carousels - 61

Ten Tips to Make Seamless Carousels - 68

Seven Tips on How to Make Seamless Carousels - 74

[How to Create Seamless Carousels for Social Media and Be a Workplace Ally](#)

was the title of the blog article used, even though it scored a 53 because sometimes you need it to say what you want it to say!



AMA Headline Analyzer Demo for a Blog

Making Seamless Carousels - 38

How to Make Seamless Carousels - 61

Ten Tips to Make Seamless Carousels - 68

Seven Tips on How to Make Seamless Carousels - 74



AMA Headline Analyzer Demo for a Blog

Making Seamless Carousels - no result

How to Make Seamless Carousels - 40.00%

Ten Tips to Make Seamless Carousels - 33.33%

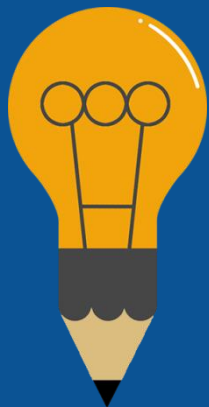
Seven Tips on How to Make Seamless Carousels - 37.5%

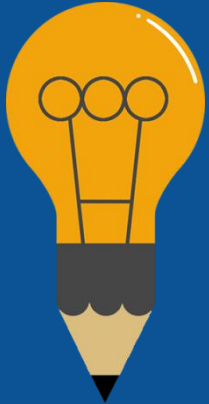


IMPACT Headline Analyzer Demo for a Blog

Enter keyword > Seamless Carousels

Your Generated Titles	
Titles	Category
Your Must-Have Seamless carousels Pricing Guide for [Year]	Cost -----
Seamless carousels : [Number] Problems You Could Face	Problems -----
Seamless carousels vs [Competitor]: What's the Difference Anyway?	Comparisons -----
[Number] Real Seamless carousels Customer Reviews You Need to See	Reviews -----
The X Best Alternatives to Seamless carousels	Best-in-class -----





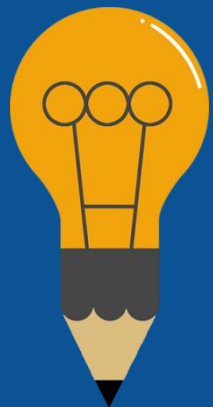
Capitalize My Title **Headline** **Analyzer Demo for a Blog**

Making Seamless Carousels - 44

How to Make Seamless Carousels - 67

Ten Tips to Make Seamless Carousels - 68

Seven Tips on How to Make Seamless Carousels - 60



Portent Headline Analyzer Demo for a Blog

Enter keyword > Seamless Carousels

7 Reasons Seamless Carousels Could Help You Win Your Favorite Reality Show

Click or tab on a word or phrase for more information.



See Another Title



Save My Idea



Tweet My Idea



Change My Subject

EMAIL OPEN RATES

Email Open Rates



Adult Career Online Learning Mar 18-24, 2023	3/18/23	3464	1278	36.9%
Adult Career Online Learning Mar 14-18, 2023	3/11/23	3484	1258	36.1%
Adult Career Online Learning Mar 6-11, 2023	3/5/23	3484	1232	35.4%

← Mar 2023 open rates 35.4 - 36.9%

Campaign Name	Deploy Date	Sends	Opens	Open Rate	Clicks	Click Rate	Click to Open Rate	Unsubs	Unsub Rate	Bounces	Bounce Rate
Adult Career Online Learning Jan 21-27, 2023	1/21/23			#DIV/0!							
How to Craft a Resume That Gets Attention	1/17/23	3437	1117	32.5%							
Adult Career Online Learning Jan 16-21, 2023	1/16/23	3440	1149	33.4%							
Adult Career Online Learning Jan 10-14, 2023	1/9/23	3424	1209	35.3%							
Adult Career Online Learning Jan 24 - 28, 2022	1/22/22	3292	1013	30.8%							
Adult Career Online Learning Jan 17 - 21, 2022	1/17/22	3288	1011	30.7%							
Adult Career Online Learning Jan 10-15, 2022	1/9/22	3285	1027	31.3%							
Virtual Career Education Events: Jan 25-29, 2021	1/25/21	2556	331	12.9%							
Weekly Events: Jan 18-22, 2021	1/18/21	2561	308	12.0%							
Weekly Events: Jan 11-16, 2021	1/11/21	2563	332	13.0%							
Virtual Career Education Events: Jan 4-8, 2021	1/6/21	2554	330	12.9%							

← Jan 2023 open rates 32.5 - 35.3%

← Jan 2022 open rates 30.7 - 31.3%

← Jan 2021 open rates 12 - 13%

🔴 ○ LinkedIn, Job Search Tips, Headline Analysis & More!

Emojis from [EMOJIPEDIA](#)

[Past MailChimp Issues](#)

[Subscribe to Great Careers Groups MailChimp Newsletter for Weekly Events](#)



Upcoming Schedule

UPCOMING WORKSHOPS WITH LYNNE SPEAKING

<http://bit.ly/CareerTopics>

UPCOMING WORKSHOPS

<https://greatcareers.org/events>



Great Careers Groups Awards

March 2020

Community Enhancement Award
Nominee for the YWCA Tri-County Area's
25th Annual Tribute to Exceptional
Women - [article](#)

March 2020

Best Business Chamber or Networking
Group in Montgomery County from
Montco Happening - [article](#)

September 2020

SCORE Small Business Award Winner
for 2020 for Chester & Delaware
County SCORE - [Youtube](#) &
[article](#)

December 2020 & 2021 & 2022

#1 Business Networking Associations
in the Philadelphia Area per the
Philadelphia Business Journal
2020 [list](#) & 2021 [list](#) & 2022 [list](#)





Lynne M. Williams, Ed.D. Candidate

I guide you to your keywords to beat the bots for resumes and LinkedIn - unemployed, self-employed, or employed. My process is collaborative.



[Top 15 LinkedIn Experts in Philadelphia 2023](#)

Follow our
Social Media!
Read my blogs!

I also write for:

[vista.today](#) [delco.today](#) [montco.today](#) [bucksco.today](#)

Let's Connect!



director@greatcareersphl.org



lynne@aroundtheclockexecs.com



www.linkedin.com/in/lynnewilliams



484-393-2951



Book a 15 min call with me



Speaking Topics



@GreatCareersPHL | #greatcareersphl

Let's connect on LinkedIn! Click on MORE!

Lynne Williams



- ★ **ATS Resumes & LinkedIn for Job Seekers**
Individualized Reinventions, Relaunches, & Pivots
- ★ **Career Education 501(c)3 Nonprofit #GreatCareersPHL**



Top 15 LinkedIn Experts In Philadelphia In 2023
influencedigest.com · 1 min read



Lynne Williams Ed.D. Candidate (she/her/hers)

ATS-friendly resumes & LinkedIn for job seekers | Pivots & reinventions branding | Keyword strategies to beat the bots | Data-driven | Target your job search | Online career education & techie boomer cheerleader

Talks about #resumetips, #linkedintips, #careereducation, #greatcareersphl, and #applicanttrackingsystem

Greater Philadelphia · [Contact info](#)

<https://linktr.ee/lynnewilliams>

17,007 followers · 500+ connections

Open to

Add profile section

More



Great Careers Groups & BENG



Gwynedd Mercy University

SOCIAL SCHWEIZ

TOP 50 LINKEDIN INDEX EXPERTS INTERNATIONAL

THE BEST LINKEDIN EXPERTS WOLRDWIDE ARE YOU FOLLOWING THEM?

LYNNE WILLIAMS

Country: United States	16
Recommendations: 2	
Skills: 5	
Followers: 17	
Articles: 7	
Newsletters across: 0	
Newsletter subscribers: 5	
Followers company page: 2	
Company page posts: 0	
Company page newsletter followers: 0	
Providing services: 0	

Total points: 36

BASCHI SALE

bs@socialschweiz.ch

Upcoming Events for Entrepreneurs & Business Owners thru June 2023

- Mar 30th 2 - 3 PM How to Create Snazzy Graphics for LinkedIn and Social Media Overview with FlexJobs
- Apr 6th 2 - 3 PM How to Create Snazzy Graphics for LinkedIn and Social Media Step-by-Step Demos with FlexJobs
- Apr 13th 6:30 - 8:30 PM How to Gain Customers with a LinkedIn Company Page for SCORE DE
- Apr 15th 10AM-1PM LinkedIn Part 2 of 3 at Chester County Library
- May 11th 10-11 AM How to Gain Customers with a LinkedIn Company Page with Chester & Delaware County SCORE
- May 15 6-8 PM What's Your Shtick? Personal Branding Online & Off at UM Lib
- May 20th 10AM-1PM LinkedIn Part 3 of 3 at Chester County Library
- June 5th 7-8:30 PM Create Graphics for Social Media using Canva, and More! (1 of 2) at Mt. Airy Learning Tree
- June 8th 7-8:30 PM Optimize LinkedIn for Career Success (1 of 2) at Mt. Airy Learning Tree
- June 12th 7-8:30 PM Create Graphics for Social Media using Canva, and More! (2 of 2) at Mt. Airy Learning Tree
- June 14th 9 AM - 3 PM 2023 Tips on Building Your LinkedIn Brand **(in-person)** at Parx Casino with **29**