Creating a Blog Post Title

Develop your headline based on your keyword/s plus the outcome your readers can achieve.

Aim for 50-65 characters in your title and approximately 6-10 words. This ensures your title will appear correctly in a google search preview.

Use this formula to create your title:

Adjective + Keyword + Outcome Eg. 5 Easy Steps That Will Make You Feel Positive

- Adjective: easy steps
- Keyword: feel positive
- Outcome: will make you feel positive

Use http://coschedule.com/headline-analyzer to help create your headline. The service is free to use, however you may need to enter your email details to use the service.

I entered my title in the Coschedule URL and received the following results:

- Headline Score 88
- Characters 45
- Words 9

The headline analyzer also reports on:

- Headline type
- Word balance
- Skimming words
- Google search preview
- Email subject line preview

To see the headline analyzer in action, go to the URL http://coschedule.com/headline-analyzer and enter the title I have used on this page: 5 Easy Steps That Will Make You Feel Positive