

Get more people to read your story

Write headlines that you'd want to read.

Display headline

SOCIAL

YOUR SITE

What would make someone click on or share this story?

Say **why it matters**.

Be **conversational**.

Focus on **people, not policy**.

Use **articles** (a, an, the).

Include **details**.

Interrogatives (why, how, etc.) work.

Use **puns** and **questions** sparingly.

Have **fun** – when appropriate.

Avoid journalese, questions, partial quotes and colons.

SEO headline

GOOGLE

BROWSER TAB

What would people type into Google to find this story?

50 to 60 characters.

Pack in those **keywords**.

Write it for **humans**.

Be **clear** and **direct**.

SEO description

What would make the headline more enticing?

The **shorter the better**. One sentence usually suffices.

You **don't** need a lot of **keywords**.

Custom URL

What group of keywords will best represent the story?

It's some **keywords strung together**.

Use keywords that **appear in your story**.

Use **hyphens** and **lowercase**.

Never use **underscores**.

I need inspiration.

Identify **key points** in the story.

Look in the **lead** and **nut graf** for ideas.

Does anything **stand out** in the story body?

Try saying headline options **out loud**.