Get more people to read your story

Write headlines that you’d want to read.

**Display headline**

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**

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*.