Recipe: Window title/SEO headline

Ingredients:
3 or more keywords Reason to read story
50 to 70 characters Necessary context
optional interrogative words Maybe a number
such as why, how, when Adjectives are fine

Assemble straightforward, human-readable sentence with keywords toward the left. Do not prepare keyword salad;
SEO heds should appeal to humans as well as Google. Avoid puns and wordplay. Make sure headline differs in some way from the display hed.

Source: tabs, Google top stories & news, SERPs
From: hmorris@npr.org, Training team
Recipe: Display headline

Ingredients:
- 3 or more keywords
- 60-plus characters
- Optional interrogative words (such as why, how, when)
- Adjectives are fine

Assemble non-vague sentence that accurately captures gist of story. Sprinkle keywords toward the left. Let the reader know whether they should click. Question heds should promise an answer longer than a word or two. Fold in puns or wordplay with immense caution.

Source: FB, Twitter, npr.org, NPR app

From: hmorris@npr.org, Training team