

DON'T PANIC

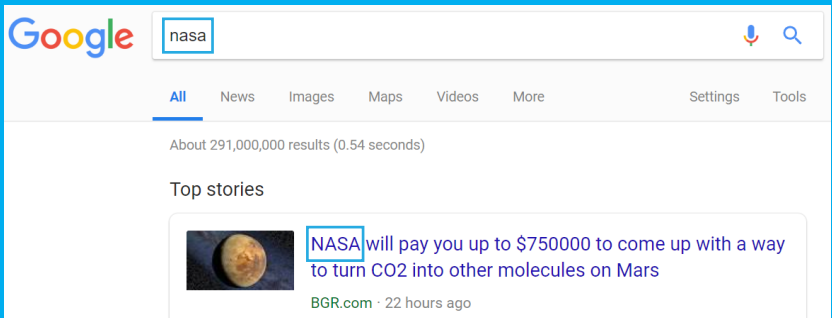
How to write a news
SEO headline - that works!



trisolute
 NewsDashboard

Start here to write a winning SEO headline

- 1 What keywords are people using to search for the story?** Make a list, and put those keywords in the headline, subheadings, captions and headings. Put the main, or target, keyword toward the front of the headline.



- 2 Harness your metrics.** Look at internal (keywords readers search for on your site) and external (keywords that bring readers from search engines to your site) for ideas.

- 3 Consider context.** Will this story be local, regional or national in scope? Are the people involved notable?

- 4 Remember - you're writing for people using Google, not an algorithm.**

Don't panic.

Stop guessing.

Start monitoring Google News.

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