DON'T PANC

How to write a news SEO headline - that works!





Start here to write a winning SEO headline



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.

Google	nasa						Ŷ	پ م		
	All	News	Images	Maps	Videos	More	Settings	Tools		
	About 291,000,000 results (0.54 seconds)									
	Top stories									
	NASA will pay you up to \$750000 to come up with a way to turn CO2 into other molecules on Mars BGR.com · 22 hours ago									

- 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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