

# HOW TO WRITE A NEWSPAPER ARTICLE TITLE

*Choosing a limited number of words to convey the main point of an article is the key challenge when considering how to write a newspaper headline. Because newspaper headlines are limited by the space available on the printed page, word choice and clarity are crucial to a good.*

Indeed, headline writers for websites use Search Engine Optimization , or SEO, to try to get more people to view their content. It lets them know you have something specific, concrete and real to offer them. However, using a very long subtitle can sometimes be cumbersome and counterproductive e. Know Where to Capitalize Always capitalize the first word of the headline and any proper names. Write in Present Tense Even if most news stories are written in the past tense, headlines should almost always use the present tense. That's also the best model for headlines. If you like this post, you can also check out our tips for writing a good abstract. The manual recommends simplicity and the use of concise statements when formulating your title. A headline should entice readers but it shouldn't oversell or distort what the story is about. Whatever the length, the headline should be the best one possible within the space allotted. Example: Obama hosts White House dinner Obviously, "White House" should not be split from the first line to the second. There is no room for double meanings or confusion, or worse, offensive content. Several posts have gone on to attract over 1million visitors each. Your readers will probably look for more information in the rest of your article. How can you do this? Numbers are something we know and feel comfortable with; they give us a sense of familiarity and advise our brains on how long an article may take to read. Remember, you want to pull readers in not push them away. Start with a draft Writing a paper can be a lengthy process that may take anything from a few days to several months. Irony, puns, and humor in the title may help you attract more readers but they should be avoided most of the time Hartley, Article title type and its relation with the number of downloads and citations. Write a few variants Take the time to write a few possible titles and to experiment using different types or alternative formulations Hays, Shorter is better. But there's more to headline writing than meets the eye. And until we start reading from the bottom up, catchy headlines are here to stay. If you want to learn more about how we get millions of visitors to our sites every year, I recommend you read the following posts:. Here's a better way to do it: Obama hosts dinner at the White House Make Your Headline Appropriate to the Story A humorous headline may work with a lighthearted story , but it most definitely wouldn't be appropriate for an article about someone being murdered. If you come up with a good idea in the meanwhile, just write it down and continue with your work. SEO optimize. Ask Questions Using a question as a title is an excellent opportunity to get people to click through to your post. Keep It Short This seems obvious; headlines are by nature short. Fill the Space If you're writing a headline to fill a specific space in a newspaper, avoid leaving too much empty space what editors call white space at the end of the head. He ran a series of Google ads and looked at the click through rates, simply choosing the one with the highest. People love numbers, especially in headlines. Don't Repeat the Lede The headline, like the lede , should focus on the main point of the story.