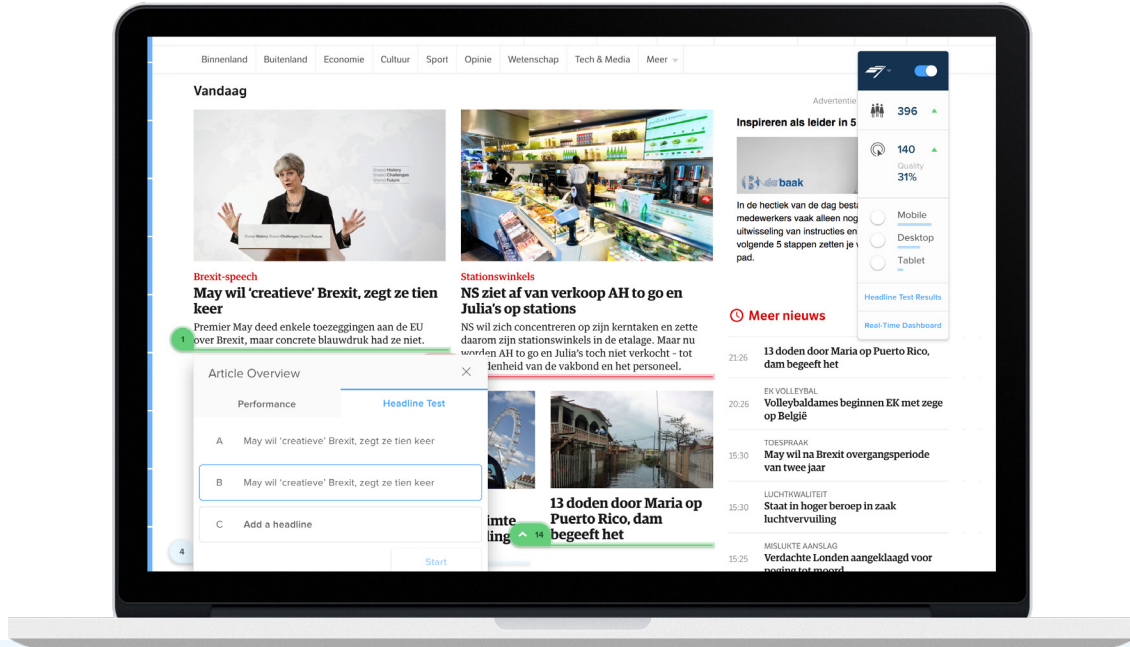


Take the guesswork out of writing headlines.



Remember these seven tips as you test your headlines with Chartbeat.

Run more effective tests

Test in high-traffic areas. Optimize the marquee areas on your site to make the best use of your time. Stick to the top of the homepage.

Fix your underperformers. Chartbeat's digital overlay will alert you in real time if one of your headlines isn't performing as well as it should. Look for red pins to find your best opportunity..

Try testing more than two variants. Headline tests with multiple variants typically see a higher lift in the winning headline, so write three or four variants whenever you can.

Vary the language you use. If headlines are too similar, you may not get a measurable result for your test. Try a different approach to the headline, rather than just rearranging the words.

Combine data with news judgement

Know your audience. Homepage visitors tend to be your most loyal readers, who come back often to see what you have to share. Think about those visitors and their mindset as you craft headlines.

Maintain your voice. What differentiates your site from all the rest of the content on the internet? Loyal visitors choose your site for its unique perspective and voice.

Spend extra time on your high-value journalism. Deeper stories need the right headline to accomplish their purpose of informing readers. They deserve some optimization help.