

Five Tips for More Search Friendly Headlines

by Joseph Miller, Product Manager, EON: Enhanced Online News, Business Wire San Antonio
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For his series of blog posts on the art and science of press release optimization, "SEO Tip Jar," EON Product Manager Joseph Miller looked at one of the key factors affecting search engine ranking as it pertains to press releases: the page title. In the context of press releases, your headline serves double duty as your page title and is thus the most important signpost for steering searchers and readers towards your content.

Using these simple tips can help you get the most out of your headlines and reap benefits for your organization.

1. Give 'Em What They Want

When crafting your headline and release, it's important to think like a searcher. Look at past release reports or your web analytics to see what keywords tend to bring readers to your unique content and build on that. If you don't have access to your company's web analytics, try to request a report from your web team with top search referral terms.

2. Emphasize Your Most Important Keywords

Once you have some quality keywords to choose from, pick one or two that are most important to you and focus your headline on those. You don't have a lot of room to work with, so don't try to work too many keywords into your headline just for the sake of it.

3. Keep It Brief

Speaking of room to work with, Google generally displays only the first 63 characters (letters and spaces) of release headlines in search results, so make sure to get your key information across as concisely as possible. If you are going to go beyond the limit, always make sure that your headline reads well when truncated. That's how searchers will encounter your news. If it doesn't make sense, they are much less likely to click through and read the rest what you have to say.

➤➤ Keep reading for more tips for more search friendly headlines

Get more SEO tips every month! Read **SEO Tip Jar with Joseph Miller** on the BusinessWired blog. Find us online at BusinessWire.com/blog. Have a burning SEO question? Email it to Joseph at joseph.miller@businesswire.com to get the answer. You can also follow Joseph on Twitter @EONpr.

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Here's an example. This is how the headline of this release from 977music.com reads on EON: Enhanced Online News:



LIVE ACL Fest Updates Provided Free by Internet Radio Station, 977music.com

977music has Unprecedented Onsite Access to Nation's Largest Music Festival, Oct 2-4

October 01, 2009 03:30 AM Eastern Daylight Time

AUSTIN, Texas--(EON: [Enhanced Online News](#))--Your #1 source for free [internet radio](#), 977music.com, will be on site conducting interviews with attendees, taking pictures, and live blogging and tweeting at the Austin City Limits Music Festival, a 3 day, 8 stage event featuring Pearl Jam, Dave Matthews Band, Kings of Leon, and over 125 other bands. ACL, as the Austin City Limits Festival is fondly known, is considered a premier rock festival along the lines of Bonnaroo, Lollapalooza and Coachella.



And here's how the title reads, as displayed in Google search results. Note that the headline's been shortened, but it still conveys key information:

[LIVE ACL Fest Updates Provided Free by Internet Radio Station ...](#) ☆

Oct 1, 2009 ... **LIVE ACL Fest Updates Provided Free by Internet Radio Station, 977music.com.** 977music has Unprecedented Onsite Access to Nation's Largest ...
eon.businesswire.com/portal/site/eon/permalink?...news... - Cached

4. Choose: Descriptive or Catchy

It can be very difficult to be both descriptive and catchy at the same time, and both techniques have their benefits. Descriptive headlines may be more relevant to more people and tend to work in more keywords for SEO, but catchy headlines might be better 'linkbait' and more likely to be shared via social networks or blogs.

5. Keep At It

Search engines like Google and Bing are here to stay and securing your place in search results is an ongoing effort. Incorporating press release SEO techniques can provide both short term benefits and serve as part of a long term strategy to build your presence in search.