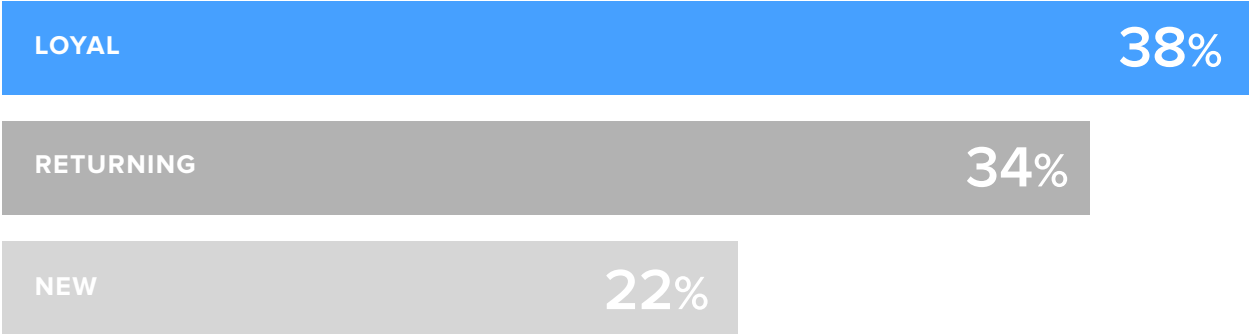


Make headlines work for you.



The homepage is a key channel for connecting with loyal readers. Headline Testing encourages quality clicks, a key metric towards growing your loyal audience.



Clicks with quality

50% of your readers will leave your homepage without ever clicking on a story.

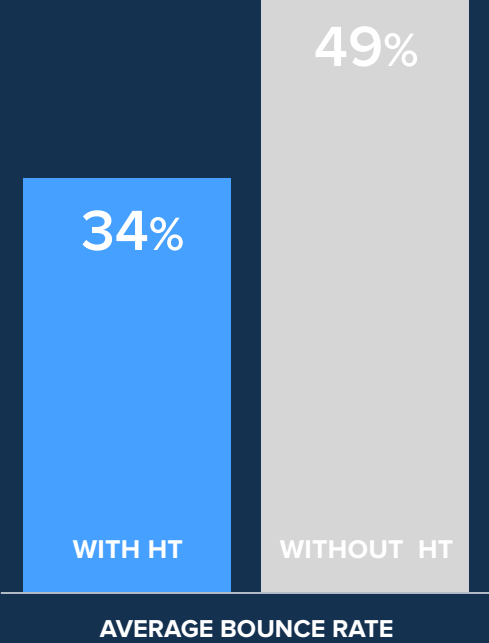
Give your loyal audience a reason to read more — better headlines drive more quality clicks to your content.

OPPORTUNITY

Eliminate guesswork, increase loyalty

Our data shows that sites that use Headline Testing have almost a **15% lower bounce rate** than those that do not, giving your readers more reasons to come back to your site.

Bounce Rate is the percentage of visitors who navigate away from your site after viewing only one page.



Keep on reading on

Conduct multiple tests to get the right headlines in front of your audience, ensuring that they will keep reading—and continue coming back. Just by experimenting with your headlines, you can see:



Based on a comprehensive evaluation of headline tests that use Chartbeat’s multiarm bandit testing model.

Headline Testing has grown massively in popularity among our editorial team, doubling tests month over month for the past quarter. As data fluency is increasing culturally across the organization, our sub-editors and section editors are using Headline Testing to creatively and actively learn how to better engage with our readers.

KOREY LEE
Head of Data Analytics, South China Morning Post

The Headline Testing tool has been a bit of a life-changer! Now we can see the results in real time and have definitive answers on what works — and what doesn’t. It’s great to be able to see immediately how a good headline appeals to the audience.

GEMMA PELOW
Chief Sub-Editor, Sky News

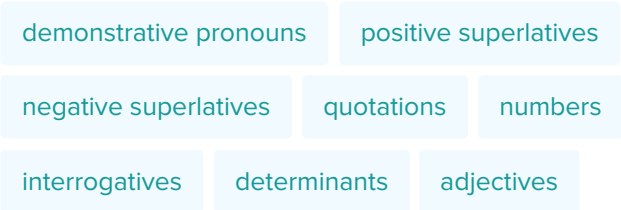
Our team had seen traffic start to stagnate, and since it’s our job to grow traffic, we talked about which cultural and procedural changes we should make. We all believed it was improving headlines — and to improve headlines, we had to test them.

AARON SHILL
Content Director, Deseret News

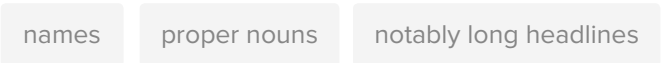
A word on engaging headlines

Certain words can help or hurt your ability to build reader engagement and long-term loyalty. We analyzed over 95,000 headline tests and more than 235,000 individual headlines for linguistic traits of successful and unsuccessful headlines.

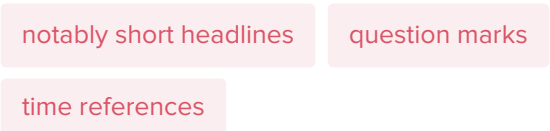
POSITIVE EFFECT



NO EFFECT



NEGATIVE EFFECT



To learn more or get a demo of Chartbeat, reach out to us at headlines@chartbeat.com.

Chartbeat