Weather headlines matter



How can you improve yours?

In today's crowded market, you have mere seconds to capture a mobile user's attention. Follow these tips to create headlines that will help you stop viewers from scrolling past your content.

Don't give away the answer in the headline...

Good weather now, but how long will it last?

- Start with an informative statement followed by an enticing tease.
- Be sure to address the tease in the video.
- Don't deceive your audience by teasing something you know won't happen, like rain during a drought.

- When danger is present,

...unless you're reporting severe weather.

Avoid being "cookie cutter."

Call out specific events by name.

Thunderstorms expected this afternoon



St. Patrick's Day parade forecasting outlook

viewers don't want a tease.

- Because the content relates to personal safety, users will likely click the video anyway.
- Generic headlines are fine for secondary content, but headlines for meteorologist-curated videos should be specific.
- Try not to structure headlines the same way every time.
- Aim for around 50 characters.
- Covering special events in addition to your main video content can drive more views.
- State the name in the headline to show that it's specifically for people interested in that event.

© Copyright IBM Corporation 2020. IBM, the IBM logo, ibm.com, and Watson are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. The Weather Company[®] and the Weather[®] logo are trademarks or



registered trademarks of TWC Product and Technology, LLC, an IBM Business. A current list of IBM trademarks

is available on the web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.