

# 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.

...unless you're reporting severe weather.

**Thunderstorms expected this afternoon**

- When danger is present, viewers don't want a tease.
- Because the content relates to personal safety, users will likely click the video anyway.

Avoid being "cookie cutter."

**Evening Outlook**

- 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.

Call out specific events by name.

**St. Patrick's Day parade forecasting outlook**

- 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.