Reviews in Computational Biology

8a. Effective Titles

James Smith

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What makes an effective title?

- Attention Seeking – Headline grabbing
- Clear impact – Announcing the contribution
- Purpose – Addressing a need & answering a question
- Use of key-words, but no jargon
- Length – Appropriate for the Journal
- Appropriate – On target with the article content

Remember these when writing a Title for your manuscript

- **For 10 people that see your article, 2 will read it!**
  (You lose 80% of the readership)

- **What does the readership gain?**
  (Editor will see that you've considered the journal)

- **Make the target audience as wide as possible**
  (Draw attention to the Abstract)

- **Must reflect the content of the Article**
  (Essence of the manuscript with key-words)

- **Use a temporary "Working Title"**
  (This is useful when writing a manuscript)

When reading other articles and draft text

- **Try rewriting, creating your version of the Title**
  (Helps you remember the paper - your context)

- **Can you create a Title *de-novo*?**
  (Excellent skill, helps colleagues when proofreading)

Exercise

Three Abstracts require new Titles,
can you do better that the original authors?