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## Scientific Editing and Research Communication Core

### Writing a Title for a Research Article

A good title is important for attracting readers to your research article and ranking it at the top of search engine indexes. It is also the first thing that journal editors and reviewers will see, so it is an opportunity to provide a good first impression of your project. Here are a few strategies for writing a title. These also apply to writing a title for a grant application, which may be used to assign an application to a reviewer or group of reviewers.

#### Use target journals to model the structural content of the titles

Check target journals to see how most papers are titled, and apply a similar approach to your title. For example:

- Are titles written for a specific target audience or for a broader base of readers?
- What is the focus of the titles? Do they describe the research method, purpose, or application?
- Do the titles include acronyms that will be familiar to readers, or are terms written out?
- Is a colon used, and if so, what is its function in the title?
- Is there a character/word limit for the title?

#### Optimize the title and keyword list

Search engines use the title and keyword list for ranking index results. Take advantage of this by writing a title and keyword list that complement each other.

- Start by generating a list of 10–15 key terms that convey the main ideas of your research.
- Use this list to craft several different options for a title/keyword list.
- For titles that target a specific audience, consider using complementary keywords that appeal to a broader audience.
- For titles that describe the research broadly, select a keyword list that narrows the focus of your research.

#### Get feedback to narrow down your choices

Once you've generated a list of several potential title/keyword combinations, think about your list for a few days and refine it as needed.

- Run it by your colleagues, and ask them to select their top choice(s).
- Use their input to help you write the final title and keyword list.

Resources: *Science Research Writing* by Hilary Glasman-Deal; *Grant Writers' Seminars & Workshops* by John Robertson, Stephen Russell, and David Morrison.

### Meet our New Editor

### Upcoming Opportunities

#### Strengthening NIH Fellowship Review

Have you applied for, sponsored, or reviewed NIH fellowship applications? The NIH would like to hear your thoughts on what works, what doesn't, and how the process could be improved.

[More information](#)

#### Broader Impacts/Research Impacts Seminars *Sponsored by the Office of the Vice President for Research (OVPR)*

The Training Team from the NSF-supported Advancing Research Impact in Society (ARIS) organization will conduct five interactive virtual workshops in Spring 2022 for NSF CAREER eligible faculty.

Feb. 11, Feb. 25, March 11, March 25, and April 8 from 9:00–11:00 a.m.

[More information and to register](#)

#### Hardin Workshop: Data Management Essentials

Feb. 17, 12:00–1:00 p.m.

[More information and to register](#)

#### Research Communications Master Class

Presented by Melissa Marshall, in the form of three virtual workshops  
*Hosted by the OVPR*  
*Not required to attend all sessions*

March 29, 5:00–6:30 p.m.

Tell a Clear Technical Story

April 5, 6:00–7:30 p.m.

Transforming Slide Design

April 12, 5:00–6:30 p.m.

Short Storytelling: Elevator Pitch

[Register](#)

The SERCC welcomes **Dr. Michael Rebagliati** to our editing team. Mike will be focused on editing for the Stead Family Department of Pediatrics in the Carver College of Medicine. Mike has 40 years of experience as a laboratory researcher, and he completed a PhD in Biology at Harvard University and a post-doc at the University of Texas-Austin. Welcome Mike!



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