



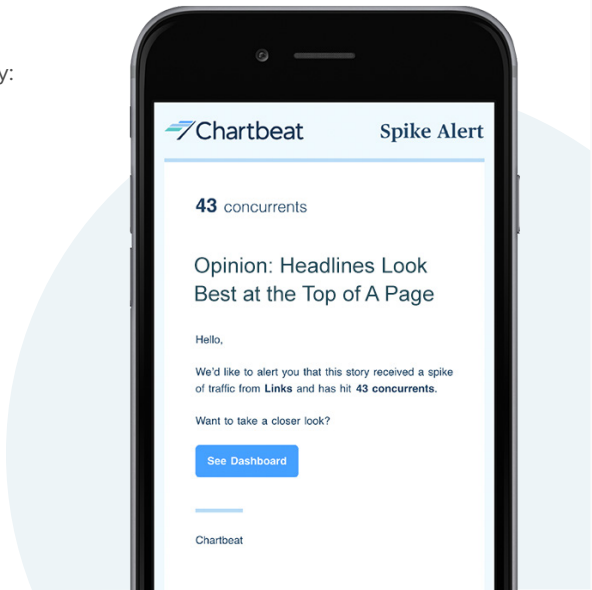
Quick Tips for Editors

Improve the reader experience on your most important stories with this roundup of tools and tips.

Set up to stay connected.

Enable these Chartbeat tools to get to important data more quickly:

- **Install the Heads Up Display**, which shows data right on top of your stories
- **Enable Spike Alerts** for your section and get an email when your stories receive higher-than-normal traffic
- **Subscribe to a Daily Section Report** that shows engagement with your stories
- See data on the go — download the **Chartbeat app** on **Android** or **iOS**
- Keep up-to-date with the latest tips by **subscribing to our blog updates**



Increase engagement on your stories.

Once you've enabled the Heads Up Display, you will see a Scroll Depth Indicator in the lower left corner of your screen — click the indicator to see bars pop out. This shows you where readers are dropping off (bigger bars mean more readers leave the page at that point). Some quick adjustments to increase reader engagement:

- **Improve ledes.** A great lede can keep readers highly engaged.
- **Use powerful quotes.** Reposition them higher in the story to encourage deeper reads.
- **Simplify information.** Readers will drop off if the language gets too complex. Try rephrasing it for your complicated topics.

Help readers find more useful stories through additional links.

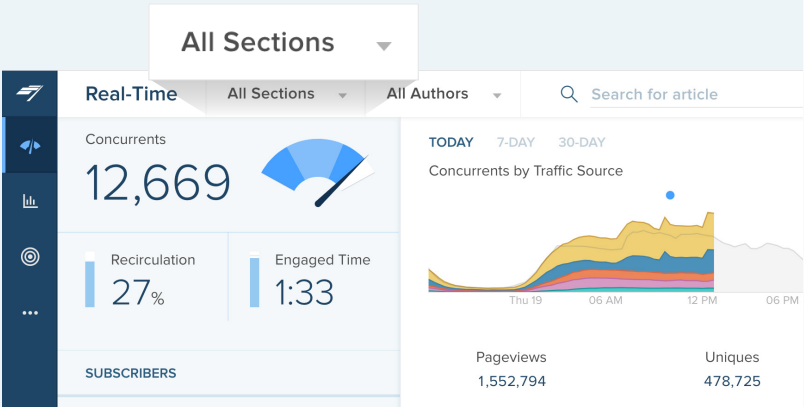
- Scroll until the indicator reads 50%, which is a good place for a link.
- Check your Real-time Dashboard to find stories with high Average Engaged Time. They're great candidates for related links.

Measure your impact.

Once you've added relevant and engaging links, you should see **Recirculation** numbers increase.

Pro Tip

Use the **Section filter** (available in the Real-time and Historical dashboards) to find opportunities to improve faster. You can also filter for authors in Spike Alerts and Reports.



Celebrate stories with high engagement.

Use the Historical Dashboard to find stories with a high Average Engaged Time. They may not have the highest traffic, but they did a great job at connecting with readers.