

TITLES & SEO ASSETS

Titles & SEO Pack: Business Article

A titles and metadata pack generated from a long-form article, for blog and newsletter distribution.

SOURCE

1,900-word article

TITLES

10 variants

ASSETS

Titles, meta, headings, social

STATUS

Sample output

What This Pack Contains

One source article, rendered as publishable metadata: title variants by intent, a meta description inside the display limit, a heading structure that matches how people search, an email subject set and the social copy.

Recommended Title

PRIMARY RECOMMENDATION

Why Retention Is Lost In Onboarding, Not In Renewal

It names both the subject and the counter-intuitive claim, uses the words practitioners actually search for, and sets up the article's evidence rather than promising a secret.

Ranked Title Variants

#	Title	Intent it serves
1	Why Retention Is Lost In Onboarding, Not In Renewal	Practitioner search
2	61% Of Churned Revenue Never Finished Onboarding	Data-led, shareable
3	The Only Retention Metric That Predicted Churn	Curiosity with a concrete promise
4	Customer Retention Analysis: What The Data Actually Says	Head-term search
5	Single-Threaded Accounts Are Your Real Churn Risk	Narrow, high-intent
6	Stop Studying Competitive Losses. Study Onboarding.	Contrarian, opinion distribution

Meta Description

A cohort analysis of 1,842 accounts over 24 months: 61% of churned revenue came from accounts that never completed onboarding, and accounts reaching three active users in thirty days retained at 94%. What that means for where you spend retention effort.

Heading Structure

Level	Heading
H1	Why Retention Is Lost In Onboarding, Not In Renewal
H2	What the cohort data shows

H2	The three-users-in-thirty-days threshold
H2	Why competitive loss gets too much attention
H2	Single-threading as a measurable risk
H2	What to change this quarter
H2	Limitations of this analysis

Keyword Placement Notes

- Primary: customer retention analysis — title, first paragraph, one H2.
 - Secondary: churn drivers, net revenue retention, onboarding metrics — in body headings where they read naturally.
 - Do not force "SaaS churn benchmark" into the copy; the article does not contain benchmark data and the claim would not hold.
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Email Subject Lines

- 61% of your churn never finished onboarding
 - The retention metric that actually predicted churn
 - We were studying the wrong 5%
 - Three users in thirty days
-

Social Copy

Short form: "We analysed 1,842 accounts over two years. Competitive losses were 5% of lost revenue. Onboarding failure was 61%. Guess which one gets reviewed in every pipeline meeting."

Long form: "One variable separated retained accounts from churned ones more sharply than anything else in the dataset: reaching three active users within thirty days. Above it, 94% annual retention. Below it, 58%. Full analysis, method and limitations in the post."

Internal Links Suggested

- Onboarding playbook — from the "what to change" section.
- Net revenue retention definitions — from the cohort table.
- Win-loss review process — from the competitive loss section.

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