**Title:**

**The importance of choosing a good article title**

**Author name(s) and affiliation(s):**(institution affiliation and country only, no department details required)

Amy AuthorUniversity of X, Country

Arthur AuthorUniversity of Y, Country

Anne L. AuthorUniversity of Z, Country

**Abstract (Standard example):**
(If a structured abstract is required, please follow the example on the Instruction for Authors page)

Lorem ipsum dolor sit amet, an appareat aliquando eum, vel nobis consectetuer cu. Discere docendi quaestio ne pri, eos ex utinam audire vivendum. Sed adhuc hendrerit ei, ius phaedrum eloquentiam id, at dictas ornatus qui. Semper aperiri blandit eu nam, munere aliquid te usu.

**Key messages (if applicable):**(Summarising the main messages from the paper in up to four bullet points)

1.

2.

3.

4.

**Key words/short phrases:**

Writing; titles; SEO

**JEL codes (if applicable):**

R30, R31, R48

**Word count:**

7,500