

# SEO - TITLE OPTIMIZATION

An *HTML TITLE* tag is put inside the head tag. The page title *nottobeconfusedwiththeheadingforapage* is what is displayed in the title bar of your browser window, and is also what is displayed when you bookmark a page or add it to your browser Favorites.

This is the one place on a webpage where your keywords **MUST** be present. Correct use of keywords in the title of every page of your website is extremely important to Google - particularly for the homepage. If you do nothing else to optimize your site, remember to do this!

Here are some considerations while designing the title of a webpage:

- The title shouldn't consist of more than about 9 words or 60 characters.
- Use keywords at the very beginning of the title.
- Do not include your company name in the title unless your company name is very well known.

Improper or nonexistent use of titles in webpages keeps more websites out of top rankings on Google than any other factor except perhaps for a lack of relevant content on a page or a lack of quality links from other websites that point to your site.

## Best Practices for Creating Titles

Here are some best practices you should follow for creating titles on pages:

- Each page should have a unique title.
- If practical, try to include your Primary Keyword Phrase in every title of every page.
- Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
- Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages.
- If you must include your company name, put it at the end of the title.
- Use the best form, plural or singular, for your keywords based on what WordTracker says is searched on more often.
- Do not overdo it - do not repeat your keywords more than 2 to 3 times in the title.
- Make sure the <title> tag is the first element in the <head> section of your page - this makes it easier for Google to find the page.