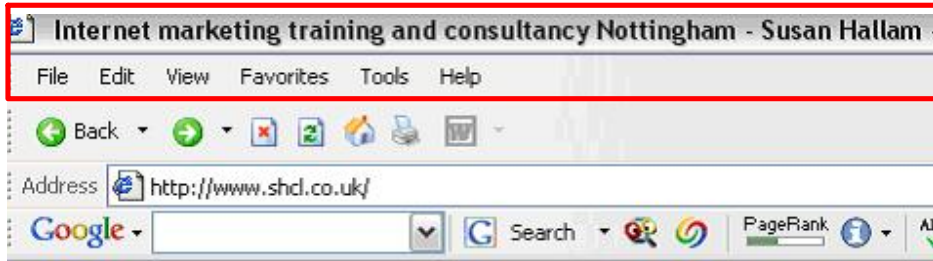




Top Tips for Improving Your Title Tag

Title Tags play a crucial role in optimising your site for the search engines. Of course there are other factors as well, but fixing your Title Tag has got to be one of the easiest and quickest way to improve your search engine rankings.

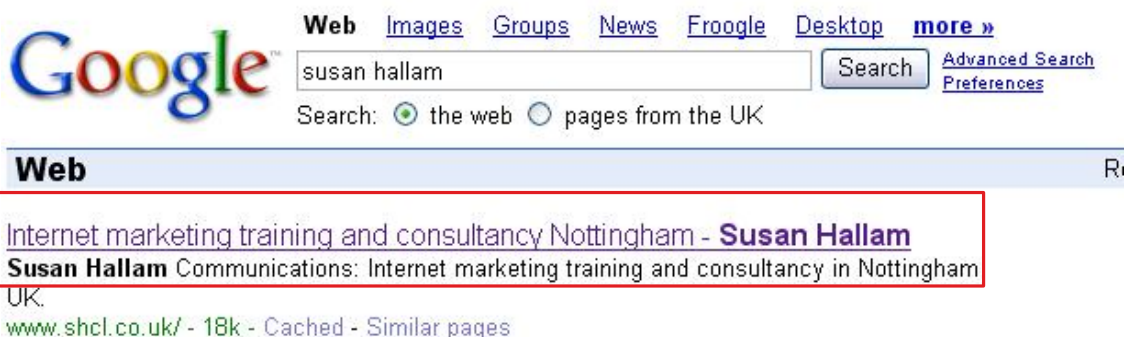
The Title Tag appears in the top left of the web browser screen when looking at your website:



[Home](#) [About](#) [Case Studies](#)



And the Title Tag also plays an important role in the Search Engines Results Page:





Tip: You have about 63 characters to play with when creating your Title Tags, which is roughly 7 or so words

Put your keywords first in your title tag

There's no place for vanity when it comes to your title tags - what you do is more important than the name of your company.

Bad: Hallam Communications Ltd - quality Internet marketing consultancy since 1999

Better: Internet marketing training - Hallam Communications - Nottingham UK

Get rid of words that aren't helping the search engines to understand what you do

Search engines just don't care about those marketing buzzwords like "quality" and "professional." Stick to those key words that users are going to type in to try to find your company.

And you certainly are not helping your efforts with words like "Welcome" or "Home" or "About Us"

But don't worry too much about those Stop Words (if, or, the, not, but...) It's more important to keep your Title legible for humans than to chop out these words entirely.

Consider *Word Order and Proximity*

The search engines do take into consideration the order of your key words, as well as their nearness to each other.

So, you will probably get a higher ranking for the phrase "chocolate cake" using a Title Tag of "Chocolate Cake by Susan's Bakery" and a lower ranking for the same search phrase with the title "Cakes in all flavours – including chocolate" .

Give each page on your website it's own hand crafted Title Tag.

This is particularly true if you have a different page for each product or service. Optimise the tag for the content on the page. For example, I would have a different Title Tag for each of the courses I run:

Search engine optimisation by Hallam
Email marketing training by Hallam
Online Press Release services by Hallam



Don't forget the Human Beings

The Title Tag serves two purposes:

- to assist the search engine spiders to index your page
- to act as Call to Action to click on your site in the Search Engines results page

I don't think there is any conflict here - a good description of what you do should serve the spiders well, and encourage people to click on your link.

Don't be Tempted

- Don't be tempted to repeat your keyphrase over and over again – like this:

Cheap flights Cheap flights Cheap flights Cheap flights

- It is OK to put variations of your keywords such as plurals

Cheap Flights – we sell the cheapest flying tickets

- Don't be tempted to put every key phrase in your Title Tag – research shows it is better to keep your Title Tag short.

Susan Hallam of Hallam Communications Ltd is an internationally recognised **internet marketing** trainer and consultant. Susan specialises in search engine optimisation, SEO consultations, site analysis reports, SEM seminars and workshops.