

SEO Trump – Montreal Web Design Consultants & SEO Experts

Title Tags

A Title Tag (also known as Page Title) is the name of a web page and an integral part of the HTML code.

Title Tags are extremely important and one of the most essential components of [SEO \(Search Engine Optimization\)](#) procedures.

As with the other important web site components considered vital to SEO, title tags should be carefully designed if they are to contribute to a high search result page ranking for a site or a page.

The ideal length for a title tag used to be anything up to 12 words, but nowadays Google prefers shorter title tags (up to 8 words). However, it is often quite sufficient (and some-times even to be recommended) to have a title of just 2-4 words. As so often, "less" can be "more".

However, the length of a title tag frequently depends on whether shorttail or longtail [keywords](#) are being emphasized in the SEO for that page.

Of course, titles should be [keyword-rich](#) and intelligently worded. A good search engine optimizer will pay particular attention to title tags, do careful keyword research, and will need to have very good linguistic skills and a feel for words to construct useful, SEO friendly titles.

Brevity can be very effective because it is seen as carrying more weight, but it is much more difficult to write short copy that, at the same time, has punch and meaning. This is especially true if the optimizer is looking to employ the kind of SEO friendly wording that is preferred and eventually rewarded by the search engines.

For more information, or an **absolutely free web site analysis and SEO consultation**, we encourage you to [contact us](#). Our [SEO experts](#) will be pleased to help.

Title Tags is a Search Engine Optimization Knowledge Resource
Written by the Montreal SEO Trump Web Design & SEO Consulting Team.