

Title tag – Why this tag so important?

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As we know that there are several search engines around us and each of them ranked web sites in different methods. But the interesting fact is that every search engines including Meta search engines gives more importance to a web site title tag while manipulating their ranking algorithms. Here I not mentioned the other factors that affecting search engine ranking. But I am sure title tag is crucial for search engines in their ranking calculations.

What's Title Tag? And why should all those search engines consider this tag is most important?

Actually the text in this tag is the heading/title that describing the text contained in a web page and it communicates the theme of that page to your visitors. It will appear in the blue bar at the very top of your browser window. Also this will go into your bookmark area, if you create a bookmark/favorites to this page. The text used in this tag displayed as the linked text title in the search engine results page (SERP). Remember, what you write in this tag will display in the top bar of your browser as well as search results in search engines.

Search engines read your web site title and page contents, and if your web site title matched and thematic to your page contents, then your page will ranked high for the keyword phrases used in the title tag. If your web site title text differs from your page contents, your rank will be zero. So be careful while preparing your web page title.

For example if your page describes the scenic beauty of Munnar in Kerala, and your title tag contains: "Tourism Hotels Hill Stations Backwaters" is not good, but if you are going to use: "Visit Munnar And Enjoy Its Scenic Beauty" I think it is more accurate and thematic to your page contents. Also search engines will list your pages, if someone searching pages related to Munnar.

Where should I place this tag on my HTML?

Just below the head tag (<head>). In most cases title tag is placed below on Meta tags, Document character set, or any Java Scripts exists in the head tags. Since this tag is so important, by placing it just below the head tag will help spiders to find easily. See the sample code below:

```
<HTML>
<HEAD>
<TITLE>Visit Munnar And Enjoy Its Scenic Beauty </TITLE>
<META .....>
<META .....>
<META HTTP-EQUIV.....>
<SCRIPT ....>
</HEAD>
```

What should be the length of my Title Tag?

Just look different search engines including Google, Yahoo and MSN by searching different keyword phrases and note the click areas in the SERPs. Google and MSN listed up to 70 characters including space while Yahoo listed up to 120 characters including space and the extra words wiped out.

Title with 120 or more characters is not good for a topic and it is best to create title that works for all the search engines. Also long title actually dilutes keyword density within a title tag. My recommendation is that you should limit your title characters to 60 (up to 12 words) including spaces.

How many times can I repeat keywords in the Title Tag?

Do not fill the title with your keywords!
Do not repeat your keywords more than twice!

Again search with your keywords in Google and see how many times that keywords repeated in a link. A site with keywords repeated more than 3 times in title tag may not see anywhere in the major search engines. If your title characters below 61 characters (below 13 words) and the keyword density between 25% and 35% your site will get more chance to rank better $((\text{Total keywords} * 100) / (\text{total words} / \text{total words in your keyword phrase})) = \text{your keyword density}$. For example if your title is: "Visit Munnar And Enjoy Its Scenic Beauty" and your keyword phrase is "Visit Munnar" then your keyword density is 28.5%.

Conclusion

Every web page needs unique title tag by placing important keyword phrase for that page. If your title tag is well placed, you will gain a good ranking from major search engines.

Learn more tips on title tag, download free ebook:
[101 tips on search engine optimization](#) and learn more tips and utilities.

About the Author

Shaji Sarasan is an SEO expert and graphic designer and the founder of www.perfect-optimization.com which offers resources on SEO, free ebook and tools.