

Why The <TITLE> Tag Is So Important To Your Web Site

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The <TITLE> tag is one of the most important tags in your web sites coding with regard to obtaining favorable rankings in the search engines. It is the first thing a search engine (or its robot) will look at to try and determine what the site is about. As such, it is important that the search engine sees “keywords” in this tag related to your sites topic(s). Keep in mind that search engines are basically run by computers so if you tell a search engine what it is looking at, it will often believe you and the <TITLE> tag is a great place to start talking to the search engines (SE’s).

Make sure you use relevant wording in your <TITLE> tags, as opposed to just the name of your company. If people know the name of your company they will find you as long as your site is listed in the SE, so it isn’t necessary to put it there, at least not in the foremost position in the tag. If you want to capture would-be customers currently seeking your product or service by searching on words related to your business (and you should want to), you would need to use terms related to your business in the <TITLE> tag.

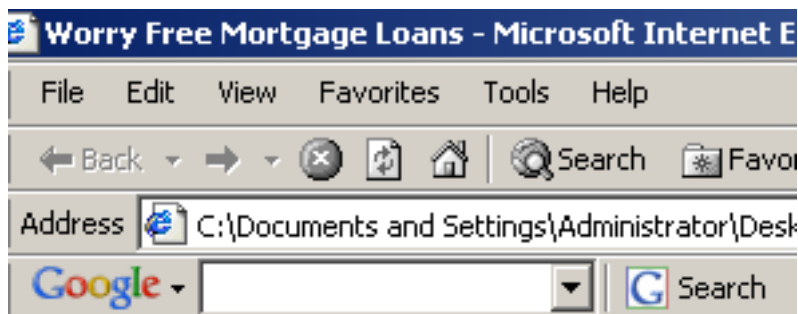
The worst thing to do is leaving the defaults from your web editing software in this tag. This is a sure sign of a rookie, and a “pet peeve” of mine. I still continue to see sites that say “Page 1”, “New Page”, “Document”, “Home”, and other such default titles in the browsers title bar. If you don’t know anything about search engine marketing, here is a “down and dirty” technique to start with. Simply write out what your company (or your site) does in about in five words or less and place that in the <TITLE> tag. Paying attention to the <TITLE> tag is one of the simplest things you can do to improve your web sites ranking in the search engines (provided that it is already indexed in a given search engine).

The <TITLE> tag has multiple functions. On top of its ability to assist you in gaining favorable search engine rankings, this is where the “title” or name is picked up for your browser. The <TITLE> tag data is also what is stored when someone saves your site in their favorites, so be wise as to how you use this tag.

Here is an example of how to use this tag effectively. Let’s use this site for example: www.worryfreemortgageloans.com. If we just used the name of the site in the <TITLE> tag, this is what the code would look like:

<TITLE>Worry Free Mortgage Loans</TITLE>

And this is what you would see on your computer screen in the upper left corner of your browsers’ title bar:

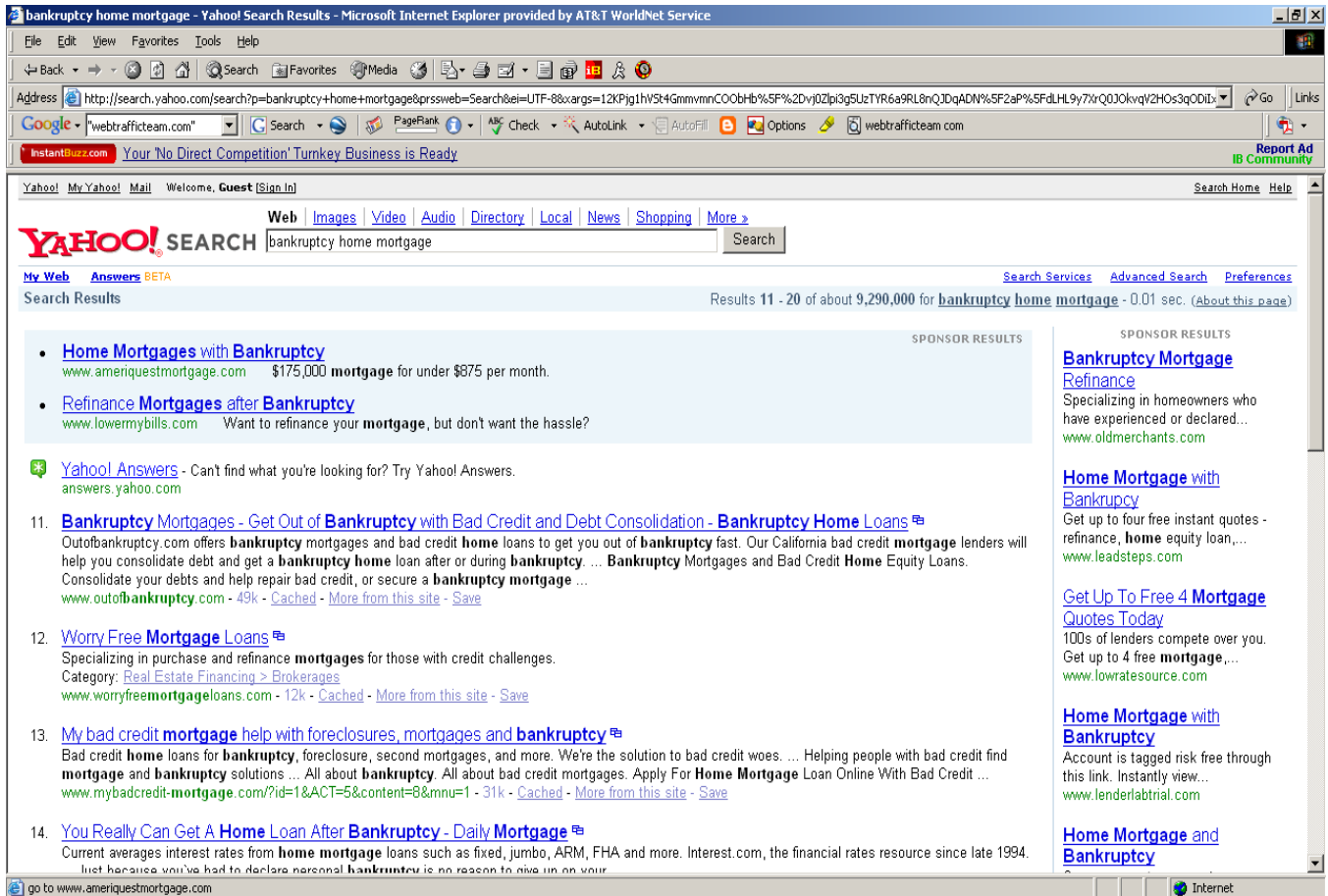


The SE’s do not know that this is the name of this site, but what they do “see” is that this site appears to be about “worry”, “free”, “mortgage”, and “loans”, and in that order. This is partly accurate, and would not be as effective as its actual <TITLE> tag which reads as such:

<TITLE>Bad Credit Mortgage Loans, Bankruptcy Home Mortgages</TITLE>

You should note two sets of words (or keyword phrases) listed in this <TITLE> tag and note that commas separate the two phrases. This site is now better optimized for the

terms “Bad Credit Mortgage Loans” and “Bankruptcy Home Mortgages”, which is what this site offers. You can also see in this screenshot below that this site ranks quite well for the term “bankruptcy home mortgage” (#12 out of 9,290,000 on Yahoo!)



Now you know how the <TITLE> tag affects your web site and you have a simple way that you can beat your less educated competition in the search engines without spending a fortune.

About The Web Traffic Team:

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