SEO Title Tags: How to create the perfect title tag to get more clicks

Title tags are extremely important part of SEO optimization because they are the first thing people see upon completing a search. They are the gatekeeper to your website and if you don't get them just right your users will click elsewhere. Proper title tags set you up for immediate SEO success!



- [ ] 60 characters or less
- [ ] Research and find a primary keyword
- [ ] Research and find long tail keywords
- [ ] Write for humans first and search engines second
- [ ] Create 3 variations and compare
- [ ] Be descriptive
- [ ] Keep it concise
- [ ] Use CTAs
- [ ] Place the primary keyword up front
- [ ] Include your branding
- [ ] Use numbers when necessary
- [ ] Break up text using a | or a -
- [ ] Leverage ( ) when appropriate
- [ ] Show someone else
- [ ] Repeat the above steps for every post or page