**4. Setting the Page Title Using <title>**

**4.1. What Is the <title> Tag?**

The <title> tag defines the title of an HTML document. It is placed within the <head> element of the document. The title is crucial because it appears in the browser’s title bar or tab, helping users identify and navigate between open pages. It also plays an important role in SEO (Search Engine Optimization) by providing search engines with relevant information about the page's content.

**Syntax:**

//<title>Title of the Webpage</title>//

* The text inside the <title> tag is the title displayed in the browser’s tab or title bar.

**4.2. Why Is the Title Important?**

1. **User Experience:**
   * A well-chosen title helps users understand what the webpage is about. It also makes it easier to switch between tabs or find a specific page when multiple tabs are open.
2. **Search Engine Optimization (SEO):**
   * Search engines display the page title in search results. A relevant and descriptive title can improve the visibility of your page in search engines and increase click-through rates.
3. **Bookmarking:**
   * When users bookmark a page, the title is used as the name of the bookmark, helping them remember what the page is about.
4. **Social Media Sharing:**
   * The title is often displayed when the page is shared on social media platforms. Having a clear and descriptive title can attract more visitors.

**4.3. Best Practices for the <title> Tag**

1. **Keep It Descriptive:**
   * The title should clearly describe the content of the page.
2. **Be Concise:**
   * Aim for a title length of 50-60 characters. Titles that are too long might get cut off in search results.
3. **Use Keywords:**
   * Including relevant keywords in the title can help improve your page’s SEO.
4. **Include Branding (If Necessary):**
   * If your website is part of a brand, it’s a good idea to include the brand name in the title.
5. **Avoid Duplicate Titles:**
   * Every page should have a unique title to help search engines differentiate between pages.

**4.4. Practical Example of the <title> Tag:**

Here’s how you would use the <title> tag in an HTML document:

//

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8"> <!-- Character encoding -->

<meta name="author" content="John Doe"> <!-- Author information -->

<meta name="description" content="Learn HTML with easy-to-follow tutorials and examples."> <!-- Page description -->

<meta name="keywords" content="HTML, tutorials, web development, learn HTML"> <!-- Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1.0"> <!-- Viewport for responsive design -->

<title>Learn HTML - A Beginner's Guide</title> <!-- Page title -->

</head>

<body>

<h1>Welcome to HTML Tutorial</h1>

<p>Learn HTML, CSS, and JavaScript with our easy-to-follow guides and examples.</p>

</body>

</html>

//

In this example, the title is **"Learn HTML - A Beginner's Guide"**, which is both descriptive and clear. It provides an idea of the content, appealing to anyone who wants to learn HTML.

**4.5. Key Points to Remember:**

* The <title> tag defines the title of an HTML document.
* It is displayed in the browser’s title bar or tab.
* A well-written title improves user experience and SEO.
* Keep the title concise (50-60 characters) and relevant.
* Avoid duplicate titles across different pages of your website.