



Optimising page titles

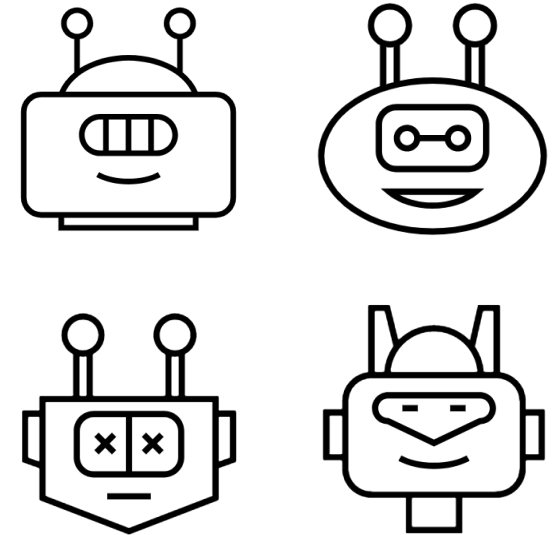
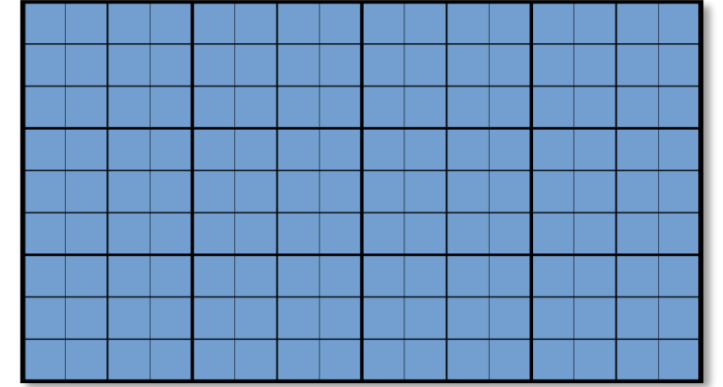


Trainer:

Mark Williams-Cook
Candour

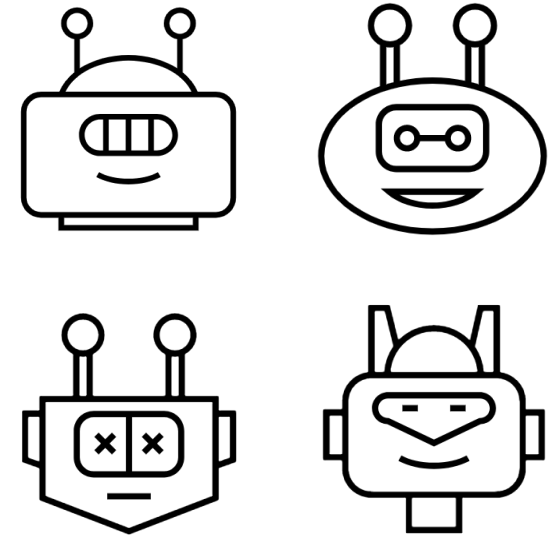
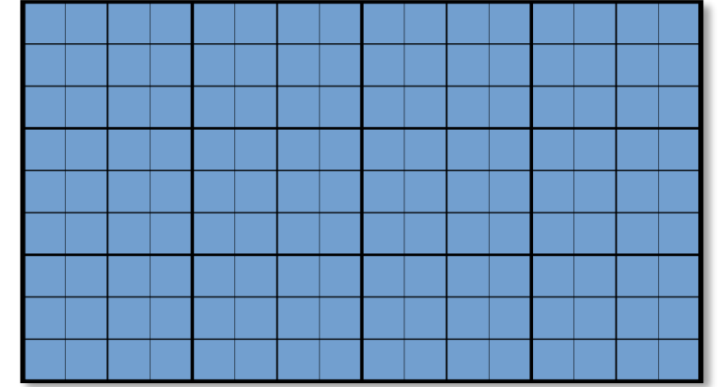


Guidelines for title optimisation



Guidelines for title optimisation

- Page titles should be descriptive without context of the page

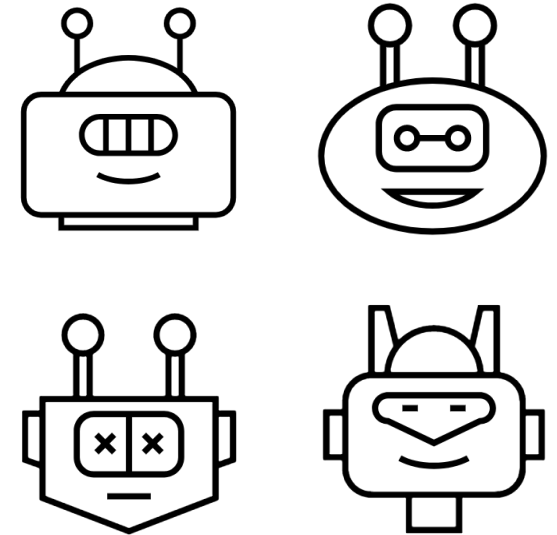
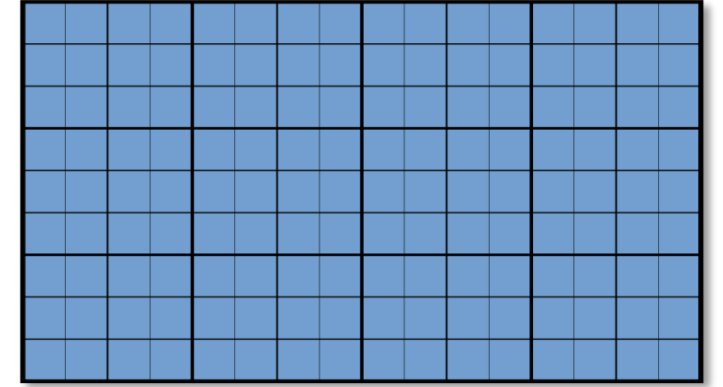


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Bad example:

- Services

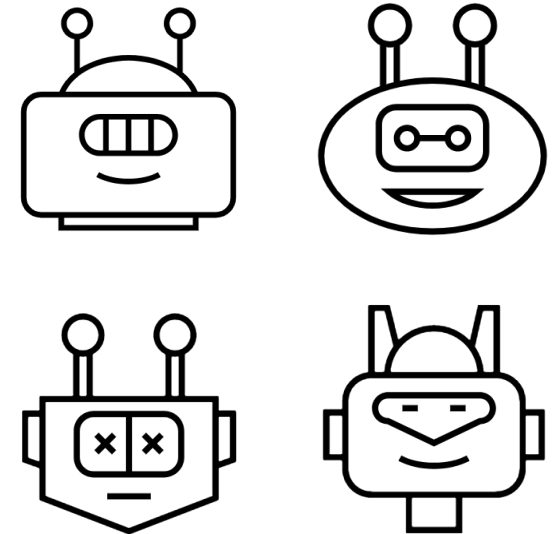
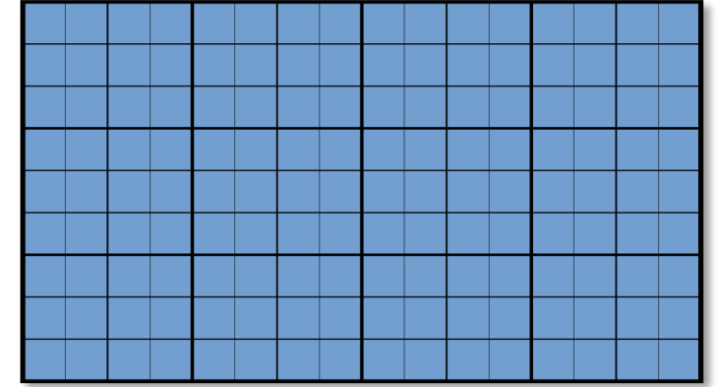


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Slightly better example:

- Food catering services

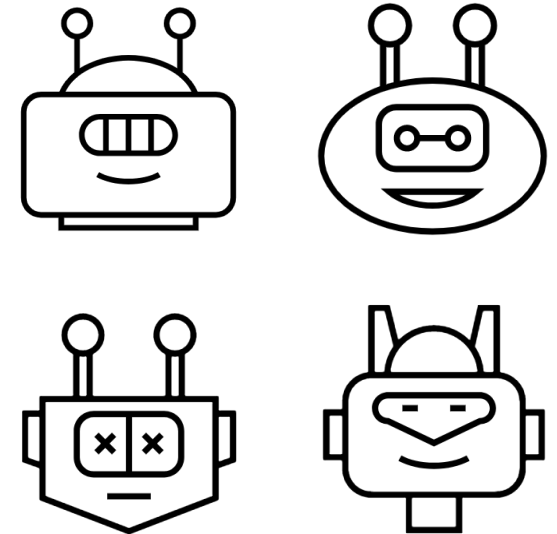
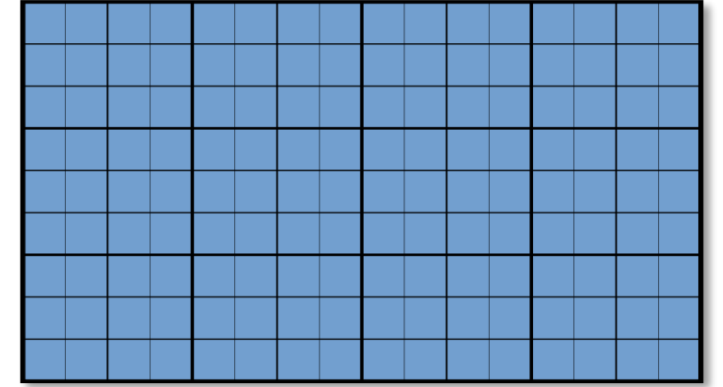


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Good example:

- Food catering services in Norwich

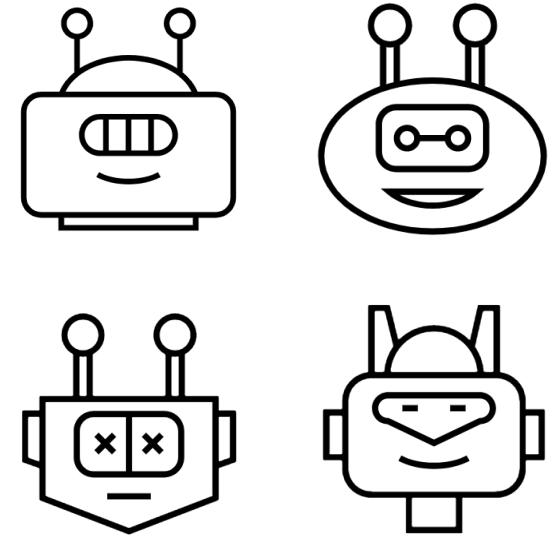
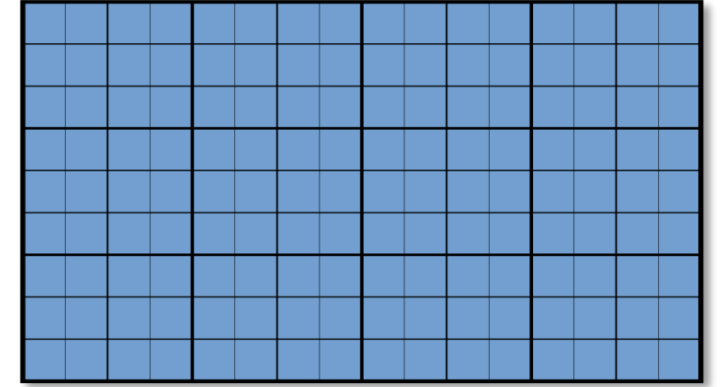


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Optimised example:

- Food catering services in Norwich | FoodPlus



Challenge

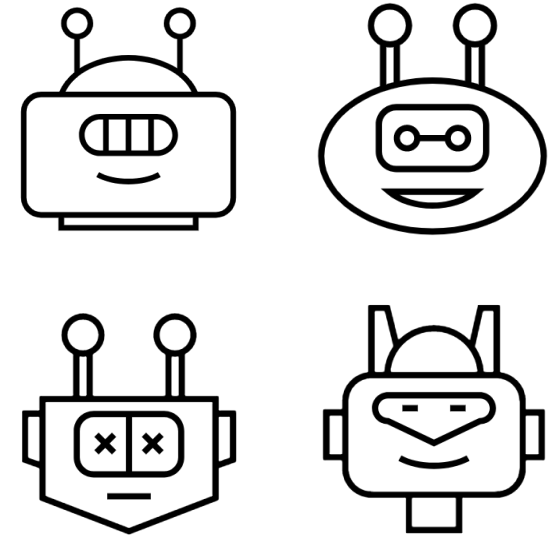
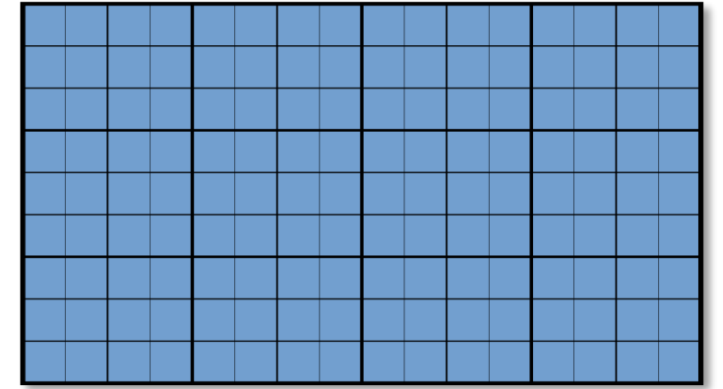


Have a look at some of the page titles of your website (you can try search with the site: operator) – are your page titles descriptive without context?

Guidelines for title optimisation

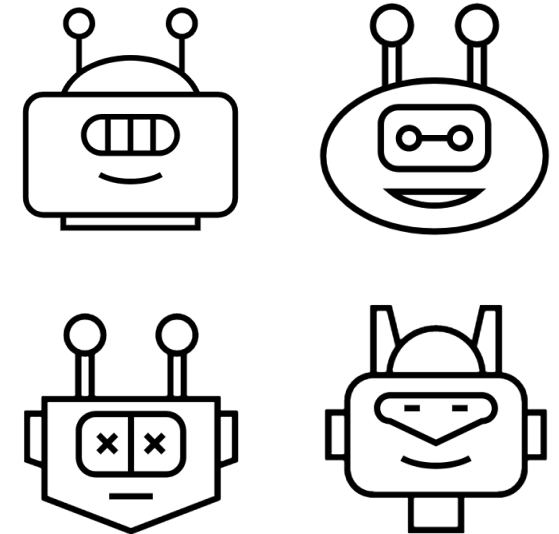
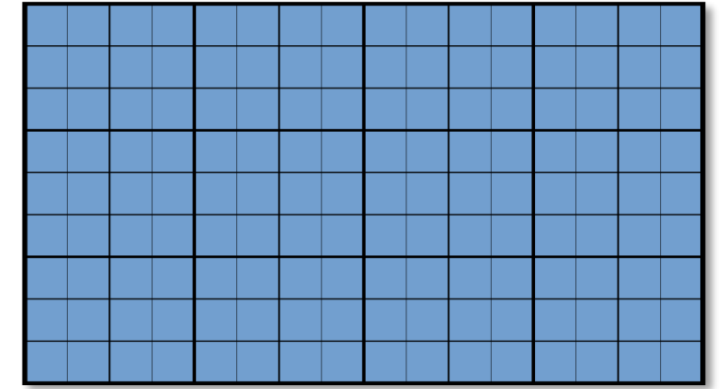
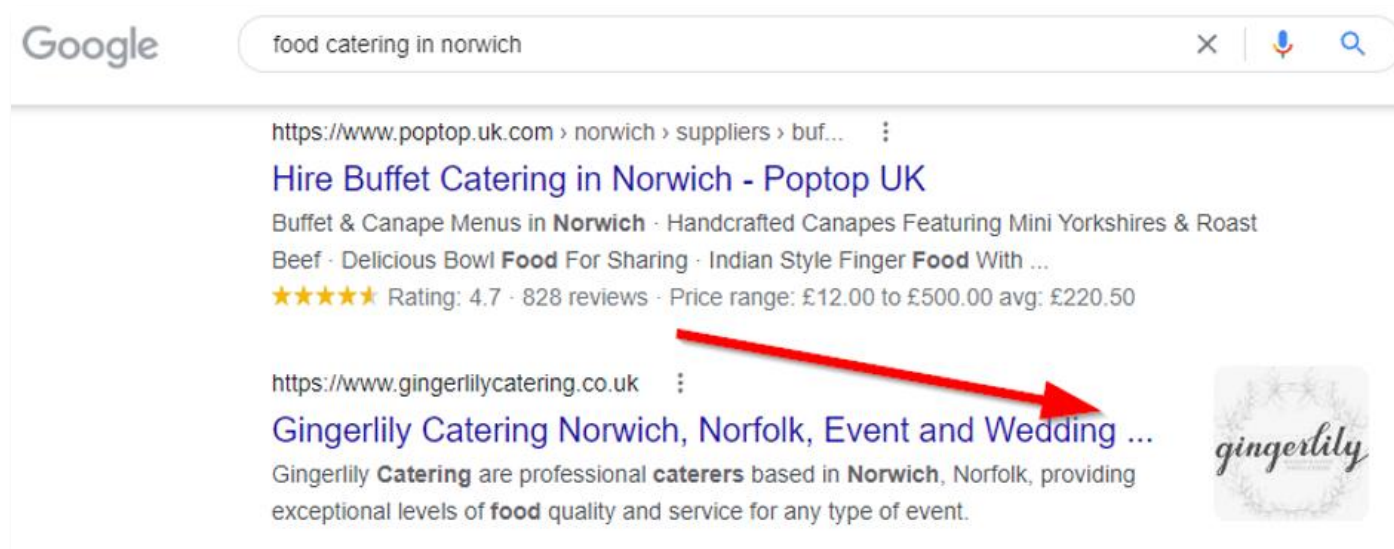
- Page titles should be unique

For any given search phrase you should know the one page you want users to land on!

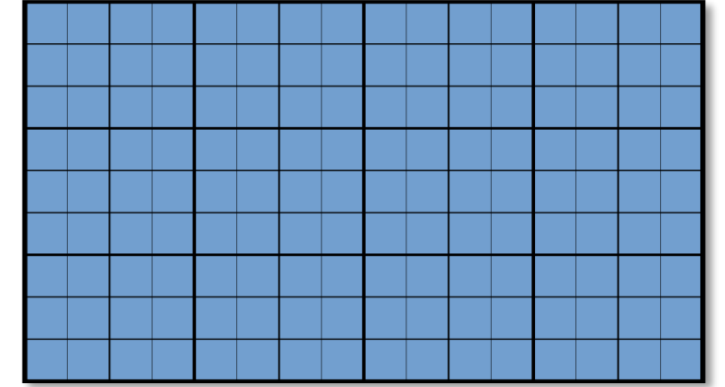


Guidelines for title optimisation

- Be succinct – there are limits on what will be displayed!



Key concept



Search engines will still pay attention to words that appear after truncation – but the longer the title, the less important each individual word will be

