


Document Doesn't Have A Title Element

Overview

Note: This audit occurs in both the Accessibility and SEO categories of your Lighthouse report.

Accessibility

The document title provides an overview of a page's purpose. The title is especially important for users who rely on screen readers, because they have less context about the page.

See [Documents must have <title> element to aid in navigation](#)  for more discussion about the accessibility aspects of this audit.

SEO


Search users rely heavily on document titles. It's often the primary piece of information for deciding whether a page is relevant to a query.

Recommendations

Make sure that every page has a title.

```
<!doctype html>
<html>
  <head>
    <title>Create Good Titles</title>
  </head>
  ...
</html>
```



If you've got a big site, use the [HTML Improvements Report](#)  to crawl the site and discover any page that's missing a title.


Tips for creating great titles:


- Make them descriptive and concise. Avoid vague descriptions like Home.

- Avoid keyword stuffing. It's not helpful to users, and search engines may mark the page as spam.
- Avoid repeated or boilerplate titles.
- It's OK to brand your titles, but do it concisely.

See [Create descriptive page titles](#)  for more on these tips.

More information

This audit is powered by the [aXe accessibility engine](#) .

[Audit source](#) 

Feedback

Was this page helpful?

YES

NO

Great! Thank you for the feedback.

Sorry to hear that. Please [open an issue](#) and tell us how we can improve.

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