Article published on June 13th 2012 | Seo

Every SEO expert worth his salt knows page Titles matter and are an important component of the search results displayed.

The title is one of the important elements that can make or break not only your rankings in the search engines but also one of the most crucial elements in driving your click-through-rate.

With pages upon pages of competition listed in search results, not only can the proper keyword use and positioning help you rank, but with so little time available in getting the attention of a searcher these days, the Page Title is one of the first thing that catches the searcherâ€™s interest and better speak to what they want!

Elements of a Click-Worthy Title

Here are some factors of a click-worthy title for SEO:

Tip 1: Curiosity

Make sure that your title does not only clearly describe what people are going to get when they click, but also make them curious that they can't help themselves but to click.

Here are some elements that can attract curiosity:

o Unusual. You can combine two terms that usually do not go together.

o Incomplete Idea or Open Question. To get reader's curiosity, you can compose your title using an open question or incomplete thought. This would make your reader wonder how it will be answered or completed.

o Introduce A Conflict. Leverage the innate curiosity of people about conflicts or inconsistencies. People usually have the tendency to involve themselves in problems and of giving opinions and answers. If you present a conflict, people tend to want to know what happen and why and give their own opinion on the matter.

Tip 2: Demonstrate Benefit

People in general are self-serving. In everything they do, they want to benefit from them. So, searchers tend to visit a site because they need something and there is a benefit to them in visiting the site. People click a title if it holds unique value that can't be read elsewhere. These could be in forms of providing useful tips and guides that will make them look interesting if they share it. You can use catch-phrases like How to..., 10 Ways..., Find Out How..., or Introducing.... (implies newness).

Tip 3: Emotion

Because people are generally emotional, we tend to act on emotion, from fear, hope, anger, excitement and others. Compose your title that it will invoke the right emotion in viewers. Add this to

peopleâ€™s innate curiosity, then people will tend to want to know or learn something.

You can also make use of:

o Using exclamation points!

o Capitalizing some words (i.e. You MUST Read This article NOW)

o Using Arrows and asterisks (---> and *)

Take note, not all of these special type characters will work well across different platforms (social, article directories, blog themes etc). So, use them carefully and sparingly as they can also get annoying quickly.

Tip 4: Appearance

Try to compose a title that is aesthetically pleasing. Make it look pleasing graphically and short in length (the recommended length of a title or headline is 7 words long).

Tip 5: Expectation

Make sure to harmonize or match what youâ€™re promising in your title and your content. Don't misrepresent the content of your post. You might have attracted the searcher to click your title but in the long run, will not convert.

Overall, in making your title click-worthy, make sure that you can back up or deliver what your title promises. Whatâ€™s the use of being clicked, when there is no conversion or your potential customer bounces out of your site, without the intention of coming back.

Article Source:
http://www.articleside.com/seo-articles/5-useful-tips-for-a-click-worthy-title.htm - Article Side

Audreyabbey - About Author:
Premium SEO Solutions has a team of work-efficient a Search Engine Optimization Experts that will provide you with cost-effective a SEO Services tailored to your business needs.

Article Keywords:
seo experts, seo services,search engine optimization service,search engine optimization australia

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!