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Is the Page Title Important for SEO? by Katherine Jones

Article published on December 24th 2011 | Seo

The title tag plays a vital role in attaining high search engine rankings. Google uses page titles to help determine what your web page is about. If you want google to decide that your page is about â€œSearch Engine Optimizationâ€•, then â€œSearch Engine Optimizationâ€• should be in the page title. I serious about getting more clickthroughs on the search engine results page, the words of your title tags can do wonders for you as they appear on the clickable link of the SERP. Of late, title tags have been considered as an effective search engine marketing tool and are one of the big three factors of algorithmic optimization of the search engine. A well written title tag can make a fast as well as considerable difference to your page rank.

The knack of effective title tag writing is to incorporate the keyword on which your content is based. However, make sure it doesnâ€™t look contrived or contorted. The ideal way to utilize your keywords and key phrases in the title tags is in synchronization with the visible body text. This will solve two goals. Firstly, it will increase your website ranking. Secondly, it will generate a link between the visible text and alt text of the page. Not every search engines optimizer considers it as a potential technique. But, those who do will vouch for its success! Just make sure not to repeat the keywords in title tags. Also remember to restrict the title tag of your page within 90 characters else you will have to face penalization from Search engine.

Article Source:
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Katherine Jones - About Author:
Katherine Jones has been working in many search engine optimization companies for several years. He has built a talented team with decades of experience in SEO industry.His passion and high standards echoed across the entire a top SEO Company.He believes that to become the a search engine optimization, you need to have a good rapport with your client along with timely delivery of services.

Article Keywords:
top SEO Company, search engine optimization

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