

## Use Keywords In Page Titles

Author:  
**Resale Rights**

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It is recommended to use keywords in page titles itself. This title tag is different from a Meta tag, but it's worth considering it in relation to them. Whatever text one places in the title tag (between the <title> and </title> portions) will appear in the title bar of browsers when they view the web page. Some browsers also append whatever you put in the title tag by adding their own name, as for example Microsoft's Internet Explorer or OPERA.

The actual text you use in the title tag is one of the most important factors in how a search engine may decide to rank your web page. In addition, all major web crawlers will use the text of your title tag as the text they use for the title of your page in your listings.

If you have designed your website as a series of websites or linked pages and not just a single Home Page, you must bear in mind that each page of your website must be search engine optimized. The title of each page i.e. the keywords you use on that page and the phrases you use in the content will draw traffic to your site.

The unique combination of these words and phrases and content will draw customers using different search engine terms and techniques, so be sure you capture all the keywords and phrases you need for each product, service or information page.

The most common mistake made by small business owners when they first design their website is to place their business name or firm name in every title of every page. Actually most of your prospective customers do not bother to know the name of your firm until after they have looked at your site and decided it is worth bookmarking.

So, while you want your business name in the title of the home page, it is probably a waste of valuable keywords and space to put it in the title line of every page on your site. Why not consider putting keywords in the title so that your page will display closer to the top of the search engine listing.

Dedicating first three positions for keywords in title avoiding the stop words like "and", "at" and the like is crucial in search engine optimization.