

YOUR FIVE-STEP GUIDE TO WRITING POWERFUL TITLE TAGS THAT SEARCHERS LOVE

Title tags that satisfy search intent, get your pages to rank in the SERPs, and entices search users to click can be incredibly challenging to write. Let's jump into the five proven title tag optimisation techniques you can use today to ensure your title tags get more clicks.

But first, a quick review of title tag best practices.

THE SEVEN FUNDAMENTALS OF TITLE TAG WRITING

- 1** Aim for a length of 35-55 characters for your title tag.
- 2** Front-load your title tag with your primary keyword.
- 3** Include keywords, but do not keyword stuff (ever).
- 4** Capitalise the first letter of each word and the odd full word for emphasis.
- 5** Avoid using stop words to maximise title tag character count.
- 6** Make EVERY title tag unique.
- 7** Add your brand name for certain branded searches and append with a dash, never a pipe.

1 IDENTIFY THE RIGHT KEYWORD TO TARGET

Adding your primary keyword in your title tag is an SEO best practice. Still, you need to be careful with choosing a keyword for your title tag.

Stuck on which keyword to target? Use Ahrefs' Keyword Explorer to get started:

- Visit <https://ahrefs.com/keywords-explorer>
- Describe your page's topic
- Scroll down to the SERP Overview
- Look for the most commonly occurring keyword with significant volume
- Target that keyword in your title tag

2 FIND LONG-TAIL KEYWORDS TO EARN QUICK RANKINGS

Your primary keyword is not the only search term you can target in your title tag. Including one or two long-tail keyword phrases can significantly increase your traffic potential.

To help you find long-tail variations of your primary keyword:

- Type your main head term into Google search
 - Google's autocomplete suggestions will give you a list of potential long-tail keywords
- Check the "People also ask" box for related keywords
- Browse the "Searches related to" section at the bottom of Google's SERPs
- Open up Google's Keyword Planner and input your page's topic
- Use Ahrefs' Keyword Explorer
 - Enter your main keyword
 - Navigate to "Phrase match" from the sidebar

3

LAY DOWN THE FOUNDATIONS FOR YOUR TITLE TAG

When creating a draft for your title tags, focus your writing around the following main points:

- Describe the content of your page, but keep it concise.
- Front-load your main keyword.
- Sprinkle in your long-tail keywords naturally.
- Capitalise the first letter of each word.

4

CREATE STANDOUT TITLE TAGS WITH THIS FORMULA

Competition on Google's first page is incredibly cutthroat. To bring even more attention to your SERP listing, use the acronym NPR when writing title tags:

Noticeable – differentiate your copy from other results to entice clicks

Promising – use promising language to satisfy an emotional need

Relevant – ensure title tags are relevant to search intent

While this guide is useful, it is not foolproof. The key to ensuring systemic success with title tags is to experiment and test variations of your title tag to see what resonates with your audience.

5 INCREASE RANKINGS WITH THESE 7 TITLE TAG HACKS

Are your title tags already optimised? Drive even more clicks and traffic from your SERP listing with the following title tag hacks:

➤ Evoke An Emotional Response With Power Words

- Power word examples to try out include:



➤ Ask Questions

- Questions attract curiosity which can induce clicks
- Question-based search terms can also be displayed as rich answers

➤ Illicit Clicks With Action Words

- Call-to-action words like Buy, Shop, Get, Free, and Try improves clicks and conversions because it creates a perception of urgency and encourages users to act

➤ Incorporate Special Characters In Your Title Tag

- Make use of special characters such as [™], [®], (brackets), and “quotes” improves your listing’s scannability and highlights its uniqueness

➤ **Gain More Search Traffic With Title Modifiers**

- Add the following modifiers to your title tag for even more ranking opportunities:

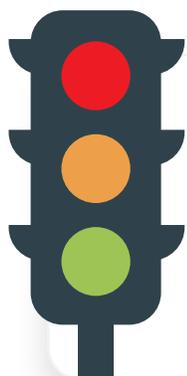


➤ **Increase ROTI With Emojis**

- The use of emojis in your title tags can greatly lift organic CTR
- Be sure to use emojis that are SERP-friendly to ensure they appear in search results

➤ **Take A Formulaic Approach To Title Tag Writing**

- Stuck for title tag ideas? Use the following fill-in-the-blank template: “Hook + Content Type + Topic + Format + Promise”
- Use these elements in any order and be as creative as possible



Struggling to increase traffic, attract high-quality leads, and get found in Google's SERPs?

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