

(X)HTML TITLES CHECKLIST FOR WEB PAGES

- _____ 1. **Is the document title unique?**
With rare exceptions, all text-based web documents should have unique title-tag content.
- _____ 2. **Do titles contain important, relevant keywords?**
Since page titles are typically displayed in search engine listings, web browsers, & social networks, titles should contain keyword phrases to communicate aboutness & information scent.
- _____ 3. **Are most page titles front-loaded with strong keyword phrases?**
Moving keywords to the front of titles increases the likelihood that they will be noticed.
- _____ 4. **Do titles make sense to human users?**
Minimize the use of jargon & unfamiliar abbreviations/acronyms in a page title. If the number of characters in the title is an issue, it's OK to use an abbreviation. Just make sure that you spell out the meaning of the abbreviation: (a) at the beginning of the document, & (b) the meta-tag description.
- _____ 5. **Does the document title tell searchers something useful?**
Does this title communicate what page content is about? *State-of-the art software that is second to none*. Titles should give searchers a clear idea of the underlying information
- _____ 6. **Is the title length at least 40-60 characters (including spaces)? Maximum 69 characters?**
Google recommends titles between 40-60 characters. Other search engines display longer titles.
- _____ 7. **Does the title minimize the use of stop words (the, a, an, but, nor, for, etc.)?**
The title must make sense to human users first & foremost. If a stop word is necessary for the title to make sense (Dessert Recipes Without Peanuts), leave the stop word in the title.
- _____ 8. **Does the title reinforce & support the primary, h1-formatted headline?**
The document title & h1-formatted headline should be similar but not exact duplicates.
- _____ 9. **Is there only 1 title per document?**
Most search engines will select the first title encountered & ignore the others.
- _____ 10. **Do URLs look or seem spammy?**
Search engines look for the presence of keywords in titles, not keyword density. Avoid unnecessary keyword repetition.