Create unique, accurate page titles

Indicate page titles by using title tags

A title tag tells both users and search engines what the topic of a particular page is. The <title> tag should be placed within the <head> tag of the HTML document (1). Ideally, you should create a unique title for each page on your site.
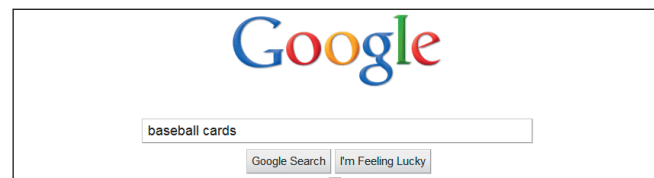
Page title contents are displayed in search results

If your document appears in a search results page, **the contents of the title tag will usually appear in the first line of the results** (if you're unfamiliar with the different parts of a Google search result, you might want to check out the anatomy of a search result video by Google engineer Matt Cutts, and this helpful diagram of a Google search results page). Words in the title are bolded if they appear in the user's search query. **This can help users recognize if the page is likely to be relevant to their search** (2).

The title for your homepage can list the name of your website/business and could include other bits of important information like the physical location of the business or maybe a few of its main focuses or offerings (3).
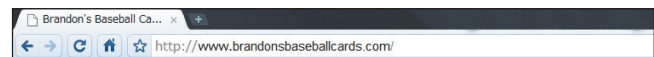
```
<html>
<head>
<title>Brandon's Baseball Cards - Buy Cards, Baseball News, Card Prices</title>
<meta name="description=" content="Brandon's Baseball Cards provides a large selection of vintage and modern baseball cards for sale. We also offer daily baseball news and events in">
</head>
<body>
```

(1) The title of the homepage for our baseball card site, which lists the business name and three main focus areas.
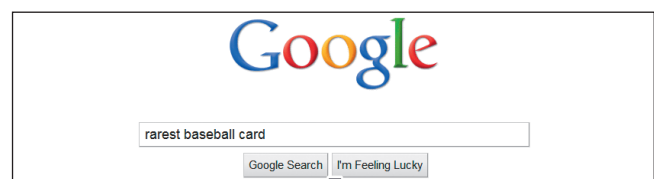

(2) A user performs the query [baseball cards]. Our homepage shows up as a result, with the title listed on the first line (notice that the query terms the user searched for appear in bold).

If the user clicks the result and visits the page, the page's title will appear at the top of the browser.

(3) A user performs the query [rarest baseball cards]. A relevant, deeper page (its title is unique to the content of the page) on our site appears as a result.

Glossary

Search engine	**HTML**
Computer function that searches data available on the Internet using keywords or other specified terms, or a program containing this function.	Abbreviation for HyperText Markup Language, a language used when describing web page documents. It denotes the basic elements of web pages, including the document
<head> tag	text and any hyperlinks and images embedded within.
An element that indicates the header in an HTML document. The content of this element will not be displayed in a browser.	**Search query**
	Single or multiple terms which are input by the user when performing a search on search engines.