

# How to Write <Title> Tags: *An SEO Checklist*

**01** Keep titles about *55-60* characters long.

**02** Use words like *BEST, REVIEW & ULTIMATE* - entice users to click.

**03** Describe your content in the *BEST* possible way.

**04** Use words like *HOW, WHY, WHAT* to help people understand what they will find on the page.

**05** Use target *KEYWORDS* in titles.

**06** Write *UNIQUE* titles, no duplicates!

**07** Use your company name or brand *WISELY*.

**08** Keep it *SIMPLE*.

