

# SEO Title Tags: How to create the perfect title tag to get more clicks

Title tags are extremely important part of SEO optimization because they are the first thing people see upon completing a search. They are the gatekeeper to your website and if you don't get them just right your users will click elsewhere. Proper title tags set you up for immediate SEO success!

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- 60 characters or less
- Research and find a primary keyword
- Research and find long tail keywords
- Write for humans first and search engines second
- Create 3 variations and compare
- Be descriptive
- Keep it concise
- Use CTAs
- Place the primary keyword up front
- Include your branding
- Use numbers when necessary
- Break up text using a | or a -
- Leverage ( ) when appropriate
- Show someone else
- Repeat the above steps for every post or page