Brandella Journal

Title Tag Optimization checklist

Project: _____ Date: _____

- [ ] Every page has its own title tag in the page source, not only in a plugin preview
- [ ] Title is specific, never just Home, Products or the site name
- [ ] Focus keyword appears once, naturally, in the first 25 characters or so
- [ ] Title stays under about 60 characters, and never runs past 70
- [ ] No keyword repeats, comma lists or square brackets
- [ ] Site name appears once, short, at the start or end after a hyphen or colon
- [ ] Title and H1 describe the same topic
- [ ] A year appears only after a real content update, and matches the page
- [ ] Title promises only what the page delivers, with a reason to click beyond an AI summary
- [ ] No two pages share the same title
- [ ] Title uses the language and script of the page
- [ ] The title Google shows has been checked for your key pages
- [ ] CTR compared with your own pages at the same position, not a generic benchmark
- [ ] One title changed at a time, logged with 28 days of numbers before
- [ ] Test judged after 28 days, with the position change checked

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/title-tag-optimization/