

Title Tags

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What are Title tags?

The Title tag is a piece of metadata on a webpage that tells users and search engines about that page. The Title tag, along with the meta description, are also displayed when you or a user post a link to your content on social sites such as Facebook. Therefore, it should be descriptive, specific, concise and compelling. In addition, a well-written title tag is one of the most important “on page” ranking factors for getting visibility in search rankings.

By default, Bento auto-generates Title tags for each page. You do, however, have the option to override the default tag by entering your own carefully crafted Title in the SEO Settings section of each Bento page.

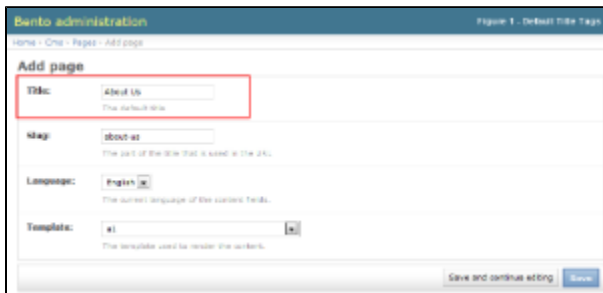
Learn more:

- [Default Title tags](#)
- [Custom Title tags](#)

Default Title tags

By default, Bento auto-generates a Title Tag for each page based on the name of the page, the section of the site and your station name (or “PBS” for national producers). Only the Title text field is required when creating your page (Figure 1).

Figure 1



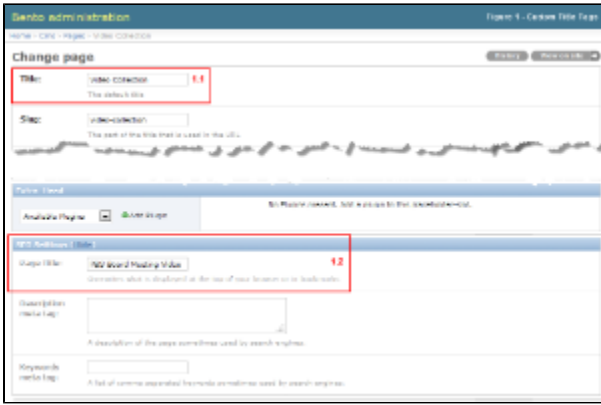
The table below shows how default title tag formats appear for stations and producers.

Template Type	Title Tag String	Example
Station	[page] [parent/directory name] [Station Display Name]	Sense of Community Programs Ozarks Public Television
Producer	[page] [site name] PBS	Sister Bernadette Call the Midwife PBS

Custom Title tags

Sometimes automatically generated metadata can be improved upon by an editor. Therefore, you have the ability to override the default Title tags (Figure 1.1) of your pages at any time, on a page-by-page basis. If you want to create a more descriptive and compelling Title tag than what the system generates, simply enter your desired title in the SEO Settings field called “Title” at the bottom of your Bento page (Figure 1.2). Your text overwrites the auto-generated tag on those pages where the SEO Title field is filled out; if the field is blank, the system defaults to the auto-generated Title tag.

Figure 1



The table below explains how custom Title tags work for stations and producers. [Learn how to customize your Title tags](#)

Stations	Text entered in the Page Title field of the SEO Settings section overwrites everything in the default, including station name. This allows flexibility in adjusting titles/branding on a page-by-page basis. ⚠️ Stations are not required to include branding in the page title, however, it is strongly recommended the station name appear somewhere in the <title> tag.
Producers	Text entered in the Page Title field of the SEO Settings section overwrites the default and " PBS" is automatically appended to the end. This is to ensure all producer pages comply with the Web Manual requirements. ⚠️ Producers should NOT manually add " PBS" to the end of page titles because it will be duplicated.

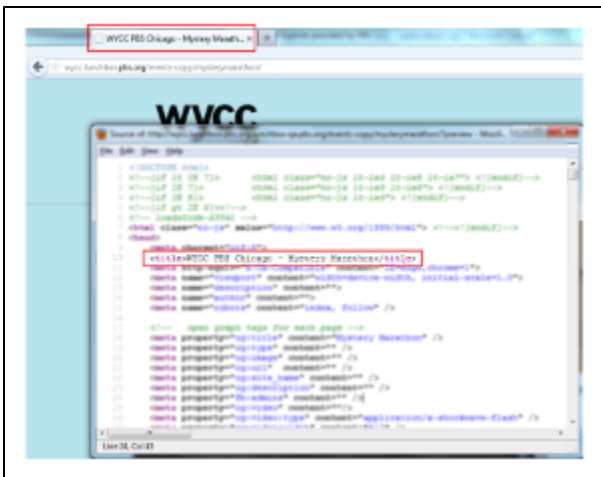
Where does the Title tag appear?

The Title tag appears in three places:

1. In the source code of your html page in between the <title> </title> tags
2. In a tab at the top of your browser or across the top of your browser window
3. In search results

Figure 1 provides a visual example of the Title tags as they appear on a page and within page source code.

Figure 1

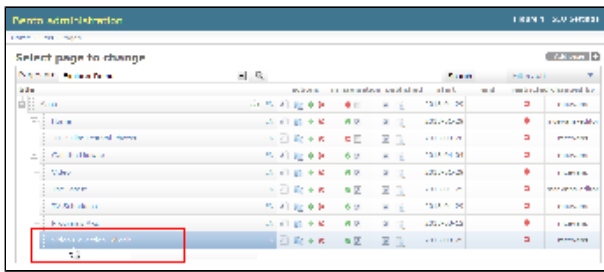


How to customize Title tags

This section demonstrates how to edit the Title tag of your Bento pages.

- From the main pages directory, click the **page** that holds the Title tag you want to edit (Figure 1).

Figure 1



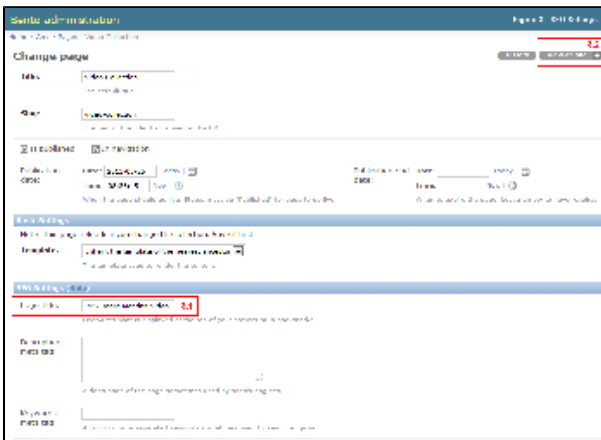
- Click **Show** next to SEO Settings to expand the section (Figure 2).

Figure 2



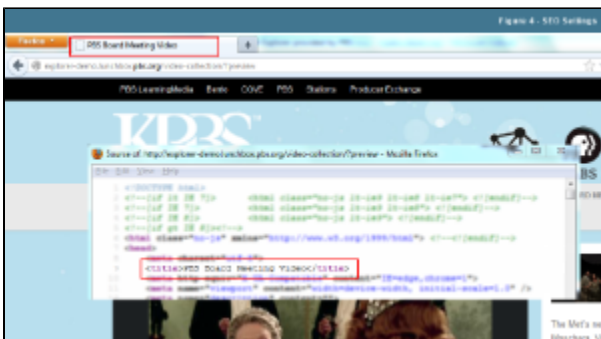
- In the Page Title textbox, type the **Title** for the page as you'd want it to be displayed in search results (Figure 3.1).
- In the upper right side of the page, click **View on site** to view your page in a browser (Figure 3.2).

Figure 3



- Your Title appears in the browser tab at the top of the screen and in the page source code (Figure 4).

Figure 4



Tips for writing effective Titles

When creating your Title text, refer to the following tips:

- **Length:** Title tags should be no more than 70 characters long, including spaces.
- **Keyword order:** The most relevant and descriptive keywords describing your content should come first in your title tag. Place less-specific information (like branding) at the end.
- **Station/Brand Name:** Include your station or program name to provide context and increase brand recognition.
- **Uniqueness:** Do not repeat the same Title across multiple pages. Titles and other meta data should be unique to each page.
- **Descriptiveness:** Make sure the title accurately describes what the page is about (and why it's different from other pages on similar topics)
- **Compelling:** Your metadata should be interesting and appealing, so users will be tempted to click on your search listing to visit your site.