

## Article Title Length Strategy

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When composing your Article Title, consider this Article Title Length Strategy:

Expand your Article Titles by thirty-five to forty percent (35%-40%). Expanding your Article Title makes it easier for people who are searching for your articles to find them and gives you more hooks into your target article reader. This expansion of your Article Title could be used to sell a benefit of reading the article, pose a question to be answered in the article, describe the article topic in more detail or narrow the focus of the Article Title.

Let us take a look at this Article Title: "Article Writing and Copywriting Secret".

This Article Title is keyword-rich and offers the reader a benefit of learning a secret. At this length, the Article Title is very broad in concept and runs the risk of attracting less qualified traffic. In other words, your target audience for this article may not choose to read it because the Article Title is too vague.

By expanding this Article Title from "Article Marketing and Copywriting Secret" to "[Article Marketing and Copywriting Secret: How to Make Your Article Title Sell](#)", the intended target audience is given a narrower topic focus and more details on what to expect in the article body.

You get the target audience you want and the reader gets the specific information requested.

Your Article Title can determine the success of your article in terms of how much qualified traffic your article will generate, so submit your next set of articles with expanded titles to EzineArticles.com. Or, if you would like to start reaping the benefits of article writing and marketing, create your free basic membership account and submit your first quality, original article today at EzineArticles.com!