



The **EzineArticles.com Article Writing: Article Title** Training Series offers you helpful tips and strategies for successful article writing with EzineArticles.com:

Article Title Guidelines

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Article Title Guidelines

To help you get your article approved, here are the current [EzineArticles Article Title Guidelines](#):

- (1) Your Title MUST Be In Upper and Lower Case Letters With The First Letter of Each Major Word Capitalized.
- (2) The article title must not be in all CAPS.
- (3) It is not required that you capitalize common words such as "a" - "the" - "to" - "for" etc, we accept these either way.
- (4) We do not accept QUOTES around your entire TITLE.
- (5) Do NOT end your TITLE with a period.
- (6) Please do not submit Microsoft Word smart quotes in your TITLE. This includes quotes, apostrophe's, double dashes, and 3 dots in a row. Replace smart quotes with standard quotes ("x"), apostrophe's, double--dashes/or three periods (...) in a row.
- (7) Refrain from excessive repetitive punctuation in your TITLE. One exclamation (!) or question mark (?) is enough to make a point.
- (8) We do not allow HTML tags of any kind in your TITLE.
- (9) Your TITLE must begin with the first word flush to the LEFT of the TITLE submission box.
- (10) We do not allow your AUTHOR NAME or any WEBSITE URL to be in your TITLE.
- (11) Your TITLE must not be keyword stuffed (too many redundant keywords used over and over again), but rather should read as a natural language TITLE that any human could easily appreciate. Do not over-optimize your TITLE please.
- (12) We do not allow Prescription Drug names in the title of your article.
- (13) We do not accept one (1) word as the article TITLE, a MINIMUM of two unique words is required.
- (14) We do not accept articles that use slang terms or profanity in the TITLE. Think child-safe or "G" rated article titles.

Article Title Promises and Questions

Your article title is more than just an accurate description about what the reader will find in your article body; it's a promise you make to build a trust relationship with your readership.

Ask yourself: ***"What does my article title promise to give to my reader?"***

(1) Your article title should promise to deliver your expert information on a specific topic. It should build interest or motivation.

(2) Within 2-5 seconds of anyone reading your article, they should be able to clearly see the answer to the promise you made in your article title.

(3) Do not bait or trick your reader into being forced to visit your website to see the answer to the promise you made in your article title. This is a credibility and trust violation.

(4) If you have a very short article title, be certain that your article body includes the most socially acceptable/expected solution or information that any reasonable person would expect from a short title. Better yet, don't use very short article titles. Instead, make them longer and more descriptive.

"Does my article body deliver on the promise made in my article title?"

When you can answer that question with an absolute "YES!", you know you have the makings of an excellent article.

Also, ask yourself: ***"Does my article title entice the reader to ask a question?"***
E.g. "Why," "How," "Who," "Where," "When," etc.

(1) After reading your article title, a question should appear in the reader's mind. Your article body is where you deliver the answer to that question.

(2) This is a powerful concept because you've just engaged the mind of your reader, moving them from a passive to an active state. In the active state, your reader is more likely to find value in your content and thus visit your website.

(3) Never underestimate the power of "How To" article titles. There is clearly a huge demand for articles that answer common problems in an easy-to-read "How To" format.

(4) Don't be afraid to offer your readers more questions they should ask themselves when evaluating the topic of your article. Questions become highly relevant answers to your readers because your questions act like a personal coaching session.

(5) Avoid the shocking question that forces you to stretch the truth to answer the question in your article body. Instead, be creative and interesting with your article title question.

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Article Title -- Narrow Focus & No Sales Pitch

Ask yourself: ***"Did I bite off more than I can deliver in my article title?"***
I.e., should I narrow my topic further?

(1) Your article title should be specific, to the point, and completely deliverable. If you are struggling with delivering all the information promised in your article title, consider splitting your topic into 2-3 separate articles.

(2) Acid Test your article title: Will your readers feel satisfied and have their expectations met by your article body content after reading your article title?

(3) In terms of content supply and market demand for information, it is true that there is a huge demand for information on broad topics, but that comes with a huge supply of content to meet the huge demand. Translation = Your article can get lost in the shuffle.

(4) You may find a market advantage by answering the long-tail demand of a niche topic by looking at the more specific, narrowly defined questions your market is asking for you to answer.

To do: Study the concept of the "long tail".

* You can find the long tail on any topic by doing keyword or keyphrase research with any major keyword discovery tool.

Ask yourself: ***"Does my article title attempt to "sell" something other than information?"***

(1) Your article title should never be a sales pitch for your website, your product, your company or even you. Your expertise in the delivery of information on your topic will "sell" you to the reader. Save the sales pitch for your Resource Box.

(2) The Article Body is where you GIVE; The Resource Box is where you TAKE. Thou shalt never TAKE in the Article Title.

(3) Your objective is to create a relationship of trust and credibility with your readership. You will not get the opportunity to sell to your reader until they know, like and trust you.

(4) In your article title, you are trying to sell your reader on the benefits they will receive if they continue reading your article. Put your creative sales focus on selling your reader the benefits of the information in your article, not your business.

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Article Title Length Suggestions

Ask yourself: *"Is my article title long enough?"*

(1) Consider expanding your article title by forty percent (40%). Evidence suggests that longer article titles produce more views per article vs. short article titles.

(2) Longer article titles can also increase your reprint rate and value. The narrower the focus, the more specialized the reprint website and the more qualified the visitor/reader. This results in a greater referral rate of traffic to your website.

Tip: For EzineArticles.com, your article title can be up to 100 characters long. Make your article title just a little longer than what might feel comfortable and you'll often see a higher return from your article in terms of how much traffic it can attract for you.

(3) A good article title length is greater than 70 characters but less than 100 characters.

Also, Ask yourself: *"Does my article title use clear and concise wording?"*

(1) Get to the point. Do not use exclamatory wording like "You Don't Want to Miss This" or "This is a Must Read" in your article title to induce urgency. It usually just induces annoyance. If your article is good, you don't need it in your title. Focus on the article topic.

(2) Rambling on and on in your article title shows a lack of respect for your readers time. Most people make the mistake of spending 99% of their time on the article body and 1% on the article title. Instead, put 20% of your time on the article title and 80% on the article body.

(3) Don't be cute. It will often backfire, especially if your English-speaking reader did not grow up in your same country or with your same life references. Be direct and be sensitive to cultural misunderstandings when choosing your article title.

(4) Brevity is golden. Start with a long article title with multiple hooks into your key topic and then continue to ask yourself how you could tighten up the article title without sacrificing your intended article title promise.

Article Title Keyword Richness

Ask yourself: ***“Do I write keyword rich article titles?”***

Example 1: *Car Audio*

* This article title is too short to get any hooks and the reader has to guess what your angle to the topic will be about.

Example 2: *Car Audio and Electronics*

* This is better, yet it doesn't explain why someone should read the article.

Example 3: *Car Audio and Video That Will Make Your Friends Envy You?*

* Now we've picked up a 2nd keyword, "video" and a reason why to read the article.

Example 4: *Car Audio Components, Subwoofers and Tweeters-7 Tips to Amp Up Your Stereo*

* Here you see multiple high value keywords, gave a reason to read the article and even used a high value keyword as a verb, "Amp."

Tip: Use a keyword tool such as GoodKeywords, Google Suggest, or Wordtracker to help identify keywords for your article titles.

Also, ask yourself this question: ***“Do the first 3 words of my article title introduce the topic of the article?”***

(1) Start your article title with your article subject.

(2) Avoid starting with 'junk words' or conjunctions, such as "a" or "the."

(3) It is acceptable to start your article title with a verb and then roll directly into a dense keyword relating to the subject of your article.

(4) Consider using two article topic hooks in your article title.

Example: *Yoga Moves - 7 Tips To Flatten Your Abs With Hatha Yoga Techniques*

Topic hook #1 is "Yoga" or "Yoga Moves"

Topic hook #2 is "Flatten Your Abs" or "Hatha Yoga"

Can you imagine the possibilities of using two very narrow topical hooks to help your reader know what the benefit will be if they invest the time to read your article?

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Article Title Common Mistakes to Avoid

Every site you submit articles to may have different editorial style guides. Here are some helpful tips to help you get your EzineArticles submission accepted faster:

- (1) Double-check spelling and word usage in your article title.
- (2) Commas are allowed, but only in the middle of a title.
- (3) Do not put a period at the end of your article title.
- (4) All colons (:), semicolons (;), long and medium dashes, pipes (|), and slashes (/) are to be replaced with two short dashes (--), or changed to word equivalents.
- (5) Ampersands (&) and parentheses () are allowed.
- (6) Quotation marks are allowed to emphasize a part of a title, but not the entire title. Please remove quotes around the entire article as they are superfluous and of no benefit to the author or reader.
- (7) Microsoft Smart Quotes: Please remove them. They break RSS feeds, emails, etc.
- (8) Never put an article number in the title of an article.
Example: [Wrong] Dog Grooming Tips-Article #3
Example: [Right] Dog Grooming Tips
Tip: The reader is most likely not privy to how many articles you may have written on a subject. It also creates useless title bloat.
- (9) Never purposefully use commonly misspelled words in your article title to try and gain traffic from humans who misspell words in their searches. WHY? It's sneaky and it can ruin your credibility as an expert author.
- (10) Never put a year or date in the title of an article. This greatly reduces the "shelf-life" and marketability of your article.
Tip: If you want to update or "freshen" up your article, update the copyright date in your resource box as a marker that will tell the reader when you originally wrote the article.

Writing articles for syndication means that your content will be read for many years and decades to come. Consider that for a moment before you write your next article title.

Having a smart article title is the key to hooking more readers, but the article title is only the envelope in our article marketing campaign. What's inside your article envelope will determine if the reader is satisfied enough to begin to understand and/or trust you.



Your Article Writing and Marketing Call to Action:

If you do not have an EzineArticles.com Membership Account yet, go here to sign up for free:

<http://EzineArticles.com/>

If you are already an EzineArticles.com Expert Author, go here to log in to your account:

<http://EzineArticles.com/>

Your Challenge:

Increase your number of article agents selling for you and share your unique perspective as an expert of your niche!

Get into massive action -- we look forward to approving your next set of articles.