

Title Tag

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

This refers to an HTML element that identifies a specific page topic. Title tags are usually displayed on search engine results pages as clickable headlines for a search. They are essential for SEO, usability and social sharing. A title tag should be descriptive and feature the marketer's main keywords with an accurate and informative description of the page content.

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