

# Basic Settings

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## HTML Title Tag

The title tag defines the title of the page and serves the following purposes:

defines a title in the browser toolbar

provides a title for the page when it is added to favorites

displays a title for the page in search-engine results

used by search engines to identify how to index your site based on title keywords and your site's contents

ex: Important Keywords | About Us | Company Name

Think of title tags like the title of the chapter of a book. It tells people and search engines what your site is about. With that in mind, it should be understandable by humans but written for a search engine by including important keywords for your site.

## SEO

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's unpaid results - often referred to as "natural," "organic," or "earned" results.

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