

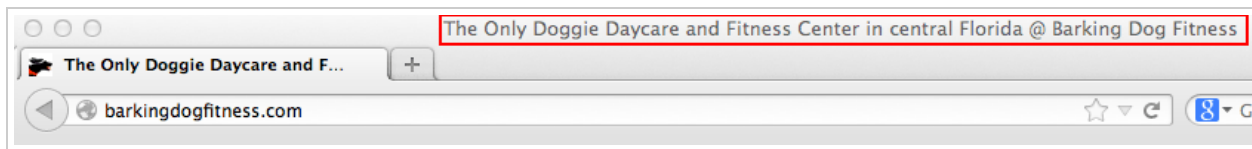
#2 - Ensure your Meta Title never exceeds 68 characters (including spaces)

The LENGTH of your Meta Title tag on every page of your website may be just as important as targeting the proper keyword. You want to shoot for **68 or under characters**, and that INCLUDES spaces. Another good rule of thumb is to have **around 8 words**. However, stick with the character total as your first guideline.

Your homepage's current page title is:

- **The Only Doggie Daycare and Fitness Center in central Florida @ Barking Dog Fitness**

and totals **85 characters/spaces** (17 over the limit)

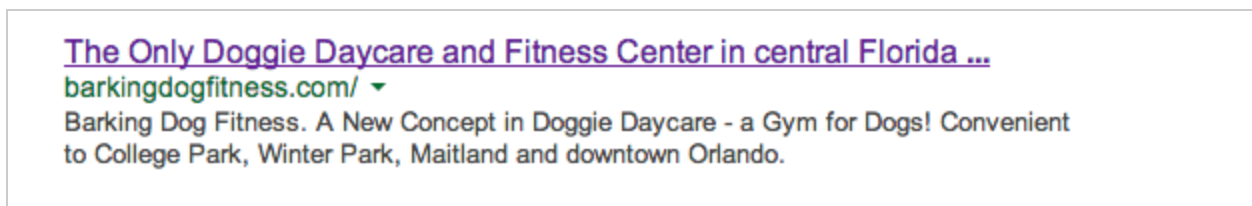


Our recommendation would be to reduce this page title to something like:

- **Orlando's only Doggie Daycare, Fitness Center - Barking Dog Fitness**

This new Meta Title has **67 characters/spaces** (under the limit!)

Not only is having 68 or under characters good from an on-page optimization perspective, it will allow people to see your ENTIRE Meta Title in the SERP (Search Engine Results Page). Otherwise, you'll see ellipses on the end of it (like yours below):



Studies show that carefully crafted Meta Title's that *don't* show ellipses in the SERP get a better CTR ([Click-through rate](#)).