

# Every PDF Deserves a Great Title

**Write titles for both humans and search engines with an emphasis on people.** Titles tell Google and searchers what the PDF is about. Strong, succinct titles directly correlate to higher click-through rates in the search engine results page (SERP).

## CONSIDER THESE KEY FACTORS WHEN FORMULATING YOUR TITLE

- **The most important outcome** is to encourage a visitor to click on the PDF link.
- **Use a primary keyword phrase** at the beginning of the title. This phrase should reflect the primary focus of the content.
- Each title should be **unique**.
- **You do not need to include your company name** in the title because it appears in the URL but if you do, use it at the end.
- **Trademarks and registered symbols** are not necessary in titles and take up pixel space.
- **Use known abbreviations** and other easily recognized short forms to reduce pixel count. [Refer to a thesaurus to identify shorter words.](#)

For example, the word: **"Deploy"** is 53 pixels compared to the word **"Implement"** at 83 pixels.

- **Capitalize the first letter of each word.** Do not use all capital letters.
- **Insert your title in the PDF Document Properties window.** There is no evidence that including anything beyond the title in the PDF Document Properties will appear in Google results.



## EASIER SAID THAN DONE.

Google now calculates page titles in pixels rather than by character count. **Aim for less than 560 pixels.**

Visible length in the SERPs depends on the search query. Google will bold the words in the title when they match the words in the searcher's query.

Bolded words take up more space and Google will truncate based on the longer pixel count.

It is still widely believed that Google will index more words from the title even if it does not display them in the SERPs. This means that Google will associate those words with the page even if it does not display them in search results.

[Measure your Title Pixel Count ▶](#)



## NOTES ON OPTIMIZING YOUR PDF

- **Always use text-based PDFs:** PDFs are content-rich documents that should be optimized just like a web page. Make sure the words in your PDF are basic “copy-and-paste” text, not pictures of words. And of course, use text instead of images for the most important content in the PDF – especially page headings and sub-headings.
- **Include the primary keyword phrase in your file name.**
- **Reduce PDF file size to the minimum** necessary to look good. Use Adobe’s PDF Optimizer option to reduce file size. Stay below 100MB. People now download from mobile devices using slower cell service. They won’t wait around.
- **Do not duplicate the PDF content in HTML format.** This will create duplicate content and leave Google to decide which page to display – they won’t show both in the results. We often see PDFs providing a higher CTR than HTML pages. Providing two versions of the same content dilutes your link popularity.
- **Include a hyperlink back to your website.**

[More Details on Optimizing PDF Content](#) ►