Write clear, specific article titles

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A good article title says what the page is about and is specific enough to tell it apart from every other page in your knowledge base.

Tips for writing a good article title

Follow these tips for writing a good article title:

- **Make sure titles are clear, descriptive, consistent, and specific.** "Overview" is too vague, whereas "How [thing] works" is more descriptive.
- **Don't try to be clever.** Don't use slogans. Accurately describe what the page contains.
- **Make every title unique.** If twenty pages share a title, like "Overview," an agent comparing them has nothing to go on.
- If relevant, **include a variant, product name, plan level, or size.** These details are often included as part of a prompt or question, so they help an agent filter faster to the correct article.

RAG benefit of a good article title

Many advanced RAG pipelines extract the page title and prepend or attach it as metadata to every chunk generated from that page, so titles can carry a lot of weight in identifying relevant sources.

Accessibility tree benefit of a good article title

The title is captured as the root web area encompassing the entire page in the accessibility tree. This is a strong signal to an agent of whether they've found the page they most need.

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