AI TOOLS

AI SEO Title Generator: Prompts for Titles Google Can Use

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Updated Nov 23, 2026

> **An AI assistant works as an SEO title generator when you give it the post, the main keyword and Google's title rules, then pick and edit one option yourself. Google's title link guide asks for a unique, descriptive and concise title without keyword stuffing, and its AI guidance asks you to fact-check AI-written title elements before publishing.**

Key takeaways

- Google builds the title link from several sources, starting with the title element, the main visual title and heading elements such as the h1.
- Google's title guide asks for descriptive and concise text, warns against keyword stuffing and boilerplate titles, and suggests a short brand at the start or end.
- Google says there's no limit on how long a title element can be, but the title link is truncated in results as needed, typically to fit the device width.
- Give the assistant the post, the main keyword and the rules, and ask for several options instead of one.
- Google's AI guidance says the fact-check of AI output also applies to title elements and meta description elements.

An AI assistant can draft several title options from one finished post. Picking the right one still depends on what Google does with a title, which this guide takes from Google Search Central pages read on 23 November 2026. It belongs to our guide to where ChatGPT fits on a blog, part of our pillar guide on Pins made with AI, and the prompts work in ChatGPT, Claude, Gemini or any AI assistant.

What Google builds a title link from

Google calls the title of a search result the title link, and its title page says it is often the primary piece of information people use to decide which result to visit. Google says the generation of title links is completely automated and lists the sources it uses, among them:

- content in title elements;
- the main visual title shown on the page;
- heading elements, such as h1 elements;

- content in og:title meta tags;
- anchor text on the page and text within links that point to the page.

So the title you write is a strong suggestion, not a guarantee. Google says that when it detects an issue on the page, such as a half-empty, obsolete or inaccurate title element, it may try to generate an improved title link from anchors, on-page text or other sources. A title that describes the page well avoids those issues.

What a good SEO title looks like, from Google's guide

Google's starter guide says a good title is unique to the page, clear and concise, and accurately describes the contents of the page. Its title link page adds these points, which are the rules to hand to an assistant:

Google's advice	What it means for a prompt
Write descriptive and concise text	Ask for titles that say what the post answers
Avoid keyword stuffing	The main keyword once, no repeated words or phrases
Avoid repeated or boilerplate text	A title unique to this post, not a template
Brand your titles concisely	The blog name, if any, at the start or end after a delimiter
Use the language of the page	A title in the same language as the post

On length, Google says there's no limit on how long a title element can be, but the title link is truncated in Google Search results as needed, typically to fit the device width. Put the keyword and the promise of the post in the first words, so a cut title still reads.

Decide the keyword before you prompt

A title generator needs the search the post answers. Pick that phrase first: our guide to brainstorming keywords with AI shows how to brainstorm with an assistant and check the phrases in Google's own tools. Google's starter guide asks you to think about the words a user might search for to find your content, and notes that people who know a topic well may use different words from people who are new to it.

Then write the post. Writing the title from the finished post keeps its promise close to what the post delivers, which is what Google's advice on accurate titles asks for.

Prompts for an AI SEO title generator

Anthropic's prompting guide for Claude says to be specific about the output format and constraints you want, and to give context or the motivation behind your instructions. These prompts do both. Replace the text in square brackets before you send one.

The title prompt:

```
Here is my blog post: [paste the post]. Its main keyword is "[your main keyword]"
and its reader is [your reader].

Write 8 title options for the post's title element. Rules: each title describes
what the post answers, uses the main keyword once near the start, repeats no word
or phrase, and promises nothing the post does not deliver. Put the most important
words first, because Google truncates long title links. Give the list only, one
title per line.
```

A second prompt checks the options against the rules, which is useful when you wrote some yourself:

```
Here are title options for a post about "[your main keyword]": [paste the titles].
For each one, say in one line whether it describes the post, whether it repeats
words, and whether its main promise fits in the first words. Then name the clearest
one. Do not invent new facts about the post.
```

The meta description comes next. Google's snippet page says a meta description is like a pitch that convinces the user the page is what they're looking for, and that identical or similar descriptions on every page aren't helpful:

```
Write 3 meta descriptions for the blog post below, each one or two sentences,
specific to this post and written for a reader, not a list of keywords. Use only
facts that are in the post. Post: [paste the post]
```

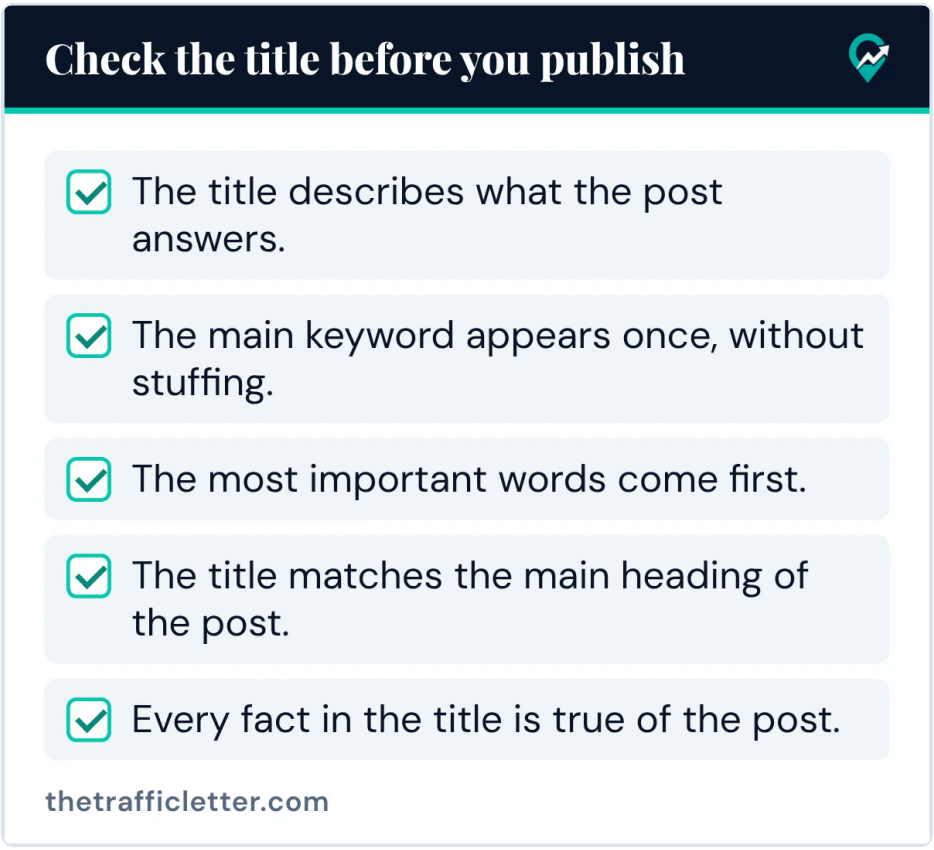
Check the title before you publish

Google's guidance on generative AI content says generative models don't retrieve facts but predict a likely sequence of words, so outputs may contain inaccuracies. It calls it critical to fact-check and review all AI-generated content before publishing, and says this review also applies to

metadata like title elements and meta description elements. Before the title goes live, check:

1. The title describes what the post answers.
2. The main keyword appears once, without stuffing.
3. The most important words come first.
4. The title matches the main heading of the post.
5. Every fact in the title is true of the post.

For the fourth check, Google suggests making it clear which text is the main title, for example by putting the title text in the first visible h1 element on the page. Our post-writing method from Google's guides covers the headings, links and alt text around it.



The checks restate Google's title link guide and its AI content guidance, read on 23 November 2026.

Right after

- Pick the phrase the title is built on with our guide to keyword research with an AI assistant.
- Write the rest of the post with our prompts for natural blog writing.
- Turn the same title into Pin text with our Pin text prompts for ChatGPT.

Frequently asked questions

Can ChatGPT write SEO titles?

Yes, ChatGPT, Claude, Gemini or any AI assistant can draft title options from your post. Google's guidance on generative AI says outputs may contain inaccuracies and asks you to fact-check AI-generated content, including title elements, before publishing.

How long should an SEO title be?

Google's title link page gives no character count. It says there's no limit on how long a title element can be, but the title link is truncated in Google Search results as needed, typically to fit the device width, so put the important words early.

Why does Google show a different title than mine?

Google says its title links are generated automatically from several sources. If it detects an issue such as a half-empty, obsolete or inaccurate title element, it may generate an improved title link from anchors, on-page text or other sources.

Should the title match the H1?

Google's title page suggests making it clear which text is the main title, for example by putting the title text in the first visible h1 element. Keeping the title element and the h1 on the same topic avoids a mismatch.

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Sources last checked on Nov 23, 2026.

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