



Google Removes 110 Character Limit From Article Headline

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Google's article structured data help documentation used to say, "The title of the article. The value should not exceed 110 characters." However, after the update, it reads, "The title of the article. Use a concise title, as long titles may be truncated on some devices."

What does this mean for your website and business?

Care About Title Clarity, Not The Character Limit

The headline property of the Article's structured data documentation has been removed from the 110-character limit. "There are no hard character limits; instead, we recommend you write concise titles as long titles may be truncated on some devices," Google said.

You no longer need to worry about fitting headlines that are less than 110 characters. You do not need to worry if you go over by a few characters. Google wants you to think about how your headline or title will appear on the devices on which your users consume your content.

As a result of article structured data, you will only receive errors about your article headlines being shorter. You need to be aware of these changes to ensure that your title improves the article's readability and focuses less on the character limit.



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