SEO in WCMS

Adding display name, keywords and description.
In edit mode of your websites pages. The first section “Inline Metadata "at the top of the screen. This is where you will add your SEO information.

- **Display Name**: A brief description title for your page - also acts as a Title for the page
- **Keywords**: 3-4 keywords or phrases
- **Description**: Meta description for your page; what your page is about. (Summary)
**Display Name:**
A brief description title for your page. Name the same name as the title of the page and left navigation title.

Example the “Apply Now” page in Admissions in WCMS, this is the title in the “title” text box field.

![Display Name](https://example.com)

The Display Name shows in the browser tab and in Google search results

![Display Name in Browser Tab](https://example.com)

**Keywords**
- No more that 3-4 keyword phrases
- Try to avoid repeating the same word in every keyword.
- Be unique and relevant to that page.
- Include keywords in your meta description, title and content

Example of a keyword phrases:

1. *apply online iun,*
2. *admissions indiana university northwest*
3. *enroll at iu gary, indiana*

**Description**
- Brief description about the contents of a specific page
- Recommended length of a description is 150 characters
- Use keywords in your description