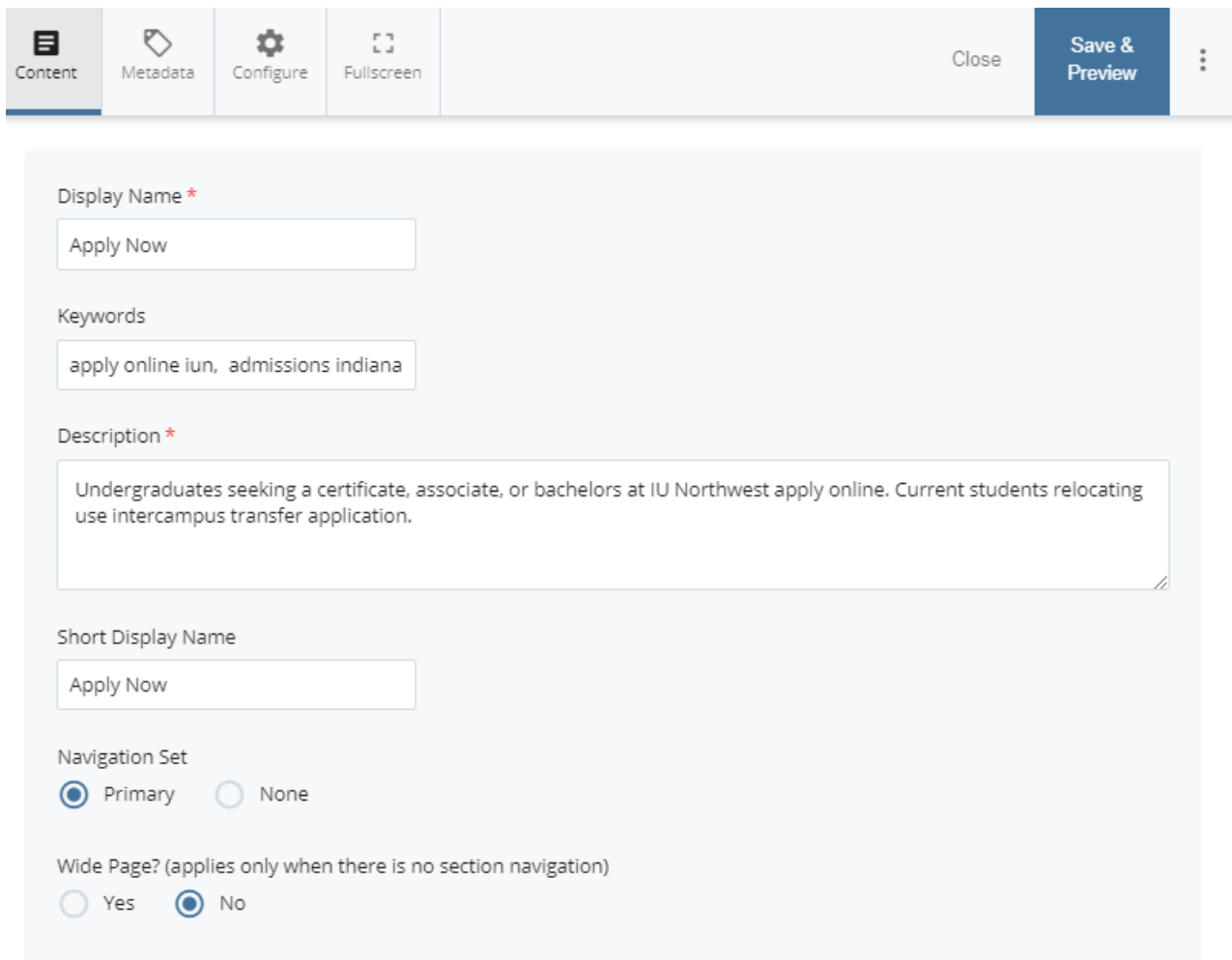


SEO in WCMS

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.



The screenshot shows the 'Inline Metadata' section of a WCMS edit interface. At the top, there is a navigation bar with buttons for 'Content', 'Metadata', 'Configure', 'Fullscreen', 'Close', and 'Save & Preview'. The 'Metadata' section contains the following fields:

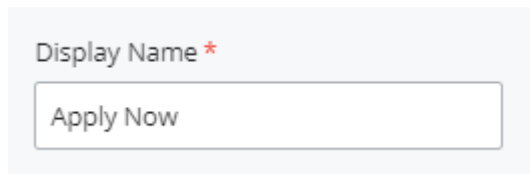
- Display Name ***: A text input field containing 'Apply Now'.
- Keywords**: A text input field containing 'apply online iun, admissions indiana'.
- Description ***: A larger text area containing the text: 'Undergraduates seeking a certificate, associate, or bachelors at IU Northwest apply online. Current students relocating use intercampus transfer application.'
- Short Display Name**: A text input field containing 'Apply Now'.
- Navigation Set**: Two radio buttons, 'Primary' (selected) and 'None'.
- Wide Page? (applies only when there is no section navigation)**: Two radio buttons, 'Yes' and 'No' (selected).

- **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)

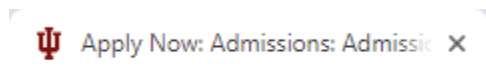
Display Name:

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.

A screenshot of a web form field. The label 'Display Name' is followed by a red asterisk. Below the label is a text input box containing the text 'Apply Now'.

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



Apply Now - Indiana University Northwest

<https://www.iun.edu/admissions/apply/> ▼

Undergraduates seeking a certificate, associate, or bachelors at IU Northwest **apply** online. Current students relocating use intercampus transfer **application**.

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