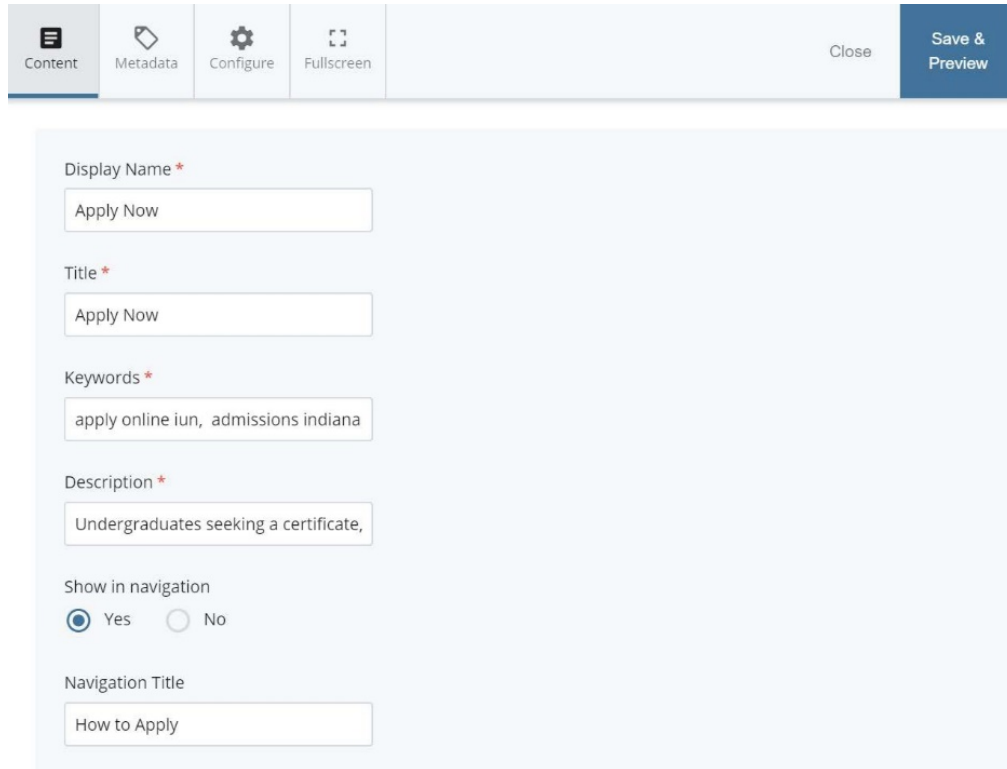


SEO in WCMS

Adding title, 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 tabs for 'Content', 'Metadata', 'Configure', and 'Fullscreen', along with a 'Close' button and a 'Save & Preview' button. The main form area contains the following fields:

- Display Name ***: A text input field containing 'Apply Now'.
- Title ***: A text input field containing 'Apply Now'.
- Keywords ***: A text input field containing 'apply online iun, admissions indiana'.
- Description ***: A text input field containing 'Undergraduates seeking a certificate,'.
- Show in navigation**: A radio button group with 'Yes' selected and 'No' unselected.
- Navigation Title**: A text input field containing 'How to Apply'.

- **Display Name:** A brief description title for your page
- **Title:** Should contain the display name, can have additional information if needed
- **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.

Title:

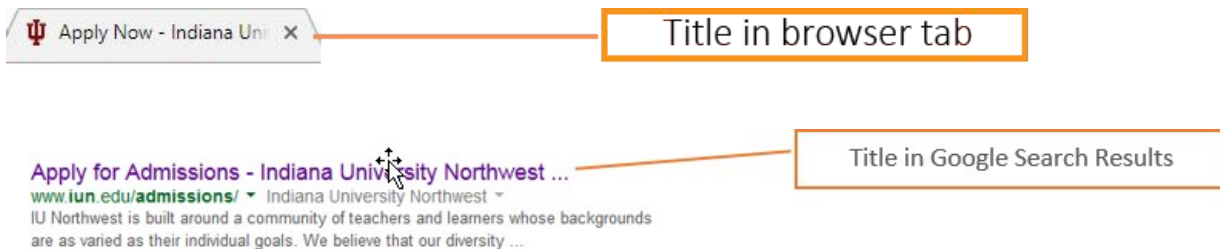
Please note: 30 characters are taken in the title tag because of “– Indiana University Northwest” (65-30=35) So 35 characters can be in your title

- Between 15-65 characters in length (50-65 is ideal).
- Be unique to that page (don't use the same title tag on multiple pages).
- Use a keyword in your title

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

Title *

Title shows in the browser tab and in Google search results



Keywords

- No more than 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