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.

- **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 shows in the browser tab and in Google search results

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