



## Metadata Guide

Metadata is the information about your page that doesn't actually appear on the page, but is read by search engines. You enter this information in the Properties view for each page in the content management system.

### Title tag

Every page must have a title tag: They are incredibly important to the success of a page. Browsers display this title at the top of the tab the page appears in and it also usually appears as the page title in search engine results. Search engines place a lot of weight on the words in a title tag, so make sure your keywords are in the title tag whenever possible.

The format for title tags for DU pages is Page Name | Site Name. (For example, Degrees and Majors | Chemistry and Biochemistry.) Though you won't see it when you look in OmniUpdate (OU), the system will automatically add "| University of Denver" at the end of each title tag when it publishes your pages.

Enter the title tag in the "Window Title" field of the Properties view in OmniUpdate.

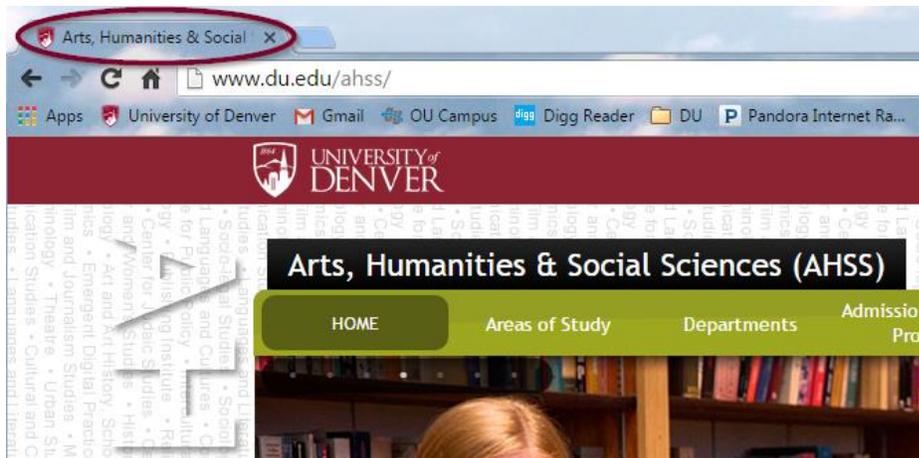
#### Custom Settings

Window Title

*Enter the window title, which will display as browser tab and window names.*

### Where the title tag appears

Browsers display each page's title tag in the tab at the top of the page.



Title tags are used to show the title of pages in search results.

All News Images Maps Shopping More Search tools

About 26,300,000 results (0.58 seconds)

**Division of Marketing & Communications | University of Denver**

[www.du.edu/marcomm/](http://www.du.edu/marcomm/) University of Denver

DU's Division of Marketing & Communications shares how DU and its people are ...  
Recent alums create app for students with learning disabilities( Staff ).

**Staff | Division of Marketing & Communications | University ...**

[www.du.edu/marcomm/staff/](http://www.du.edu/marcomm/staff/) University of Denver

Staff members in Division of Marketing & Communications have skill sets ranging from media relations to writing to Web design and development. Find staff ...

## Meta description

The meta description often appears in the Google search result for a page (see below). It should be a straightforward explanation of the content on the page, including information that meets your marketing goals. (For example: “A complete list of DU’s more than 100 student clubs and social organizations. You can join a club to go ice climbing, debate politics, or kick your career into gear.)

- Limit your description to 165 characters (including spaces), because search engines limit the amount of text they display.
- Put the most important words at the beginning of your description, to make sure skimmers will see them.
- Enter the description in the “Description” field in the Properties view of OU.

*Where the meta description appears*

[More images for university of denver project x-ite](#)

**Project X-ite | University of Denver**

[www.projectxite.org/](http://www.projectxite.org/)

Project X-ITE is an interdisciplinary initiative to inspire collaboration and innovation in technology and entrepreneurship at the University of Denver.

**"Dubbed Project X-ITE, the... - University of Denver - Facebook**

<https://www.facebook.com/uofdenver/posts/10153329829308981>

"Dubbed Project X-ITE, the University-wide initiative will be kicked off in December and will serve as a hub for transforming ideas into projects, products and ...

## Keywords

These are a set of terms related to the content on your page. They don't appear anywhere on your site and search engines place little weight on them, so they are a relatively low priority. They're a good place for you to identify your target keywords, however—the words you will place in your content to help search engines find it.

## Alt tags

These tags describe the content of the photos on your pages: OmniUpdate won't allow you to add a photo to a page without filling out the Alt Tag field.

The alt tag was originally created so users who used a text reading program (for example, the visually impaired) could know the visual content of the page. Now alt tags are also read by search engines and allow users to search for images on the Web (using Google Images, for example). Also, with most browsers, if you hover over a picture on a website, the alt tag for the image will pop up.

Be sure to enter an alt tag for every image, even small buttons and icons.

Incorporate your keywords into your alt tags as much as possible. Search engines place significant weight on alt tags when determining which pages are most relevant for keywords.