

Advanced GW Drupal: Accessing & Editing Meta Tags

Description:

Learn how to configure metadata on your GW Drupal website to improve Search Engine Optimization (SEO).

This reference guide is for:

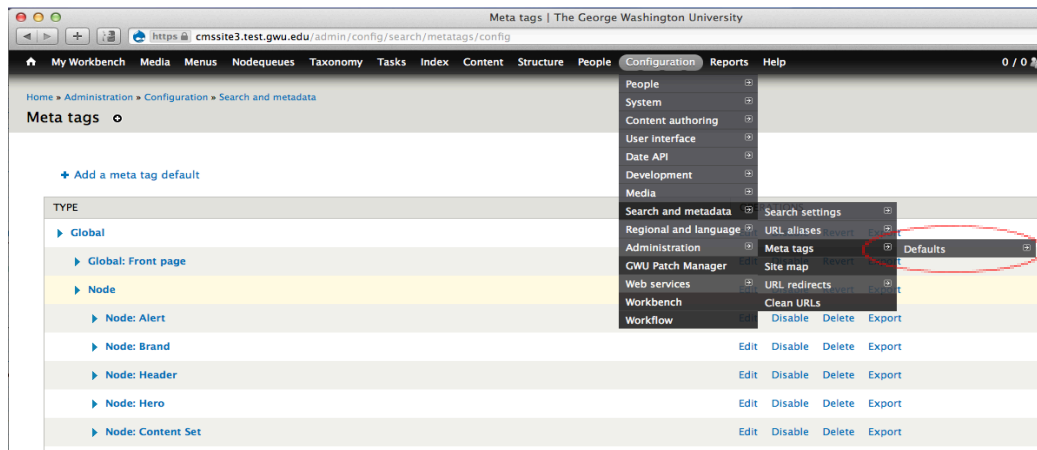
- Content Contributors
- Content Supervisors
- ✓ Site Administrators

GW Drupal Reference Series:

- GW Drupal Foundation
- Daily GW Drupal
- ✓ Advanced GW Drupal

Accessing and Editing Meta Tags in Drupal

To access the Meta Tags configuration page, navigate to **Configuration > Search & Metadata > Meta tags > Default**. This section will allow you to view and edit settings that are applied across the site globally or to a particular content type.



Clicking the arrow to the left of any option will show the current settings. Clicking the **Edit** link will allow you to edit the settings.



Global Settings

Settings configured under “Global” will be applied to your entire site. We recommend that you edit your Global settings and configure the following:

1. **Description:** A brief and concise summary of a site or page, displayed on search engine results. Your summary should contain keywords users use to find your site and should be no more than 156 characters (with spaces) in length.
2. **Keywords:** A comma-separated list of keywords describing the content on the page. Keywords should be consistent with keywords in your page title and description and should reflect the keywords users search to find your site.

Global: Front Page Settings

If desired, you can configure unique settings for your site’s home page. Contact the Online Strategy team for recommendations about how best to utilize this option.

Node Settings

Settings configured under “Node” will be applied to individual pieces of content based on their content type. You will notice that the following content types have special settings configured to prevent indexing by search engines:

- Alert
- Brand
- Header
- Hero
- Content Set
- Local Footer
- System Page
- Promotion
- Social

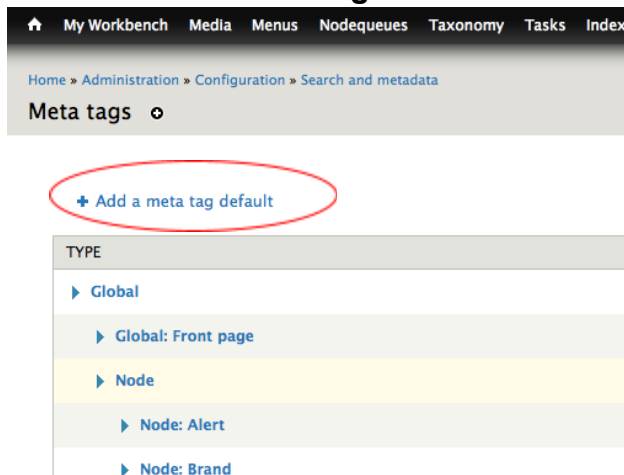
Configuring New Node Settings

If you want specific metadata applied to all pieces of content of a particular type, you can configure a new setting. Some examples of when this might be useful:

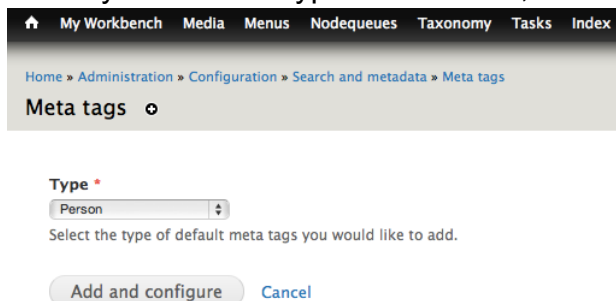
- Updating the Person content type to include a standard Description about faculty in your school/department.
- Updating the Article content type to include a standard Description about news from your organization.

To configure a new setting, follow these steps:

1. Click the **+ Add Meta Tag Default** link.



2. Select your content type from the list, then click **Add and configure**.



3. On the following screen, configure your settings as needed for this content type.

My Workbench Media Menus Nodequeues Taxonomy Tasks Index Content Structure People Configuration Reports Help 0 / 1 Hello annettem Log out

Home » Administration » Configuration » Search and metadata » Meta tags

Node: Person o EDIT EXPORT

Page title
[current-page-title] [site-name] | The George Washington University
The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page.

Description
A brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Abstract
A brief and concise summary of the page's content, preferably 150 characters or less. The abstract meta tag may be used by search engines for archiving purposes.

Keywords
George washington university, gwu, gw, gw university, george wa
A comma-separated list of keywords about the page. This meta tag is *not* used by most search engines.

ADVANCED

Browse available tokens.

Save Cancel

Page-Specific Settings

When editing a specific piece of content, in the bottom section you will see a **Meta Tags** tab (see Figure 5). You will notice that the content inherits the Global and Node settings already configured on the site. Update these fields as desired to include a page title, description, or keywords specific to your page.

My Workbench Media Menus Nodequeues Taxonomy Tasks Index Content Structure People Configuration Reports Help 0 / 1 Hello annettem Log out

▶ **TAGGING**

Menu settings
Alumni & Donors

URL path settings
Automatic alias

Comment settings
Closed

URL redirects
No redirects

Scheduling options
Not scheduled

Meta tags
Using defaults

Authoring information
By admin on 2012-03-08 19:13:18 -0500

Publishing options
Not published

Page title

[current-page:title] | [site:name] | The George Washington University | Washington, DC

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page.

Description

A brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Abstract

A brief and concise summary of the page's content, preferably 150 characters or less. The abstract meta tag may be used by search engines for archiving purposes.

Keywords

George washington university, gwu, gw, gw university, george washington, dc universities, dc colleges, education, higher education

A comma-separated list of keywords about the page. This meta tag is *not* used by most search engines.

▶ **ADVANCED**

[Browse available tokens.](#)

Save Preview Delete

Advanced Settings

On all Meta Tag screens you can click the **Advanced** (see Figure 6) link to expand the page and display additional configuration options. We recommend consulting with the Online Strategy team before changing any of these settings.

The screenshot shows the 'Advanced' settings page. The top navigation bar includes links: Issues, Taxonomy, Tasks, Index, Content, Structure, People, Configuration, Reports, Help, 0 / 1, Hello annettem, and Log out. The 'ADVANCED' link is circled in red. The main content area has the following sections:

- Robots**: A section with several checkboxes for search engine indexing and linking. Below the checkboxes is a text input field for providing specific directions for what to do when this page is indexed.
- Copyright**: A section with a text input field for details about copyright, trademark, patent, or other information that pertains to intellectual property about this page.
- Image**: A section with a text input field for an image URL and a description of the image's use as a thumbnail in social networks and other services.
- Canonical URL**: A section with a text input field for the preferred location or URL for this page to help eliminate self-created duplicate content for search engines.
- Shortlink URL**: A section with a text input field for a shortlink URL.
- Publisher URL**: A section with a text input field for the publisher URL.

At the bottom of the page, there is a link: [Browse available tokens.](#)

Available Tokens

System-generated content, known as tokens, may be included in any field. For example, you will notice the following tokens in the default Page Title settings:

- [current-page:title]
- [site:name]

To add tokens to any of your fields, follow these steps:

1. Place your cursor in the field where you wish to add the token.
2. Click the **Browse Available Tokens** link at the bottom of the page to see the list of available values.

Keywords

George washington university, gwu, gw, gw university, george wa

A comma-separated list of keywords about the page. This meta tag i

► **ADVANCED**

[Browse available tokens.](#)

Save Cancel

3. Browse through the list of available options and click the desired token. Click the **X** to close the list of tokens.

Available tokens

Click a token to insert it into the field you've last clicked.

NAME	TOKEN	DESCRIPTION
Current date		Tokens related to the current date and time.
Current page		Tokens related to the current page request.
Page number	[current-page:page-number]	The page number of the current page when viewing paged lists.
Query string value	[current-page:query:?]	The value of a specific query string field of the current page.
Title	[current-page:title]	The title of the current page.
URL	[current-page:url]	The URL of the current page.
Current user		Tokens related to the currently logged in user.
Random		Tokens related to random data.
Site information		Tokens for site-wide settings and other global information.