

Titles and Meta Descriptions - Request from Meta

Done 2/16

<https://make.wordpress.org/marketing/2018/02/15/marketing-support-request/#comment-334>

For Trello Card:

<https://trello.com/c/2Tu8MISB/123-keyword-and-meta-descriptions-request-from-meta>

Contributors: @bridgetwillard, @claudiud, @danieljtj, @ericsherred @harryjackson1221, @jenblogs4u, @tokyobiory, @softserve.net

Original Request from Konstantin Obenland

Dear Marketers of all things WordPress, I'm here to ask for your help.

We're currently in the process of setting up a new about pages for all *.wordpress.org domains and are missing SEO-optimized Open Graph titles and descriptions. I'm fantastically terrible with words, so I was hoping you might be able to help me a put together engaging short descriptions for the following sites:

Requirements

Features

Security

Roadmap

History

Domains

GNU Public License

Privacy Policy

Statistics

Philosophy

Etiquette

Swag

Logos and Graphics

Please let me know if you need more context or there is anything else I can do to help.
Thank you!

+make.wordpress.org/meta

<https://make.wordpress.org/marketing/2018/02/15/marketing-support-request>

Additional Recommendations from Marketing Team for Meta:

- Unique Featured Image 1200 x 628 (Facebook Prefers this Size). Is Design already on this?
- 300 word minimum on each page.
- Opening Paragraph with the keyword.
- Include H2 subhead in copy and verify that title is H1.
- H2 tags should have the keyword.
- Make sure “Meetup” is capitalized (Trademark) in the copy on the pages.
<https://www.meetup.com/help/article/1744546/>

Scope:

- Keyword should be in first paragraph for Yoast’s Best Practices.
- Title: Should have Keyword.
- Description: 155 characters - should have a clear call to action.
- Alternate 320 character meta description with a clear call to action.

Requirements

<https://test.wordpress.org/about/requirements/>

Keyword: hosting requirements

Title: Hosting Requirements for WordPress

Meta Description: What are the website hosting requirements for WordPress? This is the page where we break it down. We recommend PHP 7.2+ for starters. Click to read more.

Long Meta: Learn about the website hosting requirements to run WordPress. We recommend PHP 7.2+ and HTTPS support among other things. Click through to read all the details of what is needed to host a WordPress website.

Features

<https://test.wordpress.org/about/features>

Keyword: features

Title: Key WordPress Features

Short Meta Description: WordPress features simplicity, flexibility, user and media management, and a better user experience. WordPress is extensible; build your site on it today.

Long Meta: WordPress powers more than 29% of the web. It's simple, flexible, user-friendly, and has a library for managing all types of media. More than 50,000 plugins extend WordPress' functionality, making it the publishing platform of choice. Learn why you should build with it today.

Security

<https://test.wordpress.org/about/security>

Keyword: secure

Title: WordPress is Secure

Short Meta Description: WordPress is recommended as a secure website platform. Do you know why? Read the White Paper on how WordPress maintains user security and flexibility.

Long Meta Description:

Why is WordPress recommended as a secure website platform? Usability, extensibility, and an open source community mindset ensure flexible and secure options for all levels of users. Download the White Paper today.

Roadmap

<https://test.wordpress.org/about/roadmap>

Keyword: wordpress roadmap

Title: WordPress Development Roadmap

Short Meta Description: Gain insight into WordPress timelines today! The WordPress Roadmap highlights completed major releases and improvements planned for WordPress development.

Long Meta Description: The WordPress Roadmap details major releases by date, features of the releases, and notes those who contributed. Also learn about the status of upcoming releases, the development cycle, and issues and milestones. See the progress as it happens!

History

<https://test.wordpress.org/about/history>

Keyword: history

Title: The History of WordPress

Short Meta Description: Learn the history of WordPress, its origins, and how it has grown to become one of the largest content management systems in the world.

Long Meta Description: The History of WordPress reads like an exciting storybook and it's actively chronicled. Learn about the roots of the fork that led to WordPress and the strengths of the GPL license that supports collaborative, forward movement and community contributions making WordPress what it is today.

Domains

<https://test.wordpress.org/about/domains>

Keyword: WordPress domains

Title: WordPress Domains

Short Meta Description: Wondering how and if you can use the word WordPress in your domain name? Read the guide on how to use the WordPress trademark legally to avoid confusion.

Long Meta Description: WordPress domains and names can be very flexible; however, top level domains can't use the word WordPress. Find out what is allowed and what constitutes a trademark violation as well as policies on subdomain use. Also review the list of official WordPress sites to know how to recognize and advise violators.

GNU Public License

<https://test.wordpress.org/about/gpl>

Keyword: GNU Public License

Title: The GNU Public License

Short Meta Description: Discover the details behind the GNU Public License and how it's used within the WordPress project and the extended WordPress community.

Long Meta Description: The GNU Public License is not like most licences. Instead of being designed to limit rights and adaptation, the license is ever evolving to provide a platform for technical expansion and automated transfer of the original existing license to creators. Confusion is commonplace, so we've included a reference on our site.

Privacy Policy

<https://test.wordpress.org/about/privacy>

Keyword: privacy

Title: WordPress Privacy Policy

Short Meta Description: Does WordPress protect your privacy? Learn the details of the WordPress Privacy Policy and what guards are in place for your privacy.

Long Meta Description: Like any other major initiative, WordPress gathers and collects statistics and analytical data. Privacy is key in this endeavor and WordPress never discloses any personally identifiable data. Review the WordPress Privacy Policy to feel comfortable that, as a participant in this community, you're protected.

Statistics

<https://test.wordpress.org/about/stats>

Keyword: statistics

Title: Key WordPress Statistics

Short Meta Description: Ready to be a WordPress Expert? Get key statistics on worldwide use of WordPress. Learn about market share and plugin popularity Get answers now.

Long Meta Description: An exciting part of the constant worldwide growth of WordPress is seeing the multitude of statistics. Review the Key WordPress Statistics including versions of WordPress, PHP versions being run, MySQL versions and locales of use to see how and where WordPress is being used to democratize publishing.

Philosophy

<https://test.wordpress.org/about/philosophy>

Keyword: Philosophy

Title: WordPress' Philosophy

Short Meta Description: The WordPress Philosophy shapes the growth of the project and enhances the community around this unique open source platform everyday. Consider how you can join in!

Long Meta Description: WordPress needs to work for everyone, from a new user to an advanced developer. WordPress' Philosophy is keeping the feature base easy to adopt. New features are designed to add benefit, not be feared, yet provide a stable base for enhancement and adaptation. Learn about the official philosophy and logic.

Etiquette

<https://test.wordpress.org/about/etiquette>

Keyword: etiquette

Title: Etiquette at WordPress

Short Meta Description: Anyone can contribute to WordPress as an open source project, but WordPress etiquette guidelines make the community friendly, safe, and inclusive. We need you!

Long Meta Description: In a thriving community, there must be guidelines for etiquette. Any member of our community can donate their time to improve the project. Review our simple guidelines that focus on diversity and discouraging unwelcoming behavior. Regardless of your level capability, there's a place for you to contribute to WordPress.

Swag

<https://test.wordpress.org/about/swag>

Keyword: swag

Title: WordPress Swag

Short Meta Description: Ready to show off your WordPress swag? Whether it's shirts, hoodies, or something a little more unique, you've got options! Choose your WordPress gear online today.

Long Meta Description: Show your association with WordPress and run with the coolest swag! You'll be surprised how the world famous logo is recognized by others, bringing people together in a place of recognition and community. Whether you're sporting a Wappu, t-shirt or other item, new swag is constantly coming to keep you in style!

Logos and Graphics

<https://test.wordpress.org/about/logos>

Keyword: Brand Standards

Title: WordPress Brand Standards

Short Meta Description: Brand standards are a part of every organization and it's no different for the iconic WordPress logo. Click to learn how to detect a FauxPress image and make sure you're using official WordPress Brand Standards.

Long Meta Description: There's only one format for our main logo. It stands tall just like we do! It's also good to understand the guidelines for text based logos and the "Code is Poetry" tagline. Find the brand standards, color palette, and downloadable formats for smartphones, tablets, and web use. It feels good to be official.