COVID-19 Metadata, SEO and social media

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Metadata overview

Digital presence: Metadata and search engine optimization

- (Google slides) (https://drive.google.com/file/d/1LNSgWUfWCP3nDb1zyDN3vxwWCAcWrjKo/view)
- (PowerPoint)

When applied correctly, metadata helps relevant pages rank higher in search results. It can help Canadians access and share the critical information they are looking for.

- Search engines use certain metadata fields such as metatitle, description and keyword as ranking factors, for results display, and to create rich snippets; the Canada.ca search engine boosts the metatitle, description, and keyword fields; additionally URL is a relevancy and minor ranking factor.
- Social media sites (tweets, posts) are pulling: title, description
- In the context that we are in, focusing on these ones will give you the most benefits:
  - **Title** must be unique, accurately summarize, and distinguish the page content. It should be short and start with the most important keywords (in case it is truncated in search results).
  - **Description** should provide concrete additional information about what the users will find on the page, or what task they can complete.
  - **Keywords** should consist of commonly used words, synonyms and acronyms for important words, concepts and phrases found in the text. Include words that users may use to search for the page.
  - **URLs** should use plain language keywords from the title and be separated with hyphens

Web pages: Guidance for creation of COVID-19 web page metadata in AEM

- Adobe Experience Manager (AEM) COVID-19 metadata creation primer (last modified 2021-01-07)

  These guidelines provide detailed metadata creation instructions for web pages created in AEM, and directly or indirectly related to COVID-19.

- Metadata in AEM – Page properties (last modified 2020-04-17)

  This document provides an overview of the metadata field properties in Adobe Experience Manager (AEM) including a brief description of the fields, how to populate them and how they are used.

News products: Guidance for creation of COVID-19 news product metadata in AEM

- COVID-19 metadata creation primer for news products (last modified 2020-06-17)

  These guidelines provide detailed metadata creation instructions for news product pages created in AEM, and directly or indirectly related to COVID-19.

- Instructions: Adding a COVID-19 tag to a News Product (last modified 2020-05-12)

  This document provides detailed instructions on how to apply the Themes and topics value **Coronavirus (COVID-19)** to a news product in the AEM News module.

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