



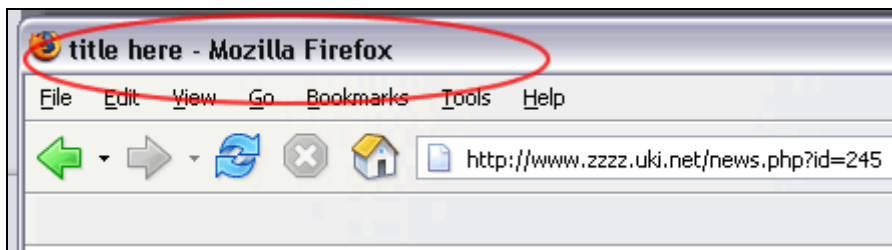
## Using Keywords and Meta Descriptions

### Add Keywords and Meta Descriptions

Inserting a Page Meta Title, Page Meta Description and Meta Keywords will add additional text to your page that may help with search engine promotion.

1. Go to 'Web Pages – Add a Page or Edit/Remove a Page' on the main menu.
2. Scroll down to '2' in the 'Title and Meta Tag Settings' section at the top of the page.

### Add a Page Title



The page title will display at the top of the browser window as illustrated above.

### 3. Insert Meta Keywords

The Meta keywords will not display on your web site but will be hidden in the page code so that search engines can read it. Write a list of words that relate to your web page content. Separate them with commas. For example: house, buying, mortgages. The keywords you select should appear in your web page text.

### 4. Add a Meta Description

The Meta description will not display on your web site but will be hidden in the page code so that search engines can read it. Write a brief description about the web page (1 to 2 sentences).

### Extra Info

You can view the hidden information by viewing the web page and right clicking your mouse on the page. Select 'View Source' from the menu that appears. This displays the code that makes your web page work. At the top of the code you will see your Meta information displayed.



### **Using Keywords and Meta Descriptions with most UKI Features**

If you have features enabled on your site they will automatically use the Meta information stored on your home page. Use generic keywords and Meta information on your home page so that it is relevant to all sections of your site.

### **Using Keywords and Meta Descriptions with E-Basket**

If you have the E-Basket enabled on your site the product pages will automatically use the Meta information stored on your home page in addition to the title of the product. The keyword for each product page will also be replaced by the title of the product.

Use generic Meta information on your home page so that it is relevant when viewed along side your product titles.

### **Using Keywords and Meta Descriptions with the News Section**

If you have the News Section enabled on your site you can insert custom Meta information for each article. See the 'News Section' help sheet for details.