

# Meta Data (SEO) Information

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All pages should contain at least basic meta data. This information is used by search engines to find, understand and map pages as part of search results. When you are editing an existing page or creating a new one you will see the "All in One SEO Pack" toward the bottom of the page. Here you can enter your page's meta data.

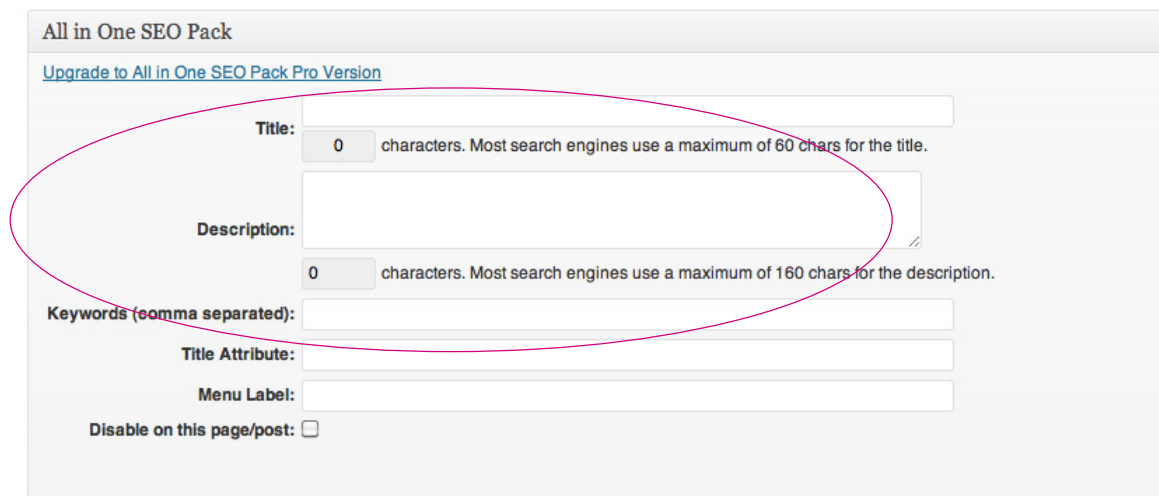
Title: This is the title that will show at the top of the browser window, it can simply match the title of the page or be a shorter version of it.

Description: This is the text that will show in a search engine if the page is shown as a search result. This should be brief and to the point. Do NOT copy existing text for the page, make the text a little different, but make sure to use some of your important keywords on the page.

Keywords: These are the words you should think of a Search Terms. If someone was searching the internet for the information on this page, what might they type into a search engine? Those words should be your keywords and should also appear in the page's text. You can use phrases and single words, just separate them in commas.

The last two items are unneeded.

## *Required Items...*



The screenshot shows the 'All in One SEO Pack' meta data form. A pink oval highlights the 'Title', 'Description', and 'Keywords' fields, which are the required items. The 'Title' field has a character count of 0 and a note that most search engines use a maximum of 60 characters. The 'Description' field has a character count of 0 and a note that most search engines use a maximum of 160 characters. The 'Keywords' field is labeled '(comma separated)'. Below these fields are 'Title Attribute' and 'Menu Label' fields, and a 'Disable on this page/post' checkbox.

All in One SEO Pack

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Title:  0 characters. Most search engines use a maximum of 60 chars for the title.

Description:  0 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Title Attribute:

Menu Label:

Disable on this page/post: ☐