



USER GUIDE

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## SEO AND META TAGS

06/21/2019

## 1. INTRODUCTION

The SEO and Meta Tags have been created for Agencies because we have come into an age of Social Media Sharing and Google Searches. PAI has implemented a way for Agencies to control the way their websites are presented to Google and Meta Tags.

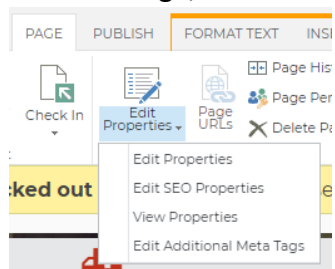
## 2. EDITING THE SEO AND SOCIAL MEDIA SETTINGS

### 2.1. To add SEO and Social Media Tags:

2.1.1. Log in to your respected AUTH website (e.g.: <https://auth-agency.pa.egov.com/sites/dcnr/Pages/default.aspx>), go to the desired page to setup settings

2.1.2. Edit the Page

2.1.3. Under Page, click the dropdown



2.1.4. Click "Edit SEO Properties"

2.1.4.1. Fill out the form

Name  
This page's name may appear in the URL  
.aspx  
**You must specify a value for this required field.**

Title  
Search Engines can use the title to pair this page with search results for similar keywords.

Browser Title  
You can customize the text that appears in the title bar of the web browsers viewing this page.  
Please enter between 5 and 25 characters in this field.

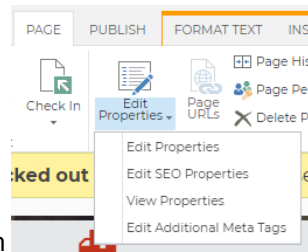
Meta Description  
Search Engines may display this text under a link to this page on a search results page.  
Please enter between 25 and 150 characters in this field.

Keywords  
Provide keywords that describe the intent of this page. Separate each keyword with a comma.  
Please enter between 25 and 1024 characters in this field.

Exclude from Internet Search Engines  
Choose whether or not to indicate to internet search engines that this page should appear in search results.  
 Include in sitemap and expose to Search Engines  
 Exclude from sitemap and hide from Search Engines

2.1.4.2. Click OK

### 2.1.5. Edit the Page



2.1.6. Under Page, click the dropdown

2.1.7. Click "Additional Meta Tags"

2.1.7.1. Fill out the form

### Other Meta Tags

revisit-after:	<input type="text"/>
googlebot:	<input type="text"/>
department:	<input type="text"/>
audience:	<input type="text"/>
doc_status:	<input type="text"/>

### Open Graph Settings

Open Graph Url:	<input type="text"/>
Open Graph Type:	<input type="text"/>
Open Graph Title:	<input type="text"/>
Open Graph Description:	<input type="text"/>
Open Graph Image Url:	<input type="text"/>
Open Graph Site Name:	<input type="text"/>
Open Graph Locale:	<input type="text"/>
Open Graph Locale Alternate:	<input type="text"/>

### Twitter Settings

Twitter Card:	<input type="text"/>
Twitter Description:	<input type="text"/>
Twitter Title:	<input type="text"/>
Twitter Image Url:	<input type="text"/>

2.1.7.2. Click Save

2.2. Check in or Publish the Page