

Enhancing Searchability on Your Web Pages

This short document shows you how to enhance the searchability of web-content on your web pages on the vinu.edu site.

Title your Content Correctly:

When making or even updating web content make sure the title of that content is relative to what the information in the content itself is about because this is what will be displayed when someone searches for it! For example, if I'm writing or updating content about **Financial Aid** I want the title of my content to be called **Financial Aid**. (Note the title section is located at the top of web content editing form.)

Example Title Picture:



The image shows a screenshot of a web content editing form. At the top, there is a label 'Title' with a red asterisk icon. Below it, the text 'Financial Aid' is entered in a text field. A horizontal line separates the title field from the 'Summary' field below it. At the bottom left of the form, there are several small colored squares (blue, red, orange, yellow) and a small blue icon. At the bottom right, there is a small blue icon resembling a pencil or eraser.

H1(Heading 1 Text):

H1 or Heading 1 text are important in web content because this is will be the first thing the user reads when actually viewing your content. Ideally heading 1 text should share the same name as your title (see example pic below).

Title *
Class Schedules

Summary

Title and Heading 1 are the same.

Content

Class Schedules

Click Here to View Class Schedules

Spring 2019 Final Exam Schedule

You do not need to login to view the class schedules. This includes all academic courses offered online and on campuses. **Remember, you'll need to talk to your advisor to register for classes.**

Find your [advisor](#) by going to your [MyWU](#) account.

Tagging Content:

Tagging Content helps content become more searchable because it allows you tag something with words that may not be in the content itself. Tagging content also allows it to be grouped together and will let users find things they may be looking for in the same area. To access tags and tagging in web content simply navigate to the drop down buttons at the bottom of the web content editing menu and drop down the metadata block. In the section called tags is where you can add your tags to the content. Simple type in a lower case word or words and click the add button and that will tag your content.

Metadata

type (Global)

general ✕

Select

Tags

classes ✕ class schedules ✕ schedules ✕

Add Select

Making Old Content Un-Searchable:

Another step you can take to make your content easier for users to find is to make old outdated content unsearchable. To do this simply find the content then edit it and in the editing area you will see a tab that says “searchable” simply click that to off.

