Metadata

Metadata is information about a web page that is specifically designed for search engines to use to help it index a page. In Google and other search engines this information can be used for what is displayed on the search results page. Unfortunately, we can't fully control what a search engine displays in the search results and it may choose not to use the Metadata provided and base the results on something else.

On Oxweb this information can be added in the 'Meta tags' tab.

Basic tags

Page title
This text is displayed in the title bar of a visitor's web browser when they view this page. It can also be used by search engines as the title that appears in the search results page.

The default for this field is to use the page title plus the name of the website (eg: Name of page | University of Oxford). You can write your own page title by overwriting the text in the field.

Please note that this is the title text that search engines use to help with their indexing so the title needs to reflect the content of the page.

Google   Personalised learning oxford university   ✕ | 🔍

🔍 All   📰 News   🖼 Images   🛍 Shopping   ▶ Videos   ⋮ More   Tools

About 409,000,000 results (0.54 seconds)

https://www.ox.ac.uk › exceptional-education › persona...   ⋮

Personalised learning | University of Oxford

Personalised learning. Tutorials; Weekly classes; Lectures; Workload and independent study. **Oxford's** core teaching is based around conversations, ...

Description

A brief summary of the page's content, preferably 150 characters or less. The description is used by search engines to display a snippet about the page in search results.

The default for this field is to use the page introduction text. You can write your own description by overwriting the text in the field.

- Try to use action words where applicable (Discover, See, Get, Find out…)
- Include strong keywords in your description (words that visitors will use to find your page)
- Make sure that the description matches the content of the page
- Make the description unique to the page and duplicate the description from another page

Please note that for subsite pages the description will need to be manually input as there is no introduction text field.

Abstract

This field is used by some search engines to archive the page and works the same way as the description field.

Keywords

You can add a comma-separated list of keywords about the page to this field.

Please note that keywords are no longer supported by most search engines anymore.

Advanced tags

These can be ignored as they are not used.

Open Graph

These fields are used to control how Facebook displays and interprets the page's content when it is shared on that platform. It allows any web page to have the same functionality as any other object on Facebook.

Content type
Use the dropdown list to tag the type of the content.

Page URL
Preferred page location or URL to help eliminate duplicate content for search engines.

Content title
The title of the content.

Content title determiner
Use the dropdown to add the word that appears before the content's title in a sentence. The default ignores this value, the 'Automatic' value should be sufficient if this is actually needed.

Content description
A one to two sentence description of the content.

Content modification date & time
The date this content was last modified, with an optional time value. This needs to be in ISO 8601 format (eg: 2022-04-04T09:00:35+00:00).

See also
These are URLs to related content. Multiple values may be used, separated by a comma.

Image

You can add the URL of an image that is different from the image on the page. For best results use an image that is at least 1200 x 630 pixels in size. The image can be in either PNG, JPEG and GIF formats.

Image URL
This field can be used as an alternative to the Image tag, though some services do not recogise this field.

Secure image URL
Use this field for a secure URL (HTTPS) of an image. The image must be at least 50px by 50px and have a maximum aspect ratio of 3:1. The image can be in either PNG, JPEG and GIF formats. All "http://" URLs will automatically be converted to "https://".

Image type
The type of image referenced in the fields above. These should be either "image/gif" for a GIF image, "image/jpeg" for a JPG/JPEG image, or "image/png" for a PNG image.

Image width
The width of the image referenced above.

Image height
The height of the image referenced above.

The following tags can be used to add location information if they are needed. These are not generally used for an Oxweb page.
Latitude
Longitude
Street address
Locality
Region
Postal/ZIP code
Country name
Email
Phone number
Fax number
Locale
Alternative locales

Audio URL
You can add the URL to an audio file for the page.

Audio secure URL
Add a secure URL to an audio file for the page. All "http://" URLs will automatically be converted to "https://".

Audio type
The media type (MIME) of the audio file referenced above. An example is "application/mp3" for an MP3 file.

Video URL
You can add the URL to a video file for the page.

Video secure URL
Add a secure URL to a video file for the page. All "http://" URLs will automatically be converted to "https://".

Video width
The width of the video.

Video height
The height of the video.

Video type
The media type (MIME) of the video file referenced above. An example is "application/x-shockwave-flash" for a Flash video, or "text/html" if this is a standalone web page containing a video.

Actor(s)
You can add links to the Facebook profiles for actor(s) that appear in the video.

Actors' role
The roles of the actor(s).

Director(s)
You can add links to the Facebook profiles for director(s) that appear in the video.

Scriptwriter(s)
You can add links to the Facebook profiles for scriptwriter(s) that appear in the video.

Video duration (seconds)
The length of the video in seconds.

Release date
The date the video was released.

Tag
Add keywords associated with the video.

Twitter Card

A set of fields specially for controlling the way summaries are displayed when content is shared on Twitter.

Twitter card type
Use the dropdown list to choose the type card you want. No other fields are required for a Summary card, a Photo card requires the 'image' field, a Media player card requires the 'title', 'description', 'media player URL', 'media player width', 'media player height' and 'image' fields, a Summary Card with Large Image card requires the 'Summary' field and the 'image' field, a Gallery Card requires all the 'Gallery Image' fields, an App Card requires the 'iPhone app ID' field, the 'iPad app ID' field and the 'Google Play app ID' field, a Product Card requires the 'description' field, the 'image' field, the 'Label 1' field, the 'Data 1' field, the 'Label 2' field and the 'Data 2' field.

Creator's Twitter account
The @username for the content creator/author for this page. You must include the @ symbol. The default is set to the University of Oxford Twitter account but you can overwrite this with another account if you wish.

Creator's Twitter account ID
The numerical Twitter account ID for the content creator/author for this page. The default is set to the University of Oxford Twitter account but you can overwrite this with another account if you wish.

Page URL
You can add a permalink URL for the page in this field.

Title
You can add a different title for the page using this field. It must be 70 characters or less. The default is the page title and the website name but this can be overwritten if you wish.

Description
You can add a description that summarizes the content of the page. It must be 200 characters or less. The default is the introduction text but this can be overwritten if you wish.

Image URL
You can add a URL to a unique image representing the content of the page. Images larger than 120x120px will be resized and cropped based on the longest dimension. Images smaller than 60x60px will not be shown. If the 'type' is set to Photo then the image must be at least 280x150px. The default is to use the main image of the page but this can be overwritten.

Image width
The width of the image being linked to, in pixels.

Image height
The height of the image being linked to, in pixels.

Image alternative text
The alternative text (alt tag) of the image being linked to. This is limited to 420 characters.

The following fields are specifically for the 'App Card' option on the Twitter card type dropdown list.

App Store Country
If your application is not available in the US App Store, you must set this value to the two-letter country code for the App Store that contains your application.

iPhone app name
The name of the iPhone app.

iPhone app ID
The numeric representation of your iPhone app's ID as in the App Store.

iPhone app's custom URL scheme
The iPhone app's custom URL. It must include "://" after the name.

iPad app name

The name of the iPad app.

iPad app ID
The numeric representation of your iPad app's ID as in the App Store.

iPad app's custom URL scheme
The iPad app's custom URL. It must include "://" after the name.

Google Play app name
The name of the app in the Google Play app store.

Google Play app ID
Your app ID in the Google Play Store (i.e. "com.android.app").

Google Play app's custom URL scheme
The Google Play app's custom URL. It must include "://" after the name.