PLAYBOOK

what metadata shows up as in google

META TITLE
(H1 HEADER)

META DESCRIPTION

Kent State
https://www.kent.edu

Kent Campus | Kent State University Kent State, one of Ohio's ...

Kent State, one of Ohio's leading public universities, offers academic excellence in graduate and undergraduate programs, 200+ campus organizations and over ...
META TITLE (H1 HEADER)

- Include at least one of your target keywords
- While not as essential, try to include your brand name, “Kent State University”
- Try to keep meta titles to a maximum of 70 characters or 580 pixels.
- Check meta lengths here
- Optimized meta title example:
  - Exercise Science Degree - B.S. Degree | Kent State University

META DESCRIPTION

- Include at least one of your target keywords
- Incorporate a CTA to encourage users to click through to the page
- Try to keep meta descriptions to a maximum of 160 characters or 680 pixels.
- Check meta lengths here
- Optimized meta title example:
  - Learn about Kent State's exercise science major & see what you can do with a successful career in exercise science.
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editable content in template

EXERCISE SCIENCE - B.S.

This custom content overrides the content from the Course Catalog. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
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header & header images

HEADER (H1)
• Include at least one of your target keywords
• There should only be one H1 per page. All other headers should follow a hierarchy of H2, H3, etc.
• Try to keep H1s to a maximum of 60 characters - a brand name is not necessary here
• Optimized H1 example:
  • Bachelor’s Degree in Exercise Science

HEADER IMAGE
• It is a legal requirement for all images on a website to include alt text that correctly and accurately describes an image for the visually impaired and search engines.
• There is no maximum length for alt text - use as much space as you need to to accurately describe the image
• Use SEO keywords only if they make sense - remember that alt text is an accessibility requirement before an SEO opportunity.
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copy block 1

• This is your first opportunity to introduce the page and, therefore, your program to readers.
• Use your target keywords throughout whenever it makes sense to.
• Try to include your most important keywords towards the beginning of the copy block.
• Avoid keyword stuffing - inserting keywords in a way that sounds unnatural. Search engines will pick up on this and penalize your webpage.
• Link to any relevant pages internally, making sure to include descriptive anchor text as opposed to just “click here” or “learn more”.
• Optimized example:
  • Kent State University's Bachelor of Science in Aviation Management degree prepares students for careers in the aviation industry. The program provides students with a comprehensive education in aviation studies, management, and business. Graduates of the program are prepared for a variety of careers, including airline operation, air transportation, airport management, airport consulting, aircraft manufacturing, sales, and aviation insurance.
"I found that the professors were invested in our personal and professional development and they understood that the two were inextricably linked in the classroom," Valentino said. "I learned, in these classes at Kent State, that my education was not just an exercise, but that it would be something that would change me for the better during a period in my life where I needed an education, discipline in a tradition and the rigors of careful reading, writing and conversation. All of this I gained from my mentorship by Professor Camden."

- Valentino Zullo, Ph.D.

Read Full Story
This is an opportunity to show readers and search engines why your program stands out from the rest. Ultimately, what makes you a trustworthy expert with experience and authority?

Quotes aren’t a bad way to showcase this, particularly if you can identify them as people who have gone on to become experts in their field. Link to their bios or blog posts about them if possible.

If you don’t have a testimonial or quote, you could include something highlighting what jobs students with this degree can or have gotten.

You could also skip adding copy here to provide people faster access to the rest of the page, including possible FAQs below this.

Again, use keywords whenever possible, but don’t force anything.
Contact Us

Questions about the program? Contact Kent State today and we will be in touch soon. If you’re ready to take your career to the next level, apply to earn your online master’s in accountancy!

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rechavez@kent.edu
This final block gives you an opportunity to include any other important information that has not already been shared on the page.

An FAQ section would work great here as well - this is a great opportunity to use some SEO keywords and questions that people are often searching for regarding programs and careers like yours.

- Every page will have a different number of FAQs based on the searcher’s needs
- Not all pages will have the same FAQs - again, these should be tailored to searcher needs and should reflect what they’re asking.
**PLAYBOOK**

**add meta tags in 3 steps**

1. Menu settings
2. Meta tags
3. Basic tags
   - Keep the tips in this deck in mind and delete the default tokens with your content in these two fields:
     1. Page title
     2. Description fields
The University Communications and Marketing team includes the professionals below.

UCM ORGANIZATION CHART
PLAYBOOK

meta tags

No media items are selected.

Add media

Body (Edit summary)

Format

The University Communications and Marketing team includes the professionals below.

UCM ORGANIZATION CHART

TAGS

+ 

Add another item

Parent link

-- About Us

Weight

0

Menu links with lower weights are displayed before links with higher weights.

Comment settings

Meta tags

Configure the meta tags below.

Use tokens to avoid redundant meta data and search engine penalization. For example, a 'keyword' value of "example" will be shown on all content using this configuration, whereas using the [node:field_keywords] automatically inserts the "keywords" values from the current entity (node, term, etc).

Browse available tokens.

- OPEN GRAPH – PRODUCTS
- BASIC TAGS
- ADVANCED
- OPEN GRAPH
- FACEBOOK
- ADD JSON SCHEMA
Learn about Kent State’s exercise science major & see what you can do with a successful career in exercise science.

A brief and concise summary of the page’s content that is a maximum of 160 characters in length. The description meta tag may be used by search engines to display a snippet about the page in search results.

Keywords
A comma-separated list of keywords about the page. This meta tag is no longer supported by most search engines.