Greetings RTS Staff,

We are working on an initiative to improve RTS website to have better Search Engine Optimization. Many of the CMS pages lack several key items of metadata. Most pages have very similar page titles, with no page description or keywords.

The following short guide will explain how to update page titles to a meaningful title, add keywords, and add descriptions.

EGEN CMS Program:
**Find and Open the Page**

The first step is to find the page you want to edit. The website URL for the RTS website will tell you where to look. All pages in the CMS directory that can be edited are under [www.rts.edu/site/](http://www.rts.edu/site/)

As noticed, the Site folder is as high a level as you can navigate.

In the case of the Orlando Campus home page, the full URL is here:

[http://www.rts.edu/site/about/campuses/orlando/index.aspx](http://www.rts.edu/site/about/campuses/orlando/index.aspx)

Thus, you will want to drill down in the tree in the left of the CMS editor window to the directory where the file resides.

In this case, we are going from **Site -> About -> Campuses -> Orlando**, which is where the index page is for the home page.
Once you have found the page you want to edit, simply right click on it and choose “Checkout for Edit.”

**All About Titles**

As noticed toward the top of the screen when editing a CMS page, there is a box for “Title” and “Short Title”. The title is what appears at the top of the browser window and as the clickable link in search results.

This is found in the text box that is highlighted at the picture to the right. It can be changed at any point to the desired and specific title it needs.
As noticed in this screen shot set, the search results for the RTS Orlando Campus information page list the title as “Reformed Theological Seminary”. Too many of the pages have this same title of “Reformed Theological Seminary”. Instead, the page title needs to be more specific to the page content and purpose. In this case, it could be titled Reformed Theological Seminary – Orlando Campus.

This is a very easy fix; all that needs to be done is to change the title that appears within the CMS in that textbox at the top.

Standard Format for Titles: It is highly recommended that all page titles follow this format where applicable:

**RTS – Keywords Describing the Page and its Content.**

Examples:

Christian Character Tours page could have a title of: **RTS – Christian Character Tours in Gettysburg and Fredericksburg 2009**

Campus Near You page: **RTS – Seminary Campuses in Jackson, Charlotte, Orlando, Atlanta, Washington, Memphis, and Virtual**

The reason for these keyword specific titles is that they are more likely to be returned in results when users search for terms as found in the page title.
Another important piece of information is the page metadata. Specifically, the **description** and **keywords**. These help search engines better organize the pages and display more meaningful content to the user. A page that has a description will show that information to the user when they use a search engine, as opposed to randomly related text from within the page itself.

Note the Google search result again for RTS Orlando that shows as the description:

1. **Reformed Theological Seminary**
   We at **RTS-Orlando** boldly stand in the tradition of Luther and Calvin. We believe that spiritual movements begin with passionate hearts and orthodox faith. ...
   
   www.rts.edu/site/about/campuses/orlando/index.aspx - 52k - Cached - Similar pages

This text that appears below the Page title link is pulled from the document where the words RTS Orlando appears. While this is sometimes helpful to a searcher, a description written by staff would be better suited. Think of the description as a page summary. A specific and targeted sentence or two could be added that describe what the page and its content is about.

Example of how it could look if the page had a description:

1. **Reformed Theological Seminary**
   Home page for the Orlando Campus at Reformed Theological Seminary (RTS). Learn about degree programs, student life, faculty, and more. ...
   
   www.rts.edu/site/about/campuses/orlando/index.aspx - 52k - Cached - Similar pages

This simple example shows how the page description can better communicate to the searcher as to what the page is really about.

**How to Add Descriptions and Keywords**

To add descriptions and keywords, look toward the bottom of the CMS editor when editing a page. You will see a button that says “Page Metadata”.

Click the button to reveal a new popup window.
By default, there is likely only a keyword of “RTS” unless someone has adjusted the page’s metadata in the past.

To add a description if one doesn’t exist yet, click the + button. This will bring up another popup window.

Click the drop down window and choose description from the list of options.
Once selected, simply type whatever information you want to show up as the description.

Hit the OK button when done. You will see that Edit Metadata popup window now has a new record for description:
To EDIT one that already exists, double click the row you want and it will popup the window so you can change it.

If you try to add a new description when one already exists, **the old one will be deleted**. Please keep this in mind when making changes.

Adding keywords is much the same as adding a description. If a keyword row doesn’t exist, hit the + button and choose keywords from the popup window.

Type the keywords you want. These should be page specific. **Do not** simply use the same few words on every page. They need to be unique and related to the content within the page. Each keyword should be separated by a comma. Keywords can be one or more words, but keep separate ideas separated by a comma.

Example for RTS Orlando Campus Home Page:

Orlando, Seminary, Reformed Theological Seminary, RTS Orlando, Information, Campus, Student Life, Students, Faculty, Resources, Seminary Resources, Admissions, Orlando Admissions, Apply, Reformed Seminary, Seminary Courses, Seminary Classes, Upcoming Classes, Martin Luther, John Calvin
Hit OK button and you will see the Metadata keywords have been updated.

**NOTICE:**

To edit keywords, simply double click the row that says “keywords”. **DO NOT** hit the + button to edit keyword lists!

**Please Note:** Only one row in the Metadata window can be keywords. There cannot be multiple rows of keywords. It is all contained in its own row.

***NOTE:*** If you try to add a new keyword row when one already exists, the **old one will be deleted**. Please keep this in mind when making changes!

When you are done making the changes, click okay on the window to return to the CMS editor window. When done making all changes, be sure to hit the “Check In” button at the bottom right of the screen.
Pending your rights to edit pages, you will get a similar looking popup window.

Checking in the document saves changes and allows others to checkout and make changes to the file. It does NOT publish the changes to the website however.

Flagging the page for approval displays an alert in the CMS window that says page must be approved by an admin. I don’t think anyone is able to checkout the page until it is approved and published, or sent back for changes. This does NOT publish the changes to the website.

Approve the Page will set it in locked mode until an admin publishes the page. It cannot be edited by anyone during this period. If this option is present it means you have admin rights to the directory and can publish the page on your own. If you do not have the ability to approve the page on your own, you will need to contact someone at the campus who can make sure the page is cleared for publishing and then publish the page.