KSU
KENT STATE UNIVERSITY

KENT STATE UNIVERSITY

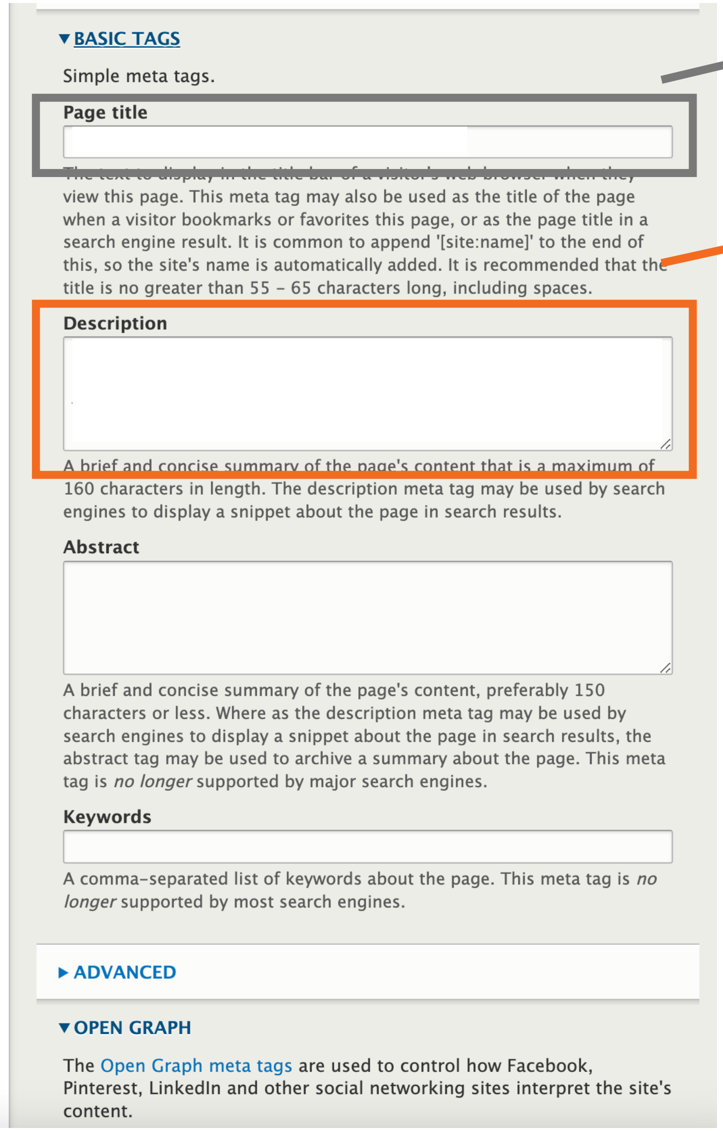
playbook for academic pages

2023

FAHLGREN MORTINE

PLAYBOOK

what metadata shows up as in google



▾ BASIC TAGS

Simple meta tags.

Page title

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 – 65 characters long, including spaces.

Description

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.

Abstract

A brief and concise summary of the page's content, preferably 150 characters or less. Where as the description meta tag may be used by search engines to display a snippet about the page in search results, the abstract tag may be used to archive a summary about the page. This meta tag is *no longer* supported by major search engines.

Keywords

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

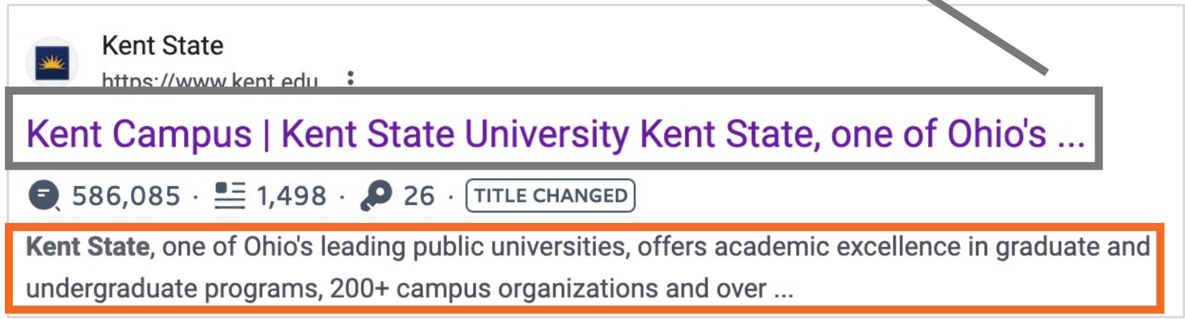
▸ ADVANCED

▾ OPEN GRAPH

The Open Graph meta tags are used to control how Facebook, Pinterest, LinkedIn and other social networking sites interpret the site's content.

META TITLE (H1 HEADER)

META DESCRIPTION



Kent State
https://www.kent.edu

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

586,085 · 1,498 · 26 · TITLE CHANGED

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

PLAYBOOK

metadata

META TITLE (H1 HEADER)

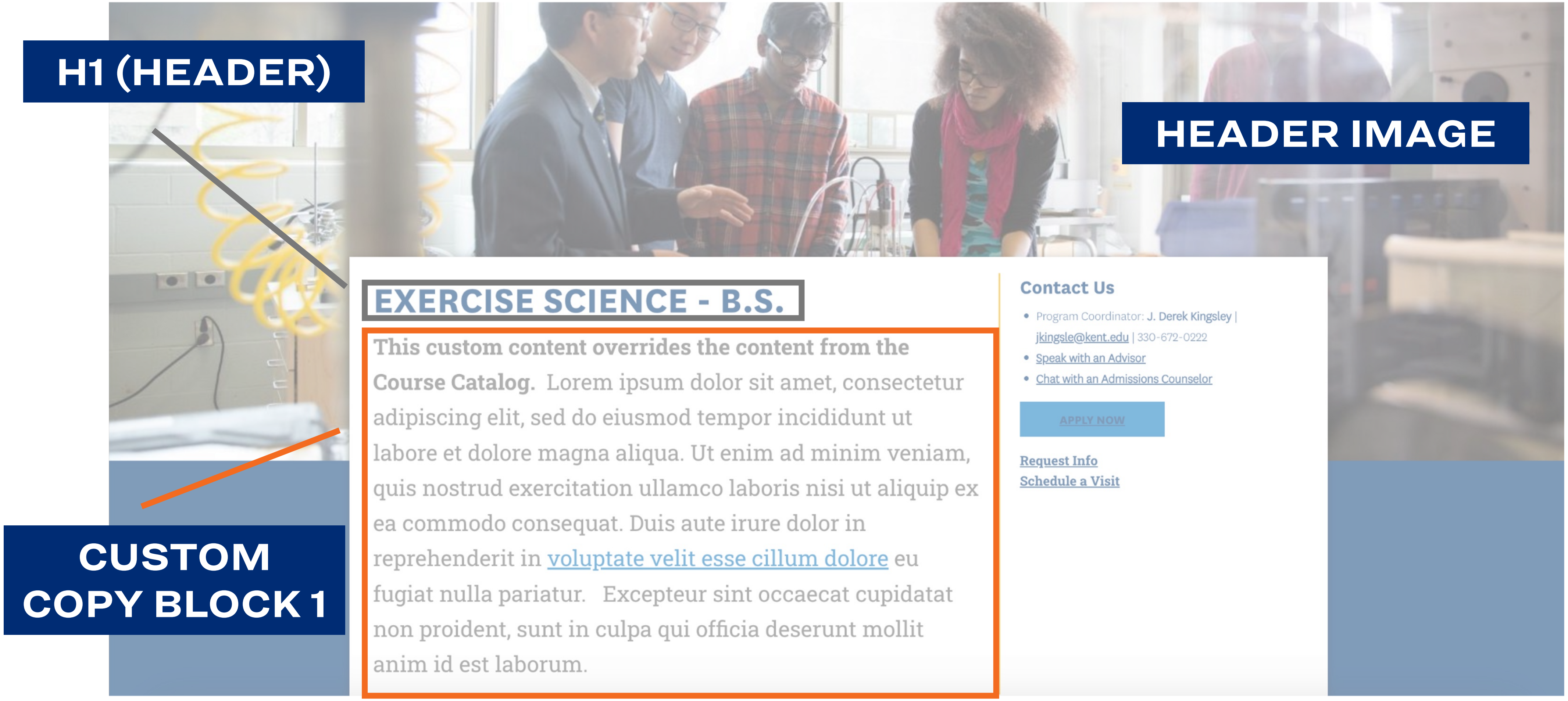
- Include at least one of your target keywords
- While not as essential, try to include your brand name, “Kent State University”
- Try to keep meta titles to a maximum of 70 characters or 580 pixels.
- Check meta lengths here
- Optimized meta title example:
  - Exercise Science Degree - B.S. Degree |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

PLAYBOOK

editable content in template



H1 (HEADER)

HEADER IMAGE

CUSTOM COPY BLOCK 1

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.

Contact Us

- Program Coordinator: J. Derek Kingsley | jkingsle@kent.edu | 330-672-0222
- Speak with an Advisor
- Chat with an Admissions Counselor

Request Info
Schedule a Visit

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.**

PLAYBOOK

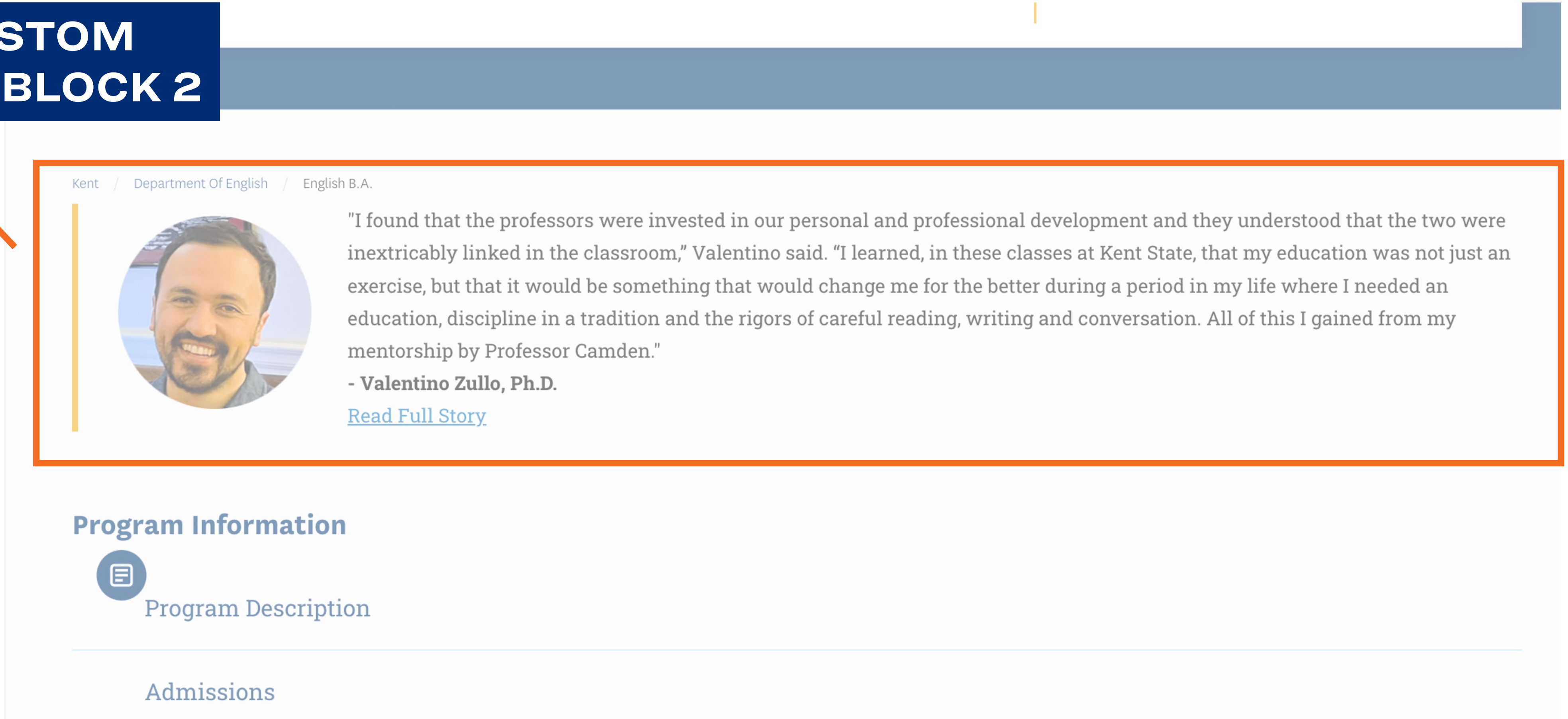
copy block 1

- 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.

PLAYBOOK

custom copy block 2

CUSTOM COPY BLOCK 2



Kent / Department Of English / English B.A.

"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

Program Information

Program Description

Admissions

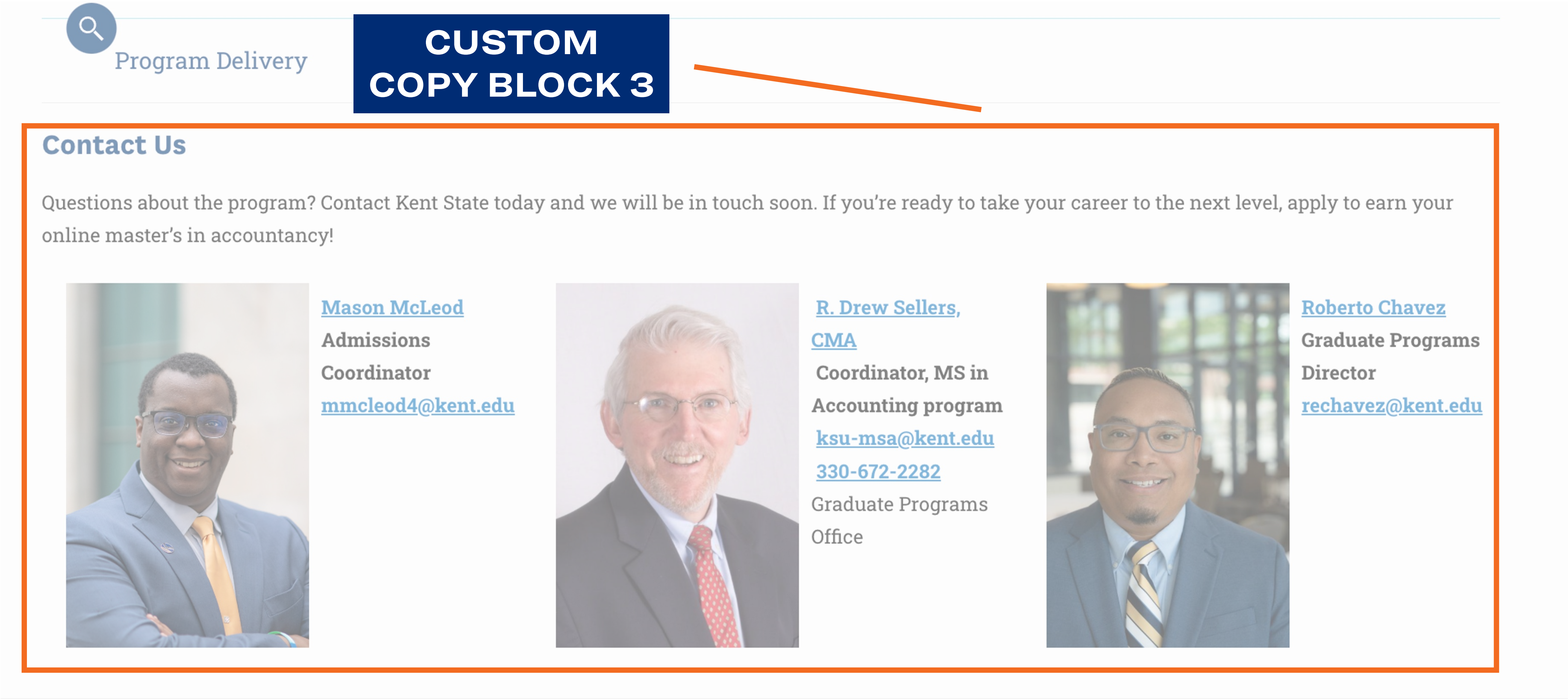
PLAYBOOK

copy block 2

- 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.

PLAYBOOK

custom copy block 3



CUSTOM COPY BLOCK 3

Program Delivery

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!

Mason McLeod
Admissions Coordinator
mmcleod4@kent.edu

R. Drew Sellers, CMA
Coordinator, MS in Accounting program
ksu-msa@kent.edu
330-672-2282
Graduate Programs Office

Roberto Chavez
Graduate Programs Director
rechavez@kent.edu

PLAYBOOK

copy block 3

- 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.

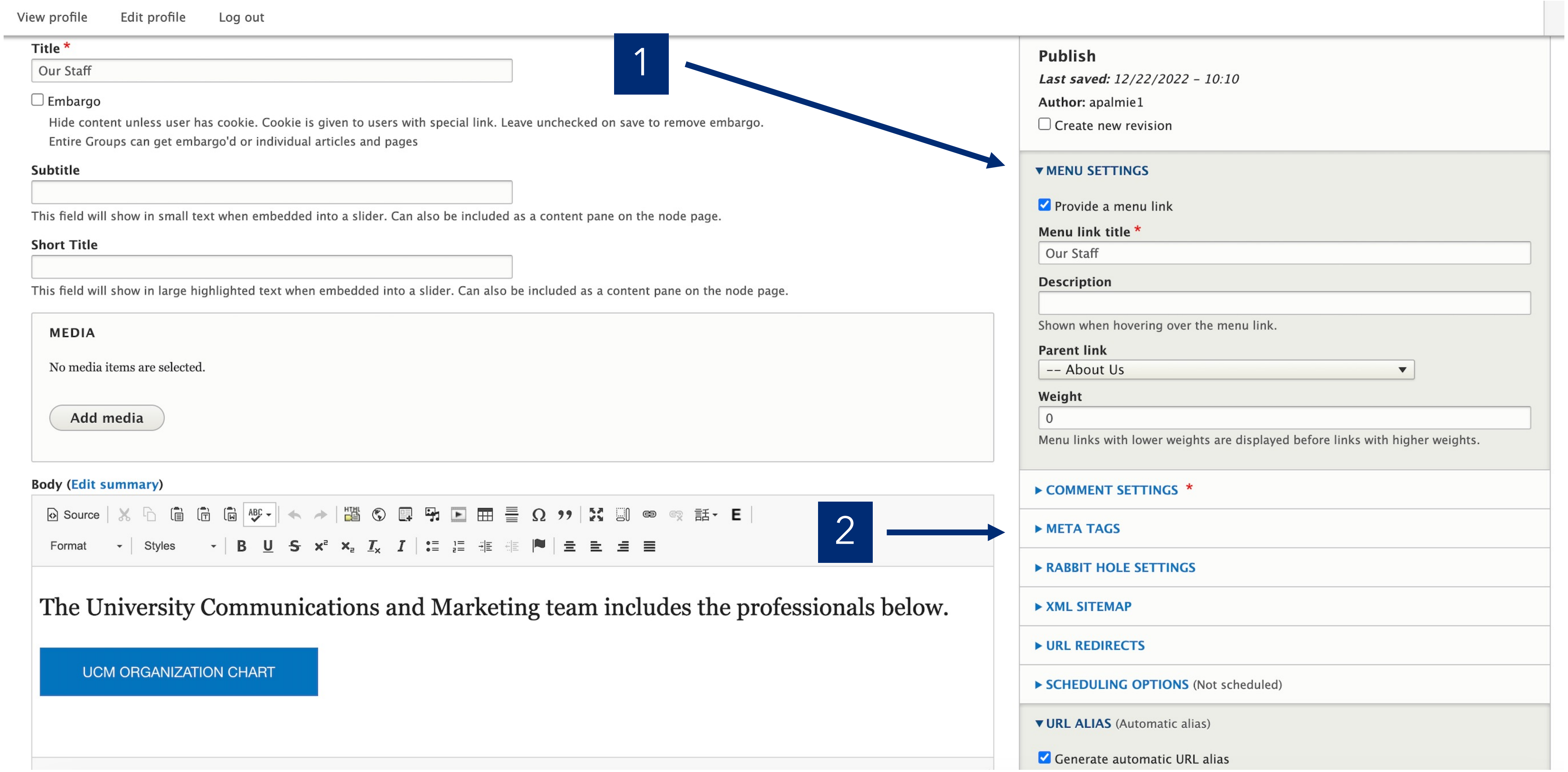
PLAYBOOK

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

PLAYBOOK

menu settings



Title *
Our Staff

☐ Embargo
Hide content unless user has cookie. Cookie is given to users with special link. Leave unchecked on save to remove embargo.
Entire Groups can get embargo'd or individual articles and pages

Subtitle

This field will show in small text when embedded into a slider. Can also be included as a content pane on the node page.

Short Title

This field will show in large highlighted text when embedded into a slider. Can also be included as a content pane on the node page.

MEDIA

No media items are selected.

Body (Edit summary)

The University Communications and Marketing team includes the professionals below.

Publish
Last saved: *12/22/2022 – 10:10*
Author: apalmie1
☐ Create new revision

▾ MENU SETTINGS

☑ Provide a menu link

Menu link title *
Our Staff

Description

Shown when hovering over the menu link.

Parent link
-- About Us

Weight
0

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

▸ COMMENT SETTINGS *

▸ META TAGS

▸ RABBIT HOLE SETTINGS

▸ XML SITEMAP

▸ URL REDIRECTS

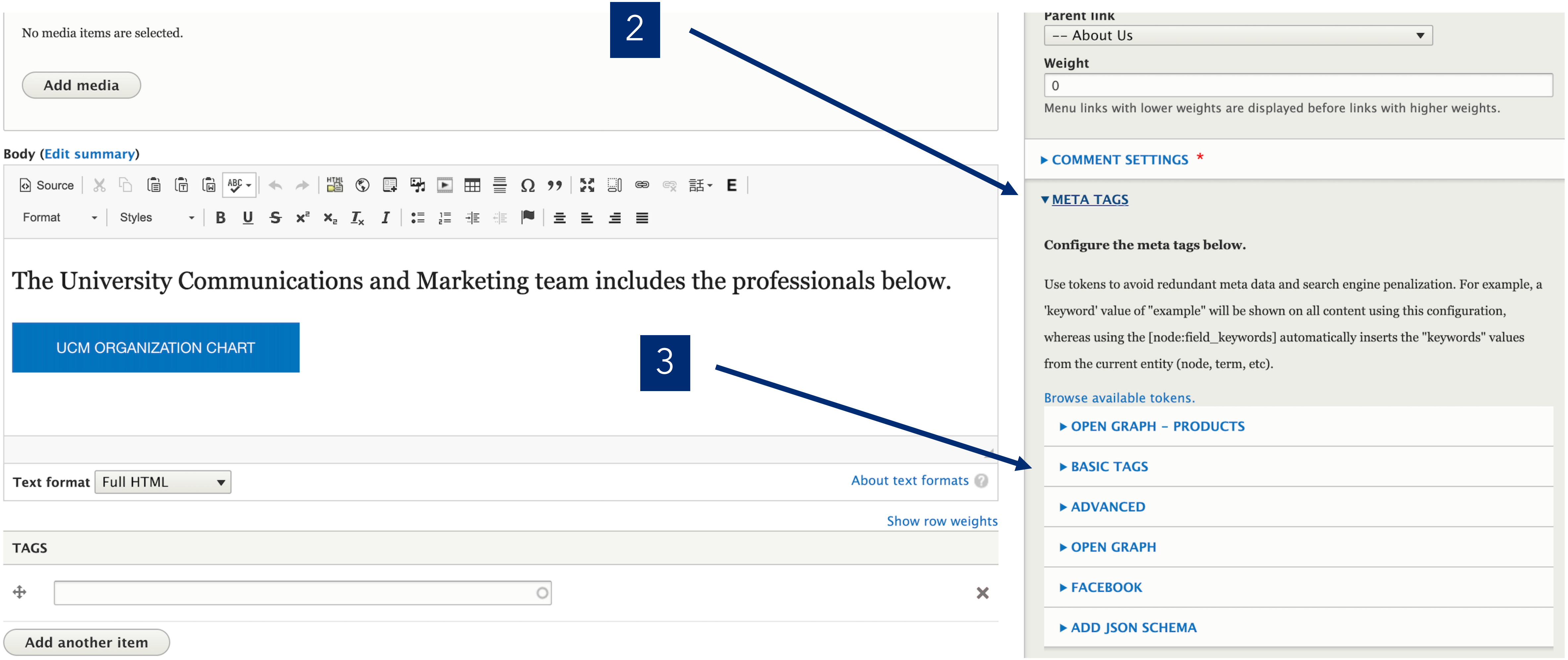
▸ SCHEDULING OPTIONS (Not scheduled)

▾ URL ALIAS (Automatic alias)

☑ Generate automatic URL alias

PLAYBOOK

meta tags


2
3
Add media
Source
Format
Styles
UCM ORGANIZATION CHART
About text formats
Show row weights
TAGS
Add another item
COMMENT SETTINGS *
META TAGS
Browse available tokens.
OPEN GRAPH – PRODUCTS
BASIC TAGS
ADVANCED
OPEN GRAPH
FACEBOOK
ADD JSON SCHEMA

No media items are selected.

Body (Edit summary)

The University Communications and Marketing team includes the professionals below.

Text format Full HTML

Parent link -- About Us

Weight 0

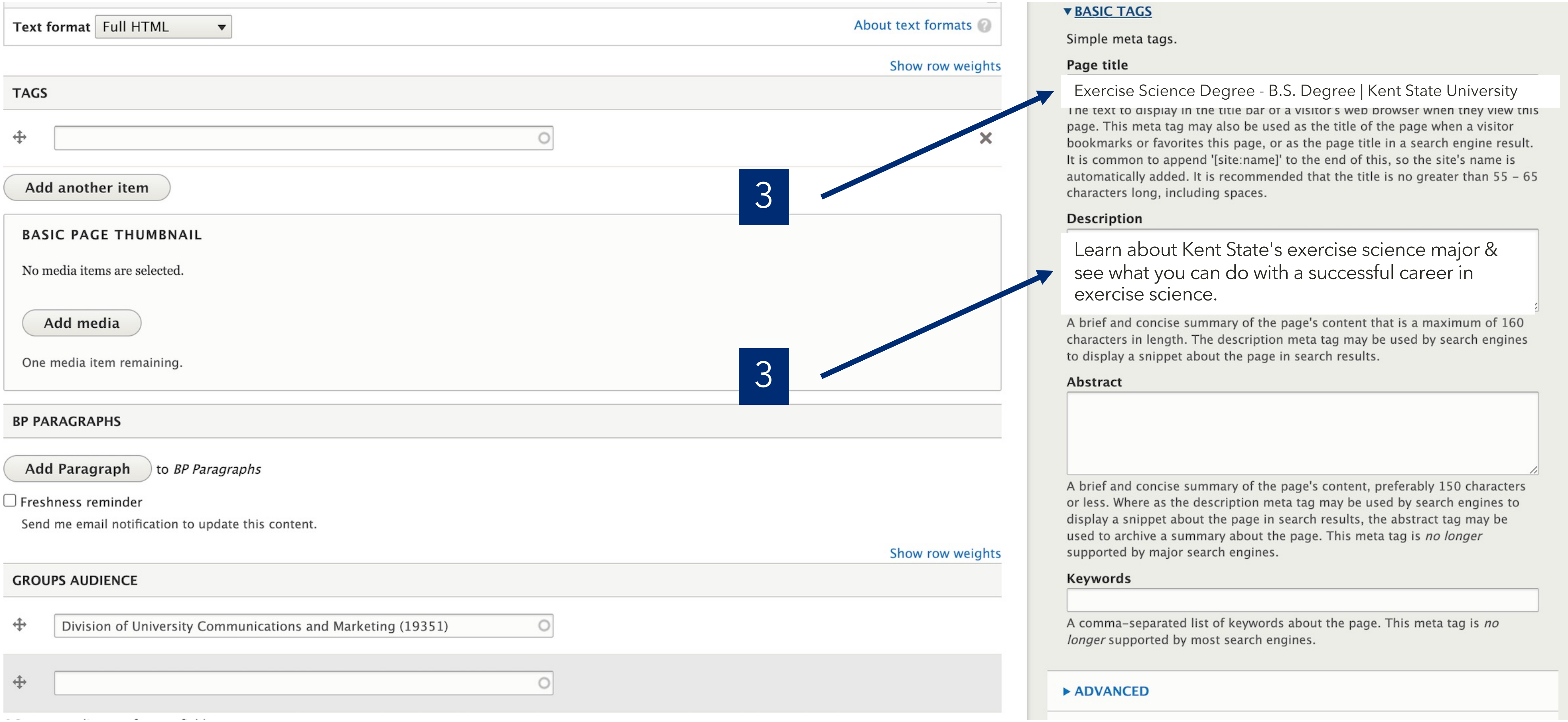
Menu links with lower weights are displayed before links with higher weights.

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).

PLAYBOOK

basic tags



Text format Full HTML ▾ About text formats

Show row weights

TAGS

Add another item

BASIC PAGE THUMBNAIL

No media items are selected.

Add media

One media item remaining.

BP PARAGRAPHS

Add Paragraph to *BP Paragraphs*

☐ Freshness reminder

Send me email notification to update this content.

Show row weights

GROUPS AUDIENCE

Division of University Communications and Marketing (19351)

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