Metadata Tutorial in the Ektron CMS v8:

NOTE: Metadata provides an area for an author to specify a description and keywords for a content block. When an author specifies this information, it helps with Search Engine Optimization (SEO). A site will be ranked in the search engine according to the description and keywords listed in the Metadata tab. You can choose to leave the default Metadata, or you can specify your own description and keywords.

1. From the Edit Content Screen, select the Metadata tab.

![Metadata tab in Ektron CMS](image)

2. The Metadata tab provides a Description and Keywords section for the content block. Although Ektron allows an author a maximum of 2,000 characters in the description and keywords, we suggest that the description be no more than **200 characters**, the keywords no more than **256 characters** (3-5 words per page), and the title be ≤ **70 characters**.
3. To edit the description or keywords in the Metadata tab, simply highlight the default text and replace with your own description and keywords.

4. Once you have specified your own description and keywords, **Publish** the metadata (just as you would publish the content).
Founded in 1886, Winthrop University is a public, coeducational, comprehensive teaching university that teaches students to live, learn and lead for a lifetime. The university is an achievement-oriented, culturally diverse and socially responsible student body of more than 6,300 students. The students pursue one of 40 undergraduate or 24 graduate programs with more than 100 options and concentrations in the College of Arts and Sciences, the College of Business Administration, the Richard W. Riley College of Education, College of Visual and Performing Arts. All eligible bachelor’s, master’s and specialist degrees are nationally accredited -- part of the university’s commitment to be among the best institutions of its kind in the nation. Approximately half of all students live on the historic campus, only a short walk away from classrooms, the cafeteria, art galleries, Library and the new Lois Rhame West Health, Physical Education and Wellness Center. Campus is located in the dynamic city of Rock Hill, S.C. and within the major metroplex of Charlotte, N.C. which provides a contemporary and supportive environment to promote student learning and development.