Create distinct, descriptive page titles.

Page titles should be descriptive and concise. Avoid vague descriptors like "Home" for your home page, or "Profile" for a specific person's profile. Also avoid unnecessarily long or verbose titles, which are likely to get truncated when they show up in the search results.

Create good descriptions.

Make sure that every page on your site has a meta description. If you don’t have time to create a description for each page, at least try to include a description for each guide.

Differentiate the descriptions for different pages. Avoid boilerplate text. Describe what is distinct about that page.

LibGuides already provides metadata for the guide's author.

Include descriptive keywords.

Include 1 to 3 terms in the keyword section

Avoid keyword stuffing. It's sometimes helpful to have a few descriptive terms, but there's no reason to have the same words or phrases appear multiple times. This kind of keyword stuffing can make your results look spammy to Google and to users.
LibGuides automatically creates these metadata fields:

<meta name="DC.Title" content="Research Guides: Presentations and Publications: 2014"/>
<meta name="DC.Creator" content="Terri Holtze"/>
<meta name="DC.Subject" content=""/>
<meta name="DC.Description" content="A list of the presentations and publications by faculty and staff of the University of Louisville Libraries for 2014."/>
<meta name="DC.Publishers" content="University of Louisville"/>
<meta name="DC.Rights" content="Copyright University of Louisville 2016"/>
<meta name="DC.Language" content="en"/>
<meta name="DC.Identifier" scheme="URI" content="http://library.louisville.edu/presentations/2014"/>
<meta name="DC.Date.Created" scheme="ISO8601" content="Oct 19, 2016"/>
<meta name="DC.Date.Modified" scheme="ISO8601" content="Oct 19, 2016"/>

Two places for adding/editing titles and descriptions:

![Guide Title: Page Title](image1)

![Guide Description](image2)

![Page Title](image3)

![Page Description](image4)