

## Managing Meta Data

Meta data is hidden information on web pages that gives services such as search engines a wealth of information which can help them rank your website in their listings accordingly.

Within the Joomla! content management system you have several options to configure your meta data.

### *Global Configuration*

Global meta keywords and descriptions can be set in the global configuration page which will be applied to all pages. You must be a **super administrator** to access this page.

1. Go to the **Site** menu, located at the top left of the page.
2. Click on **Global Configuration**.
3. You will see a box called **Metadata Settings** at the bottom of the page. Enter the required meta description and meta keywords (separated by commas). Select **No** on the further options.
4. Then click **Save** at the top right of the page.

This is simple to do but search engines will frown upon global meta tags as it implies there is duplicate content on all of the pages. Search engines want to see **original content** on each page.

### *Individual Configuration*

A better option is to add the keywords and descriptions to each **individual** page. When editing an article, to the right-hand of the page there are some additional parameters where you can specify keywords and a description for that specific page. Search engines will see that effort has been made to give each page a unique identity and therefore place your website accordingly in it's results.

1. In **Article: Edit** look to the additional parameters box at the **right** of the page.
2. Click on the tab **Metadata Information** within which you need to enter your page description and keywords (separated by commas) relevant to the content of the page.
3. You do not need to enter anything in the **Robots** and **Author** fields.
4. Click **Save** in the top right of the page to confirm these changes.

If you require any help or wish to learn more, please contact us.