

Search Engine Optimization (SEO)

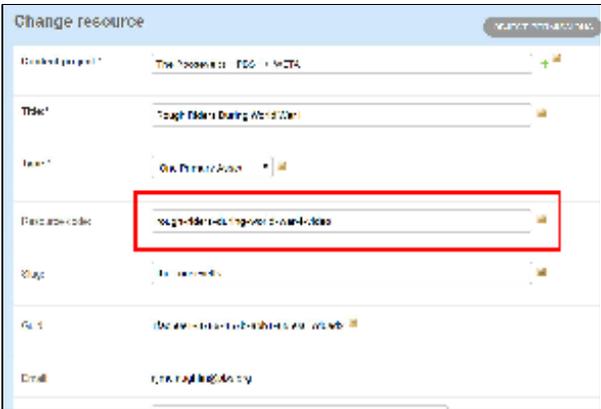
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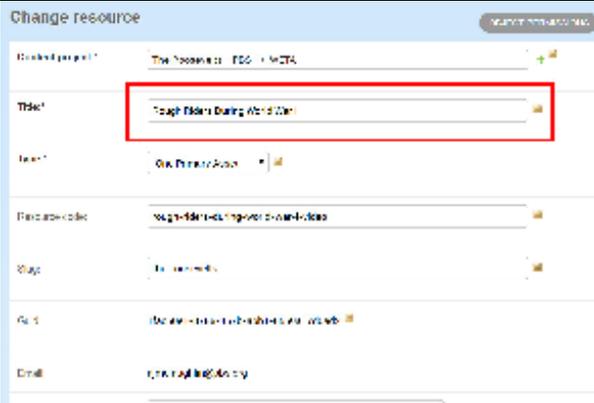
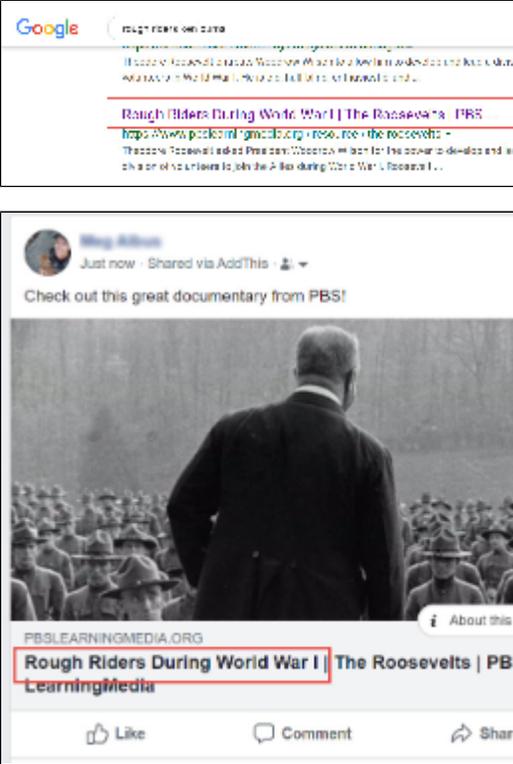
What is Search Engine Optimization (SEO)?

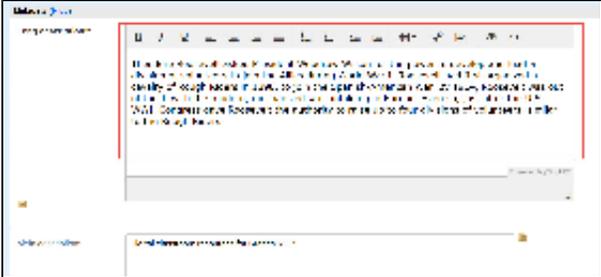
Search Engine Optimization (SEO) is the process of improving a website's visibility in search engines in order to drive more qualified traffic.

 [View best practices manual](#)

What PBS LearningMedia fields are important for SEO?

Name	Definition	Location in Admin Tool	Example
Resource code	<p>Text that appears at the end of the page URL with the slug. Autogenerated when the asset and resource are created. We recommend changing this to the following format:</p> <ul style="list-style-type: none"> • Clip-Name-Media-Type (example: <i>brachio-balance-game</i>). <p>Manually adding this information instead of letting the system auto-populate it helps with search engine optimization and produces cleaner URLs. For example: <i>pbslearningmedia.org/resource/brachio-balance-game/dinosaur-train</i></p>		

<p>Slug</p>	<p>Text that appears at the end of the page URL. Auto-generated when the asset and resource are created. We recommend changing this to reflect the title of the resource. For instance:</p> <ul style="list-style-type: none"> dinosaur-train <p>Manually adding this information instead of letting the system auto-populate it helps with search engine optimization and produces cleaner URLs.</p>		
<p>Page title</p>	<p>The Title tag is a piece of metadata on a webpage that tells users and search engines about that page. The Title tag, along with the long description, is also displayed when you or a user posts a link to your content on social sites such as Facebook. Therefore, it should be descriptive, specific, concise, and compelling. In addition, a well-written title tag is one of the most important "on page" ranking factors for getting visibility in search rankings.</p>		

<p>Long description</p>	<p>Created in the metadata section of the Resource and appears in search results when a user searches for the resource. Maximum 650 characters allowed.</p>		
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How to make your resource SEO-friendly

When creating your resource, follow the steps below to help improve SEO:

- In the Resource Code textbox, type the clip name and media type of your resource, separated by hyphens. For example: brachio-balance-game.
- In the Slug textbox, type the series title with hyphens separating each word. For example: Dinosaur-train

Manually adding this information instead of letting the system auto-populate it helps with search engine optimization and produces cleaner URLs. For example: pbslearningmedia.org/resource/brachio-balance-game/dinosaur-train

Tips on writing Description text

1. When writing your long description, be sure to make it compelling and relevant to your target keywords so people will want to click on your result.
2. Long descriptions should not exceed 650 characters in length.
3. Be sure your description text reads well, makes sense, and is engaging to readers. You have one sentence to get users interested in viewing your website.
4. Don't duplicate your descriptions across website pages.
5. Make an effort to add keyword(s) at the beginning of the description while still retaining a sensible sentence structure that is easy to read.
6. Avoid using any unusual characters, unless they are included in the keywords you are using. Try to use basic text, without unnecessary symbols.
7. Try to include your station or program name within the description so that people will see recognizable text in search results.
8. Always try to add in a variant of your main keywords or key phrase. Try to choose broadly used terms that people may use when searching.