

SEO Metadata

Metadata snippet

This is a snippet that can be used to add SEO metadata to any page on our websites.

We usually only have the bandwidth to customize this metadata on key pages on our websites: Campaign landing pages, subsite homepages, etc.

For information on the actual size of the images required by Facebook, Twitter or Google, see: [The Ideal Image Sizes for Your Social Media Posts: Guidelines for All 6 Major Social Networks](#).

SEO Metadata Snippet

```
<!-- Update the html tag to include the itemscope and itemtype attributes. -->
<html itemscope itemtype="http://schema.org/WebSite">

<!-- Place this data between the <head> tags of the page -->
<title>PAGE TITLE | Alumni, Parents, and Friends | Cornell University</title>
<meta name="description" content="Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu odio libero. Quisque non condimentum nibh. Quisque quis efficitur justo. Donec semper elit leo, sed lacinia odio tincidunt in." />

<!-- Schema.org markup for Google+ -->
<meta itemprop="name" content="PAGE TITLE | Alumni, Parents, and Friends | Cornell University">
<meta itemprop="description" content="Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu odio libero. Quisque non condimentum nibh. Quisque quis efficitur justo. Donec semper elit leo, sed lacinia odio tincidunt in.">
<meta itemprop="image" content="http://alumni.cornell.edu/folder1/folder2/image.jpg">

<!-- Twitter Card data -->
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:site" content="@cornellAlumni">
<meta name="twitter:title" content="PAGE TITLE | Alumni, Parents, and Friends | Cornell University">
<meta name="twitter:description" content="Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu odio libero. Quisque non condimentum nibh. Quisque quis efficitur justo. Donec semper elit leo, sed lacinia odio tincidunt in.">
<meta name="twitter:creator" content="@cornellAlumni">
<!-- Twitter summary card with large image must be at least 280x150px -->
<meta name="twitter:image:src" content="http://alumni.cornell.edu/folder1/folder2/image.jpg">

<!-- Open Graph data -->
<meta property="og:title" content="PAGE TITLE | Alumni, Parents, and Friends | Cornell University" />
<meta property="og:type" content="website" />
<meta property="og:url" content="http://alumni.cornell.edu/folder1/index.cfm" />
<meta property="og:image" content="http://alumni.cornell.edu/folder1/folder2/image.jpg" />
<meta property="og:description" content="Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut eu odio libero. Quisque non condimentum nibh. Quisque quis efficitur justo. Donec semper elit leo, sed lacinia odio tincidunt in." />
<meta property="og:site_name" content="Alumni, Parents, and Friends | Cornell University" />
```

Debugging

To test or debug the metadata, use:

- Facebook's [Open Graph Object Debugger](#) (see also our article on how to [Debug Facebook metadata](#) on our Drupal install).
- Twitter's [Card Validator](#)
- Google's [Structured Data Testing Tool](#)