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DATA VIZPALOOZA

The Five Ws of Metadata

WHAT	WHY	WHEN
Simply put, metadata is data about a document, including the title, author, subject, and keywords. Not only does it provide critical information about the document, but it also aids in search engine optimization.	Aside from being a requirement for accessibility, metadata allows a search engine to categorize a document so users can easily find it and suggest related content. It also helps users navigate between documents.	Metadata should be included in every document that is posted online regardless of the content or audience.
WHO	WHERE	
Anyone who creates a document that is shared online should include metadata.	Metadata is entered in a document's Properties window so that it is stored within the file.	

How Do I Write Metadata?

Now that you've learned the five Ws of metadata, let's take a closer look at the key fields and how to properly fill them out.

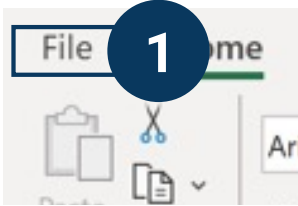
- **Title:** The Title (not to be confused with the document's file name) is simply that: the title of the document.
- **Author:** The Author field should include who wrote the document. It's suggested to limit this to the division, office, or company instead of individual names.
- **Subject:** The Subject field can be useful to provide more specific details about the document. If you don't know what to use here, you can use the Title again.
- **Keywords:** Keywords play a crucial role in making the document searchable online. If you're unsure what to use, consider important words from the Title, Subject, and document headings. Each keyword should be separated by a comma or semicolon with no "and" before the last item and no period at the end.

It's important to note that while the Title is technically the only field required for accessibility, the more information you provide, the easier it is for a search engine to find the document and suggest related content.

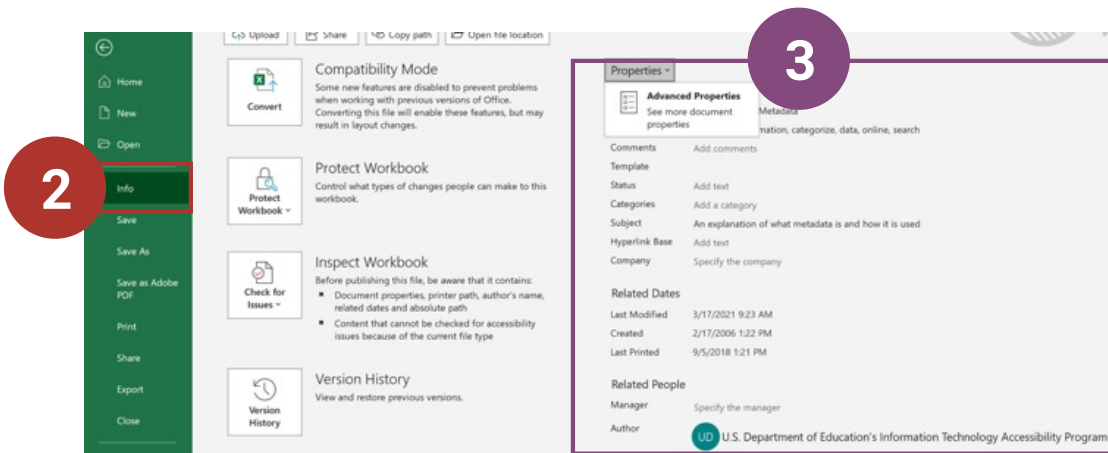


How Do I Insert Metadata?

1. Select **File** in the top ribbon in your Excel file.

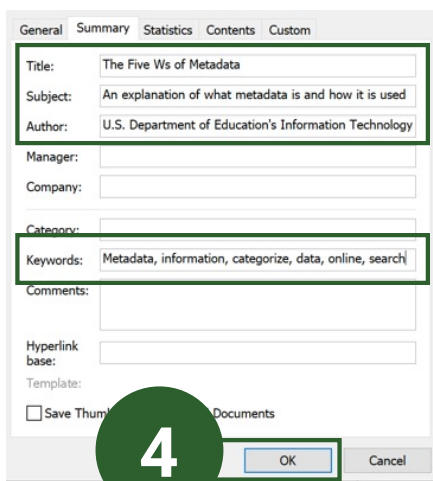


2. Click **Info**.
3. Select the **Properties** drop-down arrow and select **Advanced Properties**



Info panel in Excel. The left side shows the location of the Info button, and the right side shows the document's properties.

4. Add in the necessary **metadata** and click **OK** when done.



Advanced Properties dialog box. Fill out the Title, Subject, Author, and Keywords fields. Note that the Keywords is labeled as "Tags" in the Info panel.