



Government of **Western Australia**
Department of the **Premier and Cabinet**
Office of **Digital Government**

Digital Services Policy Framework

Website Metadata Tagging Standard

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Document Control

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Department of Finance
Department of Health
Health Support Services
WA Museum
State Records Office
Office of the Government Chief Information Officer
Department of Training and Workforce Development

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April 2018	Office of the GCIO	1.0	First release
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1. Overview

In its simplest form, metadata is data about data. Web page metadata tags are used to specify the page's title, description and other information such as the author(s) and keywords that describe the content.

Website metadata tags enable search discovery of website content and are displayed in search engine result pages (SERP). The image below is an example of how Google's SERP displays search results using the page's title and description metadata tags.

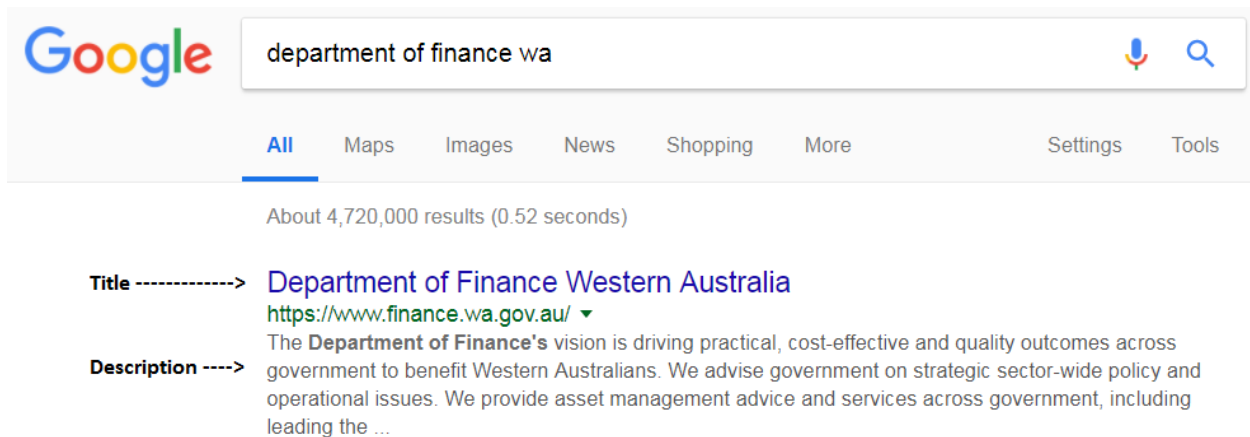


Figure 1 – Title and Description metadata tags displayed in a Google search engine result page

Using standardised metadata tags across Western Australian Government websites will:

- ensure relevant information is discoverable when searching government websites
- ensure the information presented on search result pages are relevant and meaningful
- ensure website content metadata is consistently defined, understood and applied.

2. Definition of terms

Term	Definition
AGLS	Australian Government Locator Service. The AGLS Metadata Standard is a set of descriptive properties designed to improve the visibility and accessibility of online resources. The AGLS Metadata Standard is required practice for Australian Commonwealth agencies. AGLS was developed from the Dublin Core standard, and is entirely compatible and interoperable with Dublin Core. AGLS does not displace any other metadata standard. AGLS can coexist with other metadata standards based on different semantics.
Metadata	Structured information that describes, explains, locates, or otherwise makes it easier to retrieve, use or manage an information resource.
Metadata schema	Logical plan showing the relationship between metadata elements, rules for use, syntax and obligation level (mandatory, recommended, optional). A standard metadata schema includes elements that are applicable to most information resources, for example, creator, date, description.

Term	Definition
Metadata schema extensions	Additional metadata elements used to capture more information for certain types of data or resources. Unlike standard metadata schemas, extensions would not be applicable to all information resources, for example, metadata applicable only to images.
SEO	Search Engine Optimisation
SERP	Search Engine Results Page.
WCMS	Web Content Management System.

3. Purpose

The Website Metadata Tagging Standard (this document) establishes a consistent approach to tagging Western Australian Government website content, in order to make it easy to find and access.

4. Objectives

- Improve discovery and access to government information and services, regardless of which agency provides the information, in order to help people without knowledge of government structures find what they need.
- Standardise how website content is tagged and referenced across Western Australian Government agency websites, so that it is understandable to both the community and global search engines.

5. Scope

This Standard applies to all entities as defined under Section 3 of the *Public Sector Management Act 1994* (the Act). This includes all agencies except those listed in Schedule 1 of the Act.

For the agencies within scope:

- publically available website content that is managed through a WCMS must comply with this Standard; and
- publically available content that is displayed dynamically through a web application should comply with this Standard.

5.1 Out of scope

- The management of personal information collected through a website (for example email addresses and other contact details which can sometimes be referred to as metadata) is out of scope of this Standard. Privacy considerations regarding the collection of personal information is addressed in the Privacy statement linked from your website footer, as mandated in the [Website Visual Design and Functional Standard](#).
- This Standard does not address the security classification of sensitive or protected online content, as this will be addressed by the Data Classification Policy¹.

¹ The Office of Digital Government is currently drafting a Data Classification Policy for the WA Public Sector.

6. Authority

This Standard underpins the [Digital Services Policy](#) and is a mandatory component of the Digital Services Policy Framework (DSPF).

7. Requirements

7.1 Standard web page tags must be used

Web page tag	Requirement
<code>title</code>	<p>Agencies must use title tags for all publically available website content managed through a WCMS.</p> <p>Title tags are used by Google and other search engines in Search Engine Result Pages. Your title tags must be:</p> <ul style="list-style-type: none">• unique for each page• use main keywords, whilst still making sense• be in sentence case• be no more than 70 characters in length.
<code>description</code>	<p>Agencies must use description tags for all publically available website content managed through a WCMS.</p> <p>Description tags are used by Google and other search engines in Search Engine Result Pages. Your description tags must:</p> <ul style="list-style-type: none">• accurately summarise the web page's content using plain language• be unique to each page• be no more than 300 characters in length. <p>Aim to write engaging, user-focused descriptions and consider what will encourage a user to click through from search results to view the page.</p>
<code>AGLS.dateCopyright</code> <code>AGLS.rights</code> <code>AGLS.rightsHolder</code>	<p>Copyright conditions must be included in your Copyright statement, linked from your website footer, as mandated in the Website Visual Design and Functional Standard.</p> <p>Agencies may also use AGLS meta tags to indicate if copyright applies to publically available website content.</p>
Other tags	<p>Where agencies require additional metadata tags, these must be interoperable with, or mapped to the AGLS Metadata Element Set.</p>

Guidance on how to create content for easy discovery is available from the [Digital Services Content Guidelines](#).

7.2 File properties must be added to documents, images and audio visual content that is published online

File properties must be entered for all new Microsoft Office, PDF, photos/images, audio, video and other documents that are created and published online, in order to make them easier to find when searching² and easier to use when downloaded.

These properties should be entered into the application you are using to create the file, for example the Adobe suite of applications or Microsoft Office. Save files using a unique search-friendly file name before uploading it to your WCMS.

Agencies must enter the following file properties:

File property	Requirement										
File name	<p>Agencies must save files using unique and search-friendly file names.</p> <p>When uploading many images of the same subject, a numerical ID may be required.</p> <p>Example:</p> <table border="1" data-bbox="448 1025 1305 1274"> <thead> <tr> <th data-bbox="448 1025 970 1070">Acceptable file name</th> <th data-bbox="970 1025 1305 1070">Not acceptable file name</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1070 970 1115">OGCIO Annual Report 2016-2017.pdf</td> <td data-bbox="970 1070 1305 1115">GCIOAR16-17.pdf</td> </tr> <tr> <td data-bbox="448 1115 970 1160">Venator immansueta 01.jpg</td> <td data-bbox="970 1115 1305 1160">98065.pdf</td> </tr> <tr> <td data-bbox="448 1160 970 1205">Venator immansueta 02.jpg</td> <td data-bbox="970 1160 1305 1205">IMG01872.jpg</td> </tr> <tr> <td data-bbox="448 1205 970 1274">Venator immansueta 03.jpg</td> <td data-bbox="970 1205 1305 1274"></td> </tr> </tbody> </table>	Acceptable file name	Not acceptable file name	OGCIO Annual Report 2016-2017.pdf	GCIOAR16-17.pdf	Venator immansueta 01.jpg	98065.pdf	Venator immansueta 02.jpg	IMG01872.jpg	Venator immansueta 03.jpg	
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Venator immansueta 02.jpg	IMG01872.jpg										
Venator immansueta 03.jpg											
Title	<p>Agencies must enter unique and search-friendly titles in the file's properties. Your title tags must be:</p> <ul style="list-style-type: none"> • unique for each page • use main keywords, whilst still making sense • be in sentence case • be no more than 70 characters in length. <p>Example:</p> <table border="1" data-bbox="448 1615 1235 1704"> <thead> <tr> <th data-bbox="448 1615 970 1659">Acceptable title</th> <th data-bbox="970 1615 1235 1659">Not acceptable title</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 1659 970 1704">OGCIO Annual Report 2016-2017</td> <td data-bbox="970 1659 1235 1704">GCIOAR16-17</td> </tr> </tbody> </table>	Acceptable title	Not acceptable title	OGCIO Annual Report 2016-2017	GCIOAR16-17						
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² 10 Tips to Make Your PDFs SEO Friendly, <https://www.searchenginejournal.com/pdf-seo-best-practices/59975>, Search Engine Journal

File property	Requirement						
<p>Subject or Description (application specific)</p>	<p>Agencies must enter an informative subject or description. These tags must:</p> <ul style="list-style-type: none"> • accurately summarise the file’s content using plain language (link to content guide) • be unique to each file • be no more than 300 characters in length. <p>Example:</p> <table border="1" data-bbox="454 683 1423 1025"> <thead> <tr> <th data-bbox="454 683 970 728">Acceptable description</th> <th data-bbox="970 683 1423 728">Not acceptable description</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 728 970 846">2016-2017 Annual Report of the Officer of the Government Chief Information Officer, Western Australian Government</td> <td data-bbox="970 728 1423 846">GCIOAR16-17</td> </tr> <tr> <td data-bbox="454 884 970 1025">We provide fines enforcement, victim, guardianship and trustee services and manage courts, prisons, offenders, youth justice, births, deaths, and marriages.</td> <td data-bbox="970 884 1423 1025">courts, fines enforcement, prisons, offenders, youth justice, births, deaths, marriages, advocacy, guardianship and trustee, victim services, policy, legislation</td> </tr> </tbody> </table>	Acceptable description	Not acceptable description	2016-2017 Annual Report of the Officer of the Government Chief Information Officer, Western Australian Government	GCIOAR16-17	We provide fines enforcement, victim, guardianship and trustee services and manage courts, prisons, offenders, youth justice, births, deaths, and marriages.	courts, fines enforcement, prisons, offenders, youth justice, births, deaths, marriages, advocacy, guardianship and trustee, victim services, policy, legislation
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<p>Author</p>	<p>Agencies must enter the agency name in author field.</p> <p>Additional values may be entered in the author field for external authors or where you want to direct any enquiries to a particular contact e.g. media contacts or subject matter experts.</p> <p>Example:</p> <table border="1" data-bbox="454 1321 1423 1523"> <thead> <tr> <th data-bbox="454 1321 970 1366">Acceptable title</th> <th data-bbox="970 1321 1423 1366">Not acceptable title</th> </tr> </thead> <tbody> <tr> <td data-bbox="454 1366 970 1467">Office of the Government Chief Information Officer</td> <td data-bbox="970 1366 1423 1467">Jane Brown</td> </tr> <tr> <td data-bbox="454 1467 970 1523">Office of the Government Chief Information Officer; Jane Brown</td> <td></td> </tr> </tbody> </table>	Acceptable title	Not acceptable title	Office of the Government Chief Information Officer	Jane Brown	Office of the Government Chief Information Officer; Jane Brown	
Acceptable title	Not acceptable title						
Office of the Government Chief Information Officer	Jane Brown						
Office of the Government Chief Information Officer; Jane Brown							
<p>Keywords</p>	<p>Agencies must enter several relevant keywords in the keywords field.</p>						
<p>Other file properties</p>	<p>The available file properties will vary depending on which application you are using to create the file. Agencies should fill out all applicable available file properties.</p>						

7.3 The Content Standard must be followed when writing metadata

Agencies must comply with the [Digital Services Content Standard](#) when writing metadata, for example:

- write based on user needs
- follow a consistent writing style
- use plain language.

7.4 Metadata tags and file properties must be reviewed and updated

Agencies must ensure that metadata is reviewed and updated whenever their web page content is reviewed and updated. This is to ensure metadata tags and file properties that may be exposed on SERPs, are kept relevant with website content.

The [Website Metadata Tagging Guidelines](#) contain advice on how to establish effective management practices to ensure the capture, consistency and currency of metadata.

8. Implementation

Agencies are responsible for implementing this Standard in relation to their own websites. Adding metadata to publically available website content:

- should not involve significant effort
- is supported by most modern WCMS
- will increase the agency's Return on Investment (ROI) in their website, as it ensures the website's content is easy to find and access.

A number of trigger points have been identified for agencies to facilitate implementing this Standard for publically available website content:

- creation of new websites
- redesign or redevelopment of current websites
- updates to existing content.

9. Related policies, standards and guidance

This standard should be read in conjunction with the [Digital Services Policy Framework](#) suite of policies, standards and guidance materials, in particular the [Digital Services Content Standard](#).

For guidance on managing the creation and publishing of website metadata tags, refer to the [Website Metadata Tagging Guidelines](#).