



Metadata (meta tags) standard

This standard outlines requirements relating to the use of metadata tags on the TfL website (www.tfl.gov.uk).

Audience

- Developers
- Editors

Requirements

1. Metadata on tfl.gov.uk

- 1.1 The website templates include meta information in the page header, which must not be altered without prior consent from TfL Online
- 1.2 The addition of any extra meta information must also be approved by TfL Online before any changes are made
- 1.3 Types of metadata:
 - Structural metadata appears in the source code
 - Administrative data for use within TfL
 - OpenText Web Site Management (RedDot) content management system (CMS) keywords for filtering content
- 1.4 In some cases, the metadata is editable. See the Metadata matrix below (Section 5) for a full list

2. Editable metadata

- 2.1 When editors create new pages, they must apply some metadata to the page. This is done in the OpenText Web Site Management (RedDot) CMS, in the base page

3. Mandatory metadata

- 3.1 The following metadata **must** be recorded for each page:

- **Page archive process**

All pages are either Permanent, Review or Archive pages. Most new pages should be set at Review and must be given a review date

- **Content owner**

An individual's TfL email must be entered here

- **Page description**

A page description of less than 155 characters should be entered here. If it is not added, the first sentence on the page will be used.

- **Cost centre**

The content owner's (TfL) cost centre must be added

4. Red Dot keywords

- 4.1 Some sections of the website, such as Improvements and projects, and Publications and reports, are filtered using keywords
- 4.2 Editors creating content in these sections **must** tag the pages with the appropriate keywords

5. Metadata matrix

Metadata	Appears in source code/ Available in Red Dot only	Auto/manually created (A/M)	Mandatory
Accessibility			N
Coverage (recommended)			N
Identifier	Source code	A	Y
Language	Source code	A	Y
Publisher	Source code	A	Y
Subject			N
Title	Source code	A	Y
Description	Source code	M (uses default page intro when no manual entry)	Y
Date created	Source code	A	Y
Date modified	Source code	A	Y
Editor	Red Dot	A	Y
Content owner	Red Dot	M	Y
Content owner cost centre	Red Dot	M (from cost centre look up)	Y
Page archive process	Red Dot	M (usually Review page)	Y
Page archive date	Red Dot	M	Y
Red Dot keywords	Red Dot	M	Y (on filtered list pages)

Why we do this

- We use meta tags to specify page description, keywords and any other metadata not provided through the other head elements and attributes
- The meta tags used have been carefully chosen to provide the right information about the TfL website and to be used by search engines to help categorise the page correctly
- We also use meta tags to tell the browser the page 'expiry date' and that it may safely cache the page until then
- We use administrative metadata to identify page owners and cost centres

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Owner: TfL Online Compliance
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Version History

Version	Date	Summary of changes
1.0	25/11/2013	First issue

Review History

Name	Title	Date	Comments