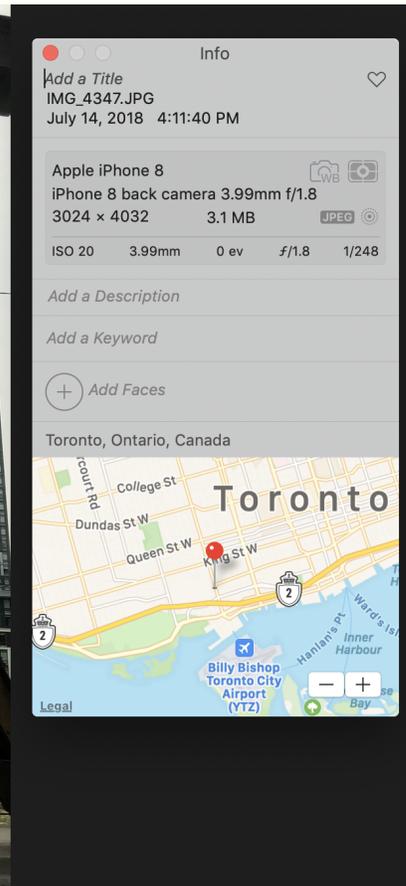


METADATA 101

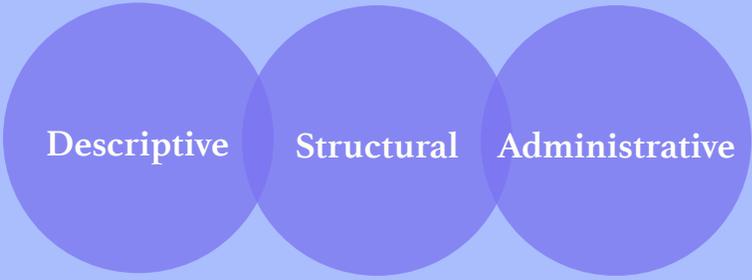
The importance of metadata in the digital age, and what it can do for your business!



What is metadata?

Metadata is essentially data about data. It is a part of virtually every asset to some degree, whether you know it's there or not. An example of metadata, would be within your very own camera roll. Each of your photos has automatically generated metadata that it tags to your photo. Some automated metadata examples would be the date the photo was taken, image resolution, camera information, and photo dimensions. Here we have an example of the automated metadata generated from Apple Photos for this photo of the CN tower in Toronto, Ontario (see page 1). It has automatically generated the date, time, device, and lens it was taken on, plus it has even provided the image dimensions, image file size, camera settings (ISO, aperture etc.), and the location it was taken! That is a lot of valuable information generated and attached to this photo without us even having to do anything except click the capture button on our camera device. There is also room for manually generated metadata as well. If your business's assets require more detail for storing and future reference, you can input other fields such as asset title, description, keywords, or you could also edit previously generated metadata to better fit your requirements.

There are 3 main types of metadata you should know:



Descriptive

Structural

Administrative

Descriptive metadata is used for things like discovery and identification. This would be information such as title, creator, location, and keywords.

Structural metadata shows how information is put together. Fields like file format, file dimensions, page order, or chapters are categorized under this type.

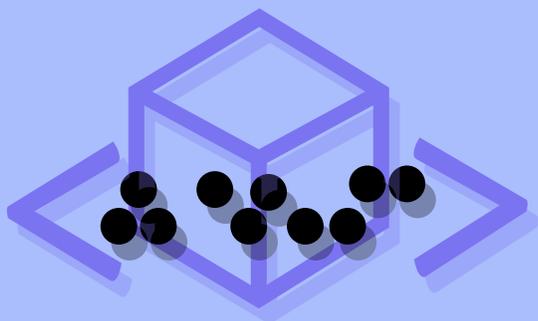
Administrative metadata helps manage the asset which enables better resource management with fields like when and how the resource was created. Administrative metadata has two main subsets:

- **Rights Management**
- **Preservation Metadata**

Rights Management deals with intellectual property rights, and Preservation Metadata is used to archive and preserve an asset.

Why is metadata important?

Now we've discussed what metadata is, but how is it important? Metadata is crucial for two main purposes: resource discovery and effective cataloging. It involves identifying resources, defining them by criteria, bringing similar resources together and distinguishing among those that are dissimilar. It is important to invest in metadata development because it can benefit many areas of assets and their data. One benefit is that it can extend data longevity. Typical data sets tend to have very short lifespans because relevant metadata fields will be missing, which essentially makes the asset useless. If a crucial detail about your asset, like copyright rules, are unavailable, then that asset is no longer safe for reuse because you don't know the legal requirements involved with reusing that asset, thus rendering it useless. Essentially, maintaining highly detailed metadata facilitates data reuse and sharing. These comprehensive records will allow for easier analysis, interpretation, and processing of assets by not only the asset creator but others as well. Overall, when these records are kept in high detail, it extends the possible lifespan of asset data for long-term historical records.



How can metadata help you?

Okay so you know what metadata is, why it's important, but how does it really help you? One way metadata can help you or your business is search engine optimization (SEO)! Understanding the fundamental forms of metadata and how to best utilize those can boost your search engine ranking and grow your platform quicker, whether it be your company's website, a personal blog, online store or more! Taking advantage of your page title tag or description meta tag are crucial to gain a higher ranking on search engines. Your page title tag appears in the head section of the HTML section of your webpage. Here are some examples:



This is what the Google indexing and ranking algorithms will look at first so it is crucial to set this metadata as interesting and as relevant as possible. How to create this metadata? To create this title tag you need to input the following for your title into the HTML code of your webpage:

```
<head>  
<title> Your Title Goes Here </title>  
</head>
```

Description meta tags are also important. It should clearly explain the main content of your web page or post. In the HTML code of your web page, It should look something like the following:

```
<meta name="description" content="A page's description, usually one or two sentences."/>
```

Now this type of metadata actually isn't used directly in the ranking algorithm, however it is indirectly benefited. A higher click-through-rate (CTR) boosts your ranking, therefore if you have a description that is interesting and clear, it will draw in a lot of users, further boosting your search engine ranking. To recap, both the use of page title tags and description meta tags will benefit your business and will appear on search engines like this:

Another way metadata will benefit your business is through easier asset discovery and effective cataloging. When you invest in the metadata of your company it will result in improved efficiency, workflow, and scalability. When your company's assets are effectively categorized you won't need to spend all that additional time searching for the content you need. Having a strong metadata system in place will simplify your asset management and allow your company to be more flexible with how it uses the content. With appropriate internal and external usage rights tracking and search, metadata will also potentially save your company from facing many legal issues or lawsuits down the road.

Overall, metadata is an extremely effective tool that your business needs to be successful. It takes investment and dedication regardless of your company's size, but rest assured it will pay off and continually benefit your business day after day!

