

# SEO KNOWLEDGE SHARING: SOCIAL META-TAGS



**MEDIACOM**

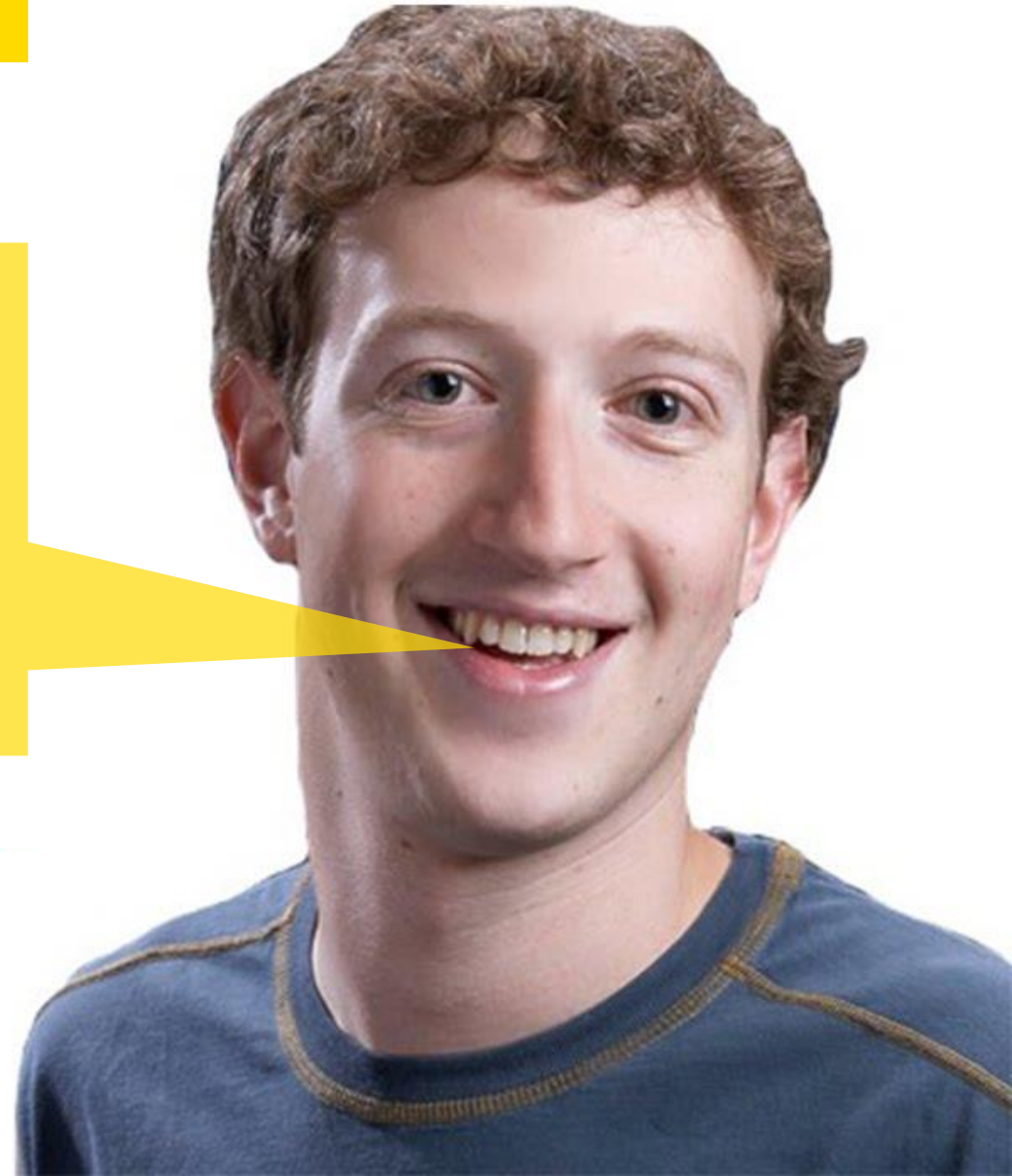
MEDIACOM

# WHAT ARE SOCIAL META-TAGS?



# WHAT ARE SOCIAL META-TAGS?

Social media meta tags are **HTML tags** that allow you to **make the most out of the content you share from your site**. You can determine what information is displayed in the post on Twitter, Facebook, Pinterest and beyond. If your posts, tweets and pins show the right information and are neatly organized, they are much more likely to get more engagements and re-shares.



# TYPES OF SOCIAL META-TAGS



## Open Graph:

27,187,855 websites use OG protocol

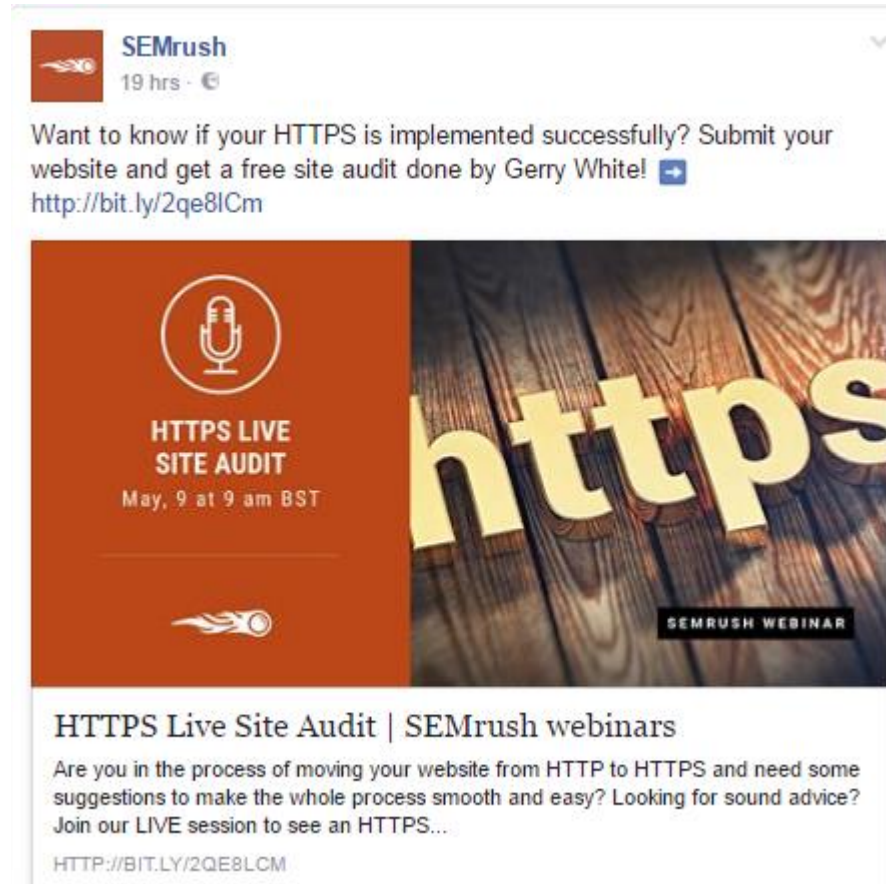
<http://ogp.me/>

# TYPES OF SOCIAL META-TAGS



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<http://ogp.me/>



Facebook post from SEMrush, 19 hrs · 🌐

Want to know if your HTTPS is implemented successfully? Submit your website and get a free site audit done by Gerry White! ➡  
<http://bit.ly/2qe8lCm>

**HTTPS LIVE SITE AUDIT**  
May, 9 at 9 am BST

**HTTPS**

SEMRUSH WEBINAR

**HTTPS Live Site Audit | SEMrush webinars**

Are you in the process of moving your website from HTTP to HTTPS and need some suggestions to make the whole process smooth and easy? Looking for sound advice? Join our LIVE session to see an HTTPS...

[HTTP://BIT.LY/2QE8LCM](http://bit.ly/2qe8lCm)

# TYPES OF SOCIAL META-TAGS



## Open Graph:

27,187,855 websites use OG protocol  
<http://ogp.me/>



## Model Demi Rose launching bikini range for 'sexy women with bigger bottoms'

INSTAGRAM model Demi Rose Mawby is launching a bikini range for "sexy modern women with bigger bottoms." The 22-year-old social media star is tipped to make a fortune by...

THESUN.CO.UK | BY THE SUN SHOWBIZ

# TYPES OF SOCIAL META-TAGS



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27,187,855 websites use OG protocol  
<http://ogp.me/>



## ~~Bogachev and Russia's Cyber Black Market - Cyberwar - VICE~~ Video

A conversation on Russia's notorious hacker Bogachev and the online free market where hackers can be commissioned by anyone.

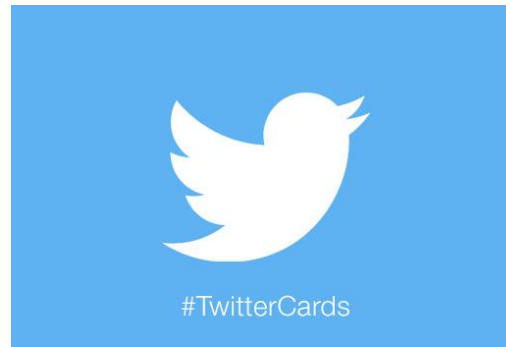
VIDEO.VICE.COM

# TYPES OF SOCIAL META-TAGS



## Open Graph:

27,187,855 websites use OG protocol  
<http://ogp.me/>



## Twitter Cards:

8,355,895 websites use Twitter Cards  
<https://cards-dev.twitter.com>

# TYPES OF SOCIAL META-TAGS



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#SEO 101 🖋️ Helpful #checklist of SEO to-do items including voice and mobile search optimization ✅



The Always-Up-to-Date SEO Checklist from @BruceClayInc

Just getting started optimizing websites? Here's a time-tested SEO checklist to keep on-hand during your projects.

[bruceclay.com](http://bruceclay.com)

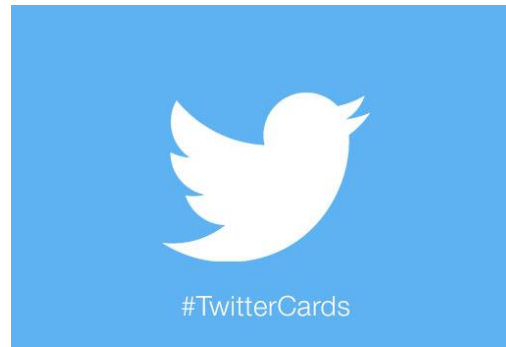
1:53 PM - 18 Jan 2017

# TYPES OF SOCIAL META-TAGS



## Open Graph:

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## Twitter Cards:

8,355,895 websites use Twitter Cards  
<https://cards-dev.twitter.com>



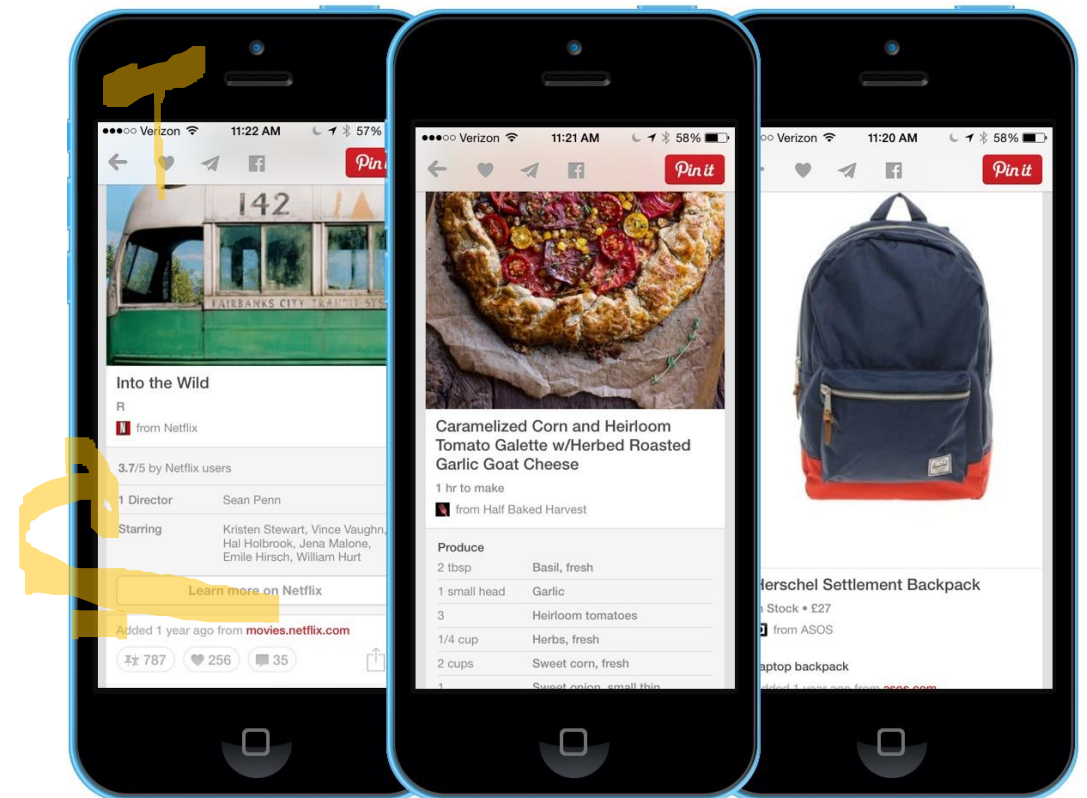
## Schema.org:

589,380 results use schema.org/Article  
<http://schema.org/Article>

# TYPES OF SOCIAL META-TAGS



**Schema.org:**  
589,380 results use schema.org/Article  
<http://schema.org/Article>



# TYPES OF SOCIAL META-TAGS



**Schema.org:**

589,380 results use schema.org/Article  
<http://schema.org/Article>



# HOW TO USE: OPEN GRAPH



# OPEN GRAPH

<http://ogp.me/>

Supported by:        

Implement with:



Debugger:

<https://developers.facebook.com/tools/debug/>

Debugger2:

<http://iframe.ly.com/debug>



# LET'S DO IT TOGETHER

Bad Example:



<http://mediacombeyondadvertising.com/emotional-trumps-rational/>

Trumps :: MBA

After one of the biggest shocks in global politics...

MEDIACOMBeyondADVERTISING.COM

Good Example:

# LET'S DO IT TOGETHER

```
<head>
```

```
<html xmlns="http://www.w3.org/1999/xhtml"  
xmlns:og="http://ogp.me/ns#"  
xmlns:fb="http://www.facebook.com/2008/fbml">
```

```
<meta property="og:title" content="Emotional Trumps Rational - What can brands learn? />
```

```
<meta property="og:description" content="After one of the biggest shocks in global politics, we've turned our  
attentions to extracting some brand lessons about winning the hearts of a nation." />
```

```
<meta property="og:type" content="Article" />
```

```
<meta property="og:image" content="http://mediacombeyondadvertising.com/wp-content/uploads/  
2016/11/trump_header.png" />
```

```
<meta property="og:image:width" content="1200 " />
```

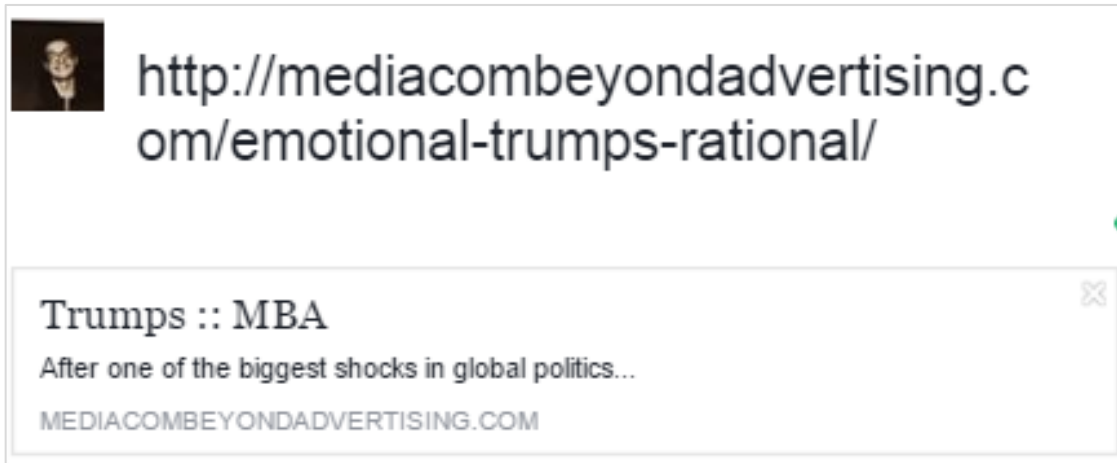
```
<meta property="og:image:height" content="627" />
```

```
<meta property="og:url" content="http://mediacombeyondadvertising.com/emotional-trumps-rational/" />
```

```
</head>
```

# LET'S DO IT TOGETHER

## Bad Example:



## More Info / Types

<http://ogp.me/>

## Good Example:



# HOW TO USE: TWITTER CARDS



# TWITTER CARDS

<https://dev.twitter.com/cards/overview>

Supported by: 

Implement with:

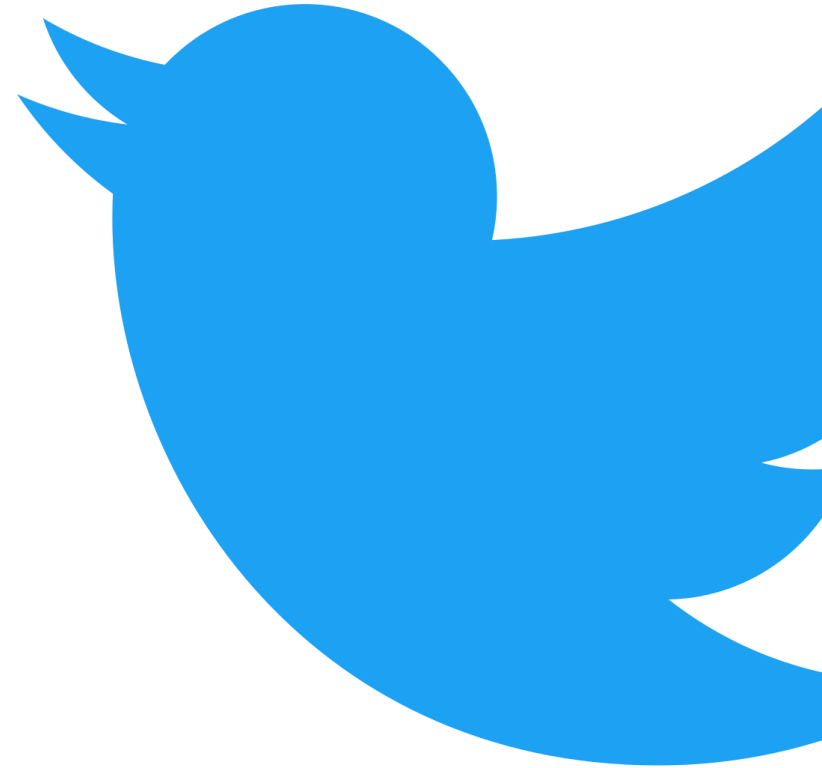


Validator:

<https://cards-dev.twitter.com/validator>

Debugger:

<http://iframely.com/debug>



# TWITTER CARDS: TYPES

Summary Card: <https://dev.twitter.com/cards/types/summary>



# TWITTER CARDS: TYPES

Summary Card Large Image: <https://dev.twitter.com/cards/types/summary>



# TWITTER CARDS: TYPES

## App Card:


<https://dev.twitter.com/cards/types/app>



**Jayson Stark** ✓  
@jaysonst



Got a trade question, or any other kind of baseball question? I'll be chatting at [ESPN.com](http://ESPN.com) in a minute! [espn.go.com/sportsnation/c...](http://espn.go.com/sportsnation/c...)

 **ESPN**

**ESPN SportsCenter**  
3.5/5.0 stars - 1,662 ratings  
**FREE**



Introducing the all-new SportsCenter app, a supercharged update to the popular ScoreCenter app packed with live scores, breaking news, video highlights, in-depth an...

[Download on the App Store](#)

6/20/14, 9:29 AM

# TWITTER CARDS: TYPES

Player Card Example:

<https://dev.twitter.com/cards/types/player>



Need to be validated:

<https://dev.twitter.com/cards/types/player>

# LET'S DO IT TOGETHER

## Bad Example:

**Trump lashes out at ex-FBI chief - replacement will 'bring ...**

Donald Trump blasts sacked FBI director James Comey saying his replacement will 'bring back the spi...

[thesun.co.uk](https://www.thesun.co.uk)

## Good Example:

# LET'S DO IT TOGETHER

```
<head>

<meta name="twitter:card" content="summary_large_image" />

<meta name="twitter:site" content="@thesun">

<meta name="twitter:creator" content="@jeremybock">

<meta name="twitter:title" content="Trump lashes out at ex-FBI chief ">

<meta name="twitter:description" content="DONALD Trump has blasted
sacked FBI director James Comey – claiming he “lost the confidence” of
Washington. President...">

<meta name="twitter:image" content="https://www.thesun.co.uk/wp-
content/uploads/2017/05/hd-composite-trump-
comey.jpg?strip=all&quality=100&w=750&h=500&crop=1">

</head>
```

# LET'S DO IT TOGETHER

## Bad Example:

**Trump lashes out at ex-FBI chief - replacement will 'bring ...**  
Donald Trump blasts sacked FBI director James Comey saying his replacement will 'bring back the spi...  
thesun.co.uk

## Good Example:

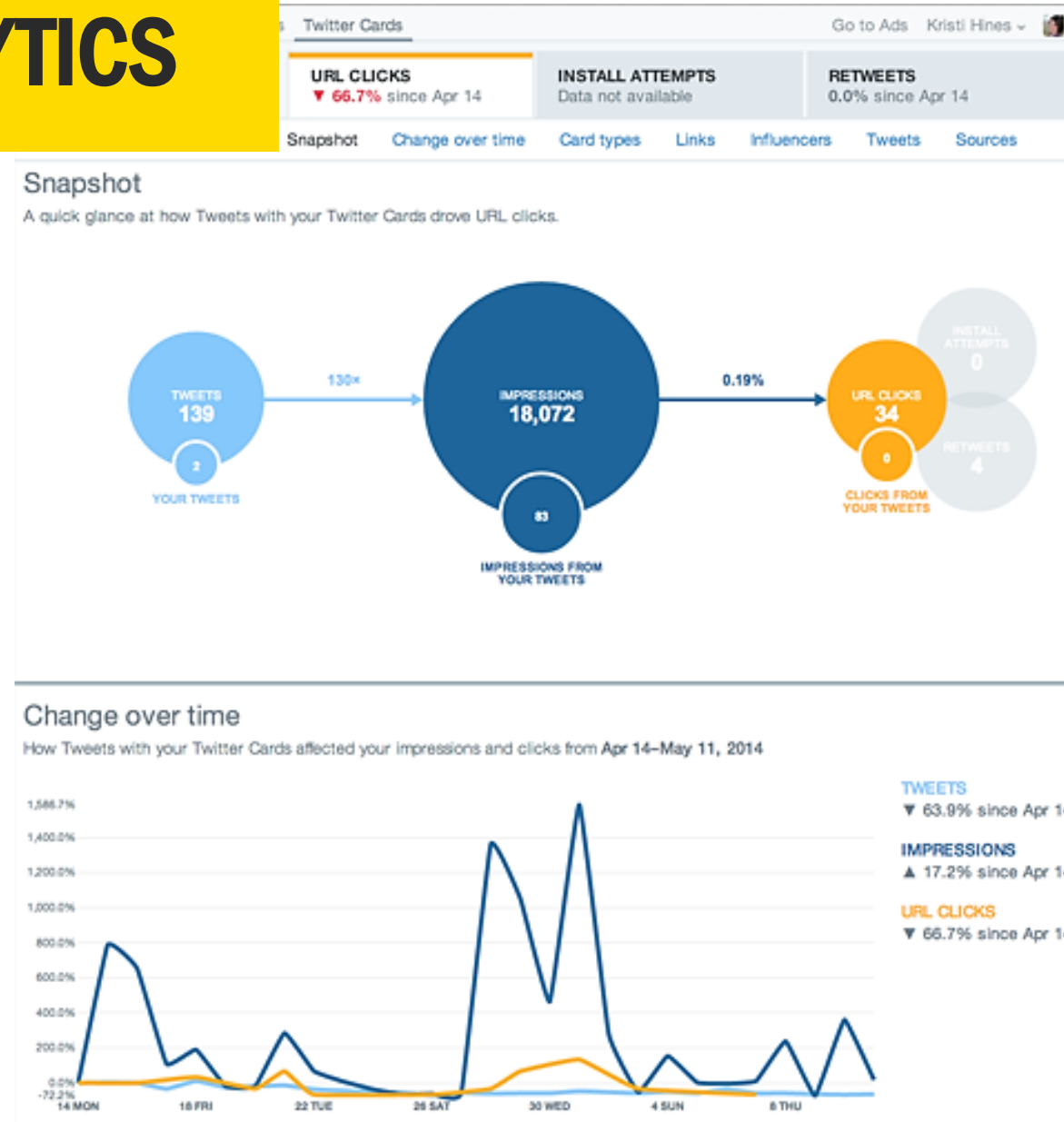


**TRUMP lashes out at ex-FBI chief**  
DONALD Trump has blasted sacked FBI director James Comey – claiming he “lost the confidence” of Washington. President...  
thesun.co.uk

## More Info / Types

<https://dev.twitter.com/cards/getting-started>

# TWITTER ANALYTICS



More Info:

<https://business.twitter.com/en/help/campaign-measurement-and-analytics/twitter-card-analytics-dashboard.html>

# HOW TO USE: SCHEMA.ORG – RICH PINS



# SCHEMA.ORG – RICH PINS

<http://schema.org/>

Supported by:     

Implement with:



Validator:

<https://developers.pinterest.com/tools/url-debugger/>

Debugger:

<http://iframe.ly.com/debug>

Debugger:

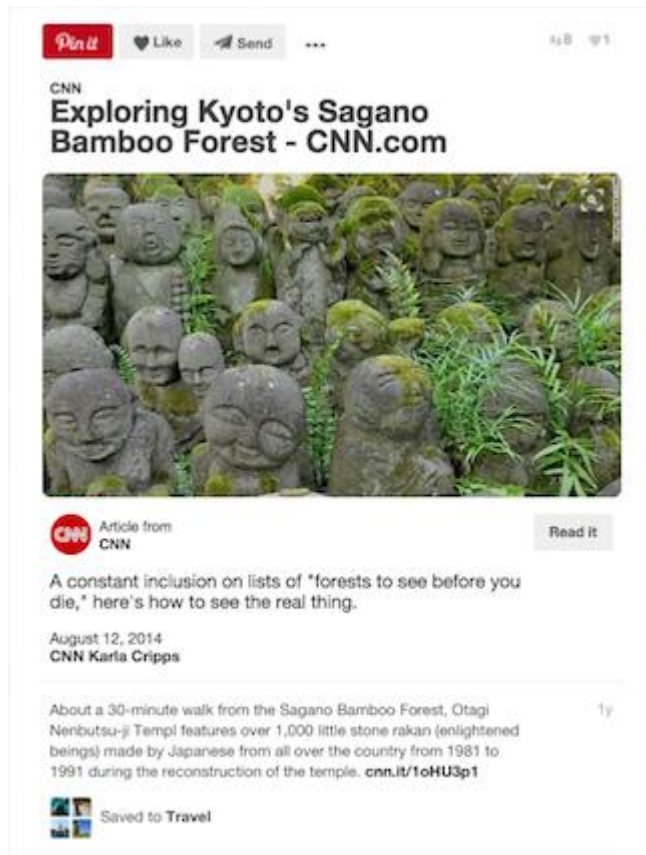
<https://search.google.com/structured-data/testing-tool>



# RICH PINS - TYPES

## Article Pins

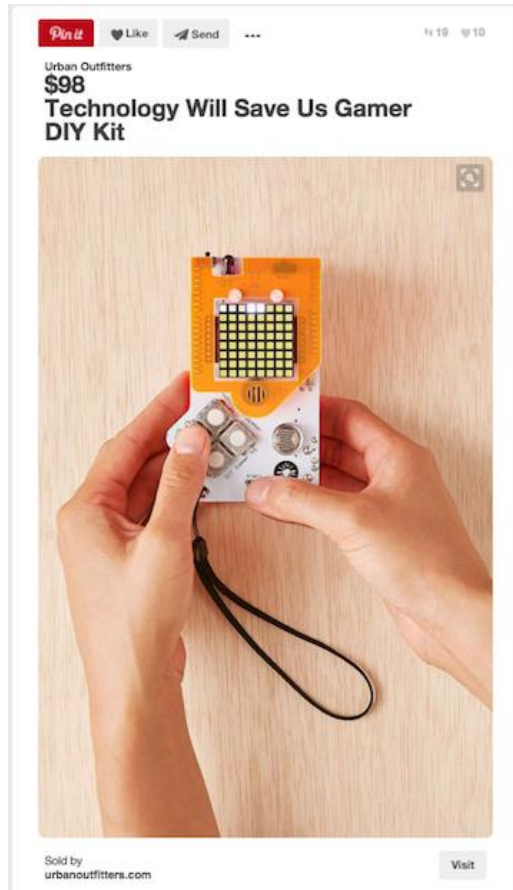
<https://developers.pinterest.com/docs/rich-pins/articles/>



# RICH PINS - TYPES

## Product Pins

<https://developers.pinterest.com/docs/rich-pins/products/>



# RICH PINS - TYPES

## Product Pins

[https://developers.pinterrest.com/docs/rich-pins/recipes/](https://developers.pinterest.com/docs/rich-pins/recipes/)



# LET'S DO IT TOGETHER

## Bad Example:



# LET'S DO IT TOGETHER

```
<head>
  <meta name="description" content="Everyone else is paying attention to other stuff.">
</head>

<div>
  <h1>You're Too Focused on What You're Focused On</h1>
  <p>by Gray Matter</p>
  <time>APRIL 29, 2017</time>
  
</div>
```

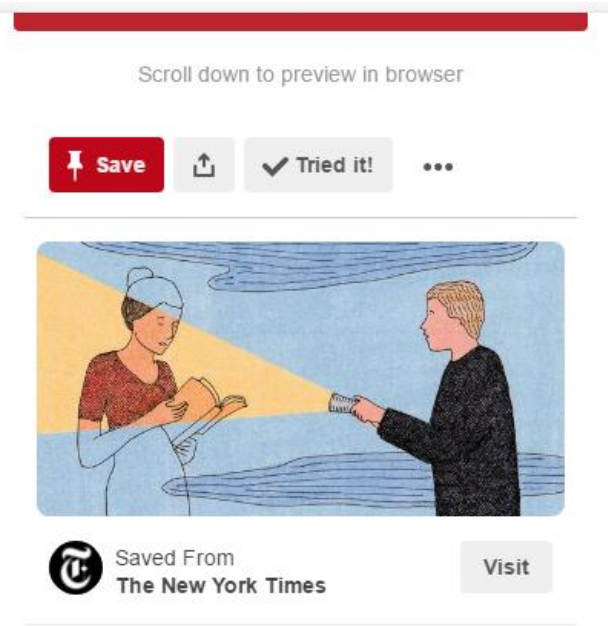
# LET'S DO IT TOGETHER

```
<head itemscope itemtype="http://schema.org/Article">  
  <meta itemprop="description" name="description" content="Everyone else is paying attention to  
other stuff." />  
</head>
```

```
<div itemscope itemtype="http://schema.org/Article">  
  <h1 itemprop="headline"> You're Too Focused on What You're Focused On </h1>  
  <p itemprop="author"> by Gray Matter </p>  
  <time itemprop="datePublished"> APRIL 29, 2017 </time>  
    
</div>
```

# LET'S DO IT TOGETHER

## Bad Example:





## Good Example:





More Info / Types


<http://schema.org/Article>

# CHEAT-SHEET

  Open Graph

 Twitter

  Open Graph Article

 Google Plus

Property	Purpose	Usage Example
og:title	The title of your object as it should appear within the graph, e.g., "The Rock".	The Rock
og:type	The type of your object, e.g., "video.movie". Depending on the type you specify, other properties may also be required.	website, article, video.movie
og:url	The canonical URL of your object that will be used as its permanent ID in the graph, e.g., "http://www.imdb.com/title/tt0117500/".	http://www.imdb.com/title/tt0117500/
og:description	A one to two sentence description of your object.	Sean Connery found fame and fortune as the suave, sophisticated British agent, James Bond.
fb:app_id	Your Facebook app ID.	Learn more about <a href="#">Domain Insights</a>
fb:admins	An admin's user ID. Additional fb:admins should be declared in a new tag.	Learn more about <a href="#">Domain Insights</a>
og:determiner	The word that appears before this object's title in a sentence. An enum of (a, an, the, "", auto). If auto is chosen, the consumer of your data should chose between "a" or "an". Default is "" (blank).	the
og:site_name	If your object is part of a larger web site, the name which should be displayed for the overall site. e.g., "IMDb".	IMDb
og:locale	The locale these tags are marked up in. Of the format language_TERRITORY. Default is	en_GB

**YOU:**



**THANK YOU!**

**MEDIACOM**