

# Introduction to Keywords

Have you wondered how search audience can find A&M-Commerce website or your webpages (assets)? Typically keywords are used to pull in more qualified traffic and raising our keyword score by ranking your pages higher and your message is exposed to more searchers. Let's learn how to add keywords to your assets.

## Entering Keywords when Creating or Editing an Asset

1. Open the asset you wish to add keywords
2. Click on the **Edit** tab
3. Click on the **Metadata** link
4. On the Keywords field enter the keywords you wish to add to your asset. For example, Job Posting is entered. Multiple assets may be entered and is separated by commas ex., Science, Business
5. Click the **Submit** button



The screenshot shows a web interface for editing an asset's metadata. At the top, there is a navigation bar with tabs: View, Edit, Copy, Publish, Delete, and Advanced. Below this is a sub-menu with Content, Metadata, System, and Configurations. The main area is titled 'User Metadata' and contains several input fields: Display Name (Engineer), Title (Engineer), Summary (Technical Engineer Needed), Teaser, and Keywords (Job Posting). The Keywords field is highlighted with a blue border and a magnifying glass icon. Below the Keywords field, there are fields for Description and Author, which are currently empty.