

## Metadata for HTML, PDFs, or Office Files

### Metadata Requirements (Internet & Intranet) from Directive 6102:

1. **What is Metadata?** Metadata is summary information about a file posted on-line, such as an .html, .doc, .pdf, or .xls file. It describes a document or resource the same way a library catalog defines the elements of a book, such as title, author, publisher, etc.
2. **Mandate.** Required metadata elements must have been implemented on all VA Web site home pages and major entry point pages by December 31, 2007. To increase search effectiveness, it is recommended that underlying Web pages and linked documents also implement metadata as cited in the VA Web Best Practices Guide.
3. The [VA Web Search Improvement Web site](#) provides guidance on the [VA Metadata Standard](#), with tutorials for implementing required metadata fields and related controlled vocabulary. This site can be accessed from the VA 6102 Intranet Web site at <http://vaww.va.gov/6102/> using the left navigation link labeled Metadata. (*Site and tutorials have not been updated for Office 2007 formats.*)

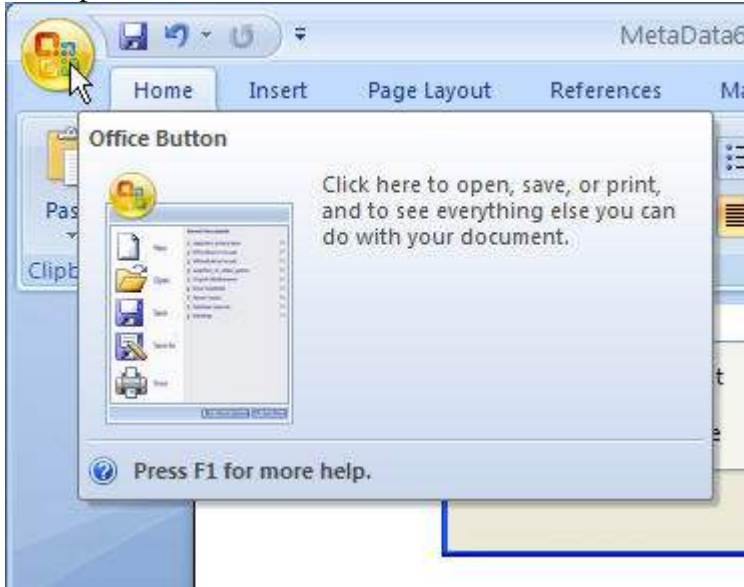
The following table provides an overview of required metadata elements for website home pages and major entry point pages (any page whose link you give out regularly to site users):

Element	Description	Format/Value
Title	Formal title of the resource. Title of the resource should be followed with a hyphen and agency name.	Free text, followed by: - U.S. Department of Veterans Affairs
Subject	An abstract or free text account of the content of the resource. <b>(Note: The VA search engine uses Subject information when it crawls pages or files. If you want a page or document included in search, be sure to fill out the Subject.)</b>	Free text
Author	Creator Authority List available for VA offices. <b>(19F would be: Department of Veterans Affairs, Veterans Health Administration, Office of Information, Health Data and Informatics)</b>	Controlled Vocabulary: see VA Metadata Standard, Appendix B Appears in the template as meta name="creator"
DateCreated	Original date the resource was created.	YYYYMMDD
DateReviewed	Date on which the resource was last reviewed.	YYYYMMDD
Language	Language Authority List. <b>(included by default in the VA Templates as: &lt;meta name="language" content="en"&gt;)</b>	Controlled Vocabulary: see VA Metadata Standard, Appendix C

The above standards are designed for webpages; however, applying metadata to documents will improve search results and is recommended. Some of the elements will be different. The following pages include screen captures for various types of files, showing where to fill in the metadata fields.

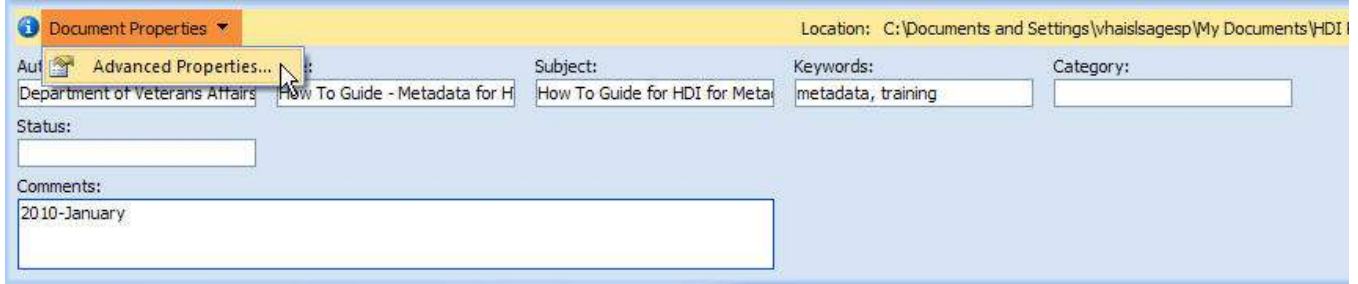
## Office 2007 Files (Word, Excel, PowerPoint)

The *Office Button* → *Prepare* → *Properties* settings options are the same for most Office 2007 products. Examples below are from Word 2007:



June 10, 2011

Instead of a separate pop up window, Office 2007 usually opens the properties fill-in fields along the top of your document. You can close the document properties when you are finished by clicking the X in the upper right. To access custom fields or additional properties, use the drop down in the upper left and pick Advanced Properties:



Office will attempt to “help” out with document titles and authors, but the default that Office uses isn’t always what you want. For example, PowerPoint templates often call the beginning slide by the title of Slide 1. As you will see from the example below, many people have posted PPT files without changing that default title. Over 10,000 files appear in a VA search for Slide 1, but none of those should be called that. Many of these files will never appear in a meaningful search. You will also see some strange results in SharePoint sites that display the Title if the default was never changed.



Found 10859 documents out of 442514 - Top 400 Returned [Advanced Search](#) • [Help](#)  
Results 1-10 displayed

**[Excellence in Telephone Care, Part 1 of 3, Department of Veterans Affairs](#)**

**Subject:** Slides 1 through 25  
**Page Info:** [vaww.itc.va.gov/ITC/2008/Abstract/Documents/Excellence\\_in\\_Telecom\\_Slides\\_01-25\\_FC\\_0608.ppt](http://vaww.itc.va.gov/ITC/2008/Abstract/Documents/Excellence_in_Telecom_Slides_01-25_FC_0608.ppt) | 3396k | July 29, 2008  
**Options:** [Search Similar Pages](#) | [Search This Site](#)  
**Rate this document:** 10 8 6 4 2 -2 -4 -6 -8 -10 [About Ratings](#)

**[Slide 1](#)**

**Page Info:** [vaww.carecoordination.va.gov/news/comm/ppt/ccht-blank.ppt](http://vaww.carecoordination.va.gov/news/comm/ppt/ccht-blank.ppt) | 176k | February 09, 2009  
**Options:** [Search Similar Pages](#) | [Search This Site](#)  
**Rate this document:** 10 8 6 4 2 -2 -4 -6 -8 -10 [About Ratings](#)

**[Slide 1](#)**

**Page Info:** [vaww.albuquerque.med.va.gov/Estrada.config?resource=56027](http://vaww.albuquerque.med.va.gov/Estrada.config?resource=56027) | 143k | December 05, 2009  
**Options:** [Search Similar Pages](#) | [Search This Site](#)  
**Rate this document:** 10 8 6 4 2 -2 -4 -6 -8 -10 [About Ratings](#)

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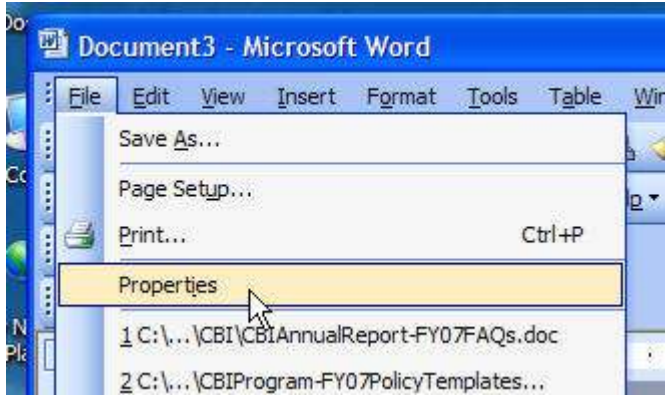
**Page Info:** [vaww.tucson.med.va.gov/Estrada.config?resource=91761](http://vaww.tucson.med.va.gov/Estrada.config?resource=91761) | 2044k | December 05, 2009  
**Options:** [Search Similar Pages](#) | [Search This Site](#)  
**Rate this document:** 10 8 6 4 2 -2 -4 -6 -8 -10 [About Ratings](#)

**[Slide 1](#)**

**Page Info:** [vaww.privacy.va.gov/docs/PDay/Privacy-Day-Bkm.pdf](http://vaww.privacy.va.gov/docs/PDay/Privacy-Day-Bkm.pdf) | 1567k | August 26, 2009

## Office 2003 Files (Word, Excel, PowerPoint)

The *File* → *Properties* settings options are the same for most Office 2003 products. Examples below are from Word 2003:

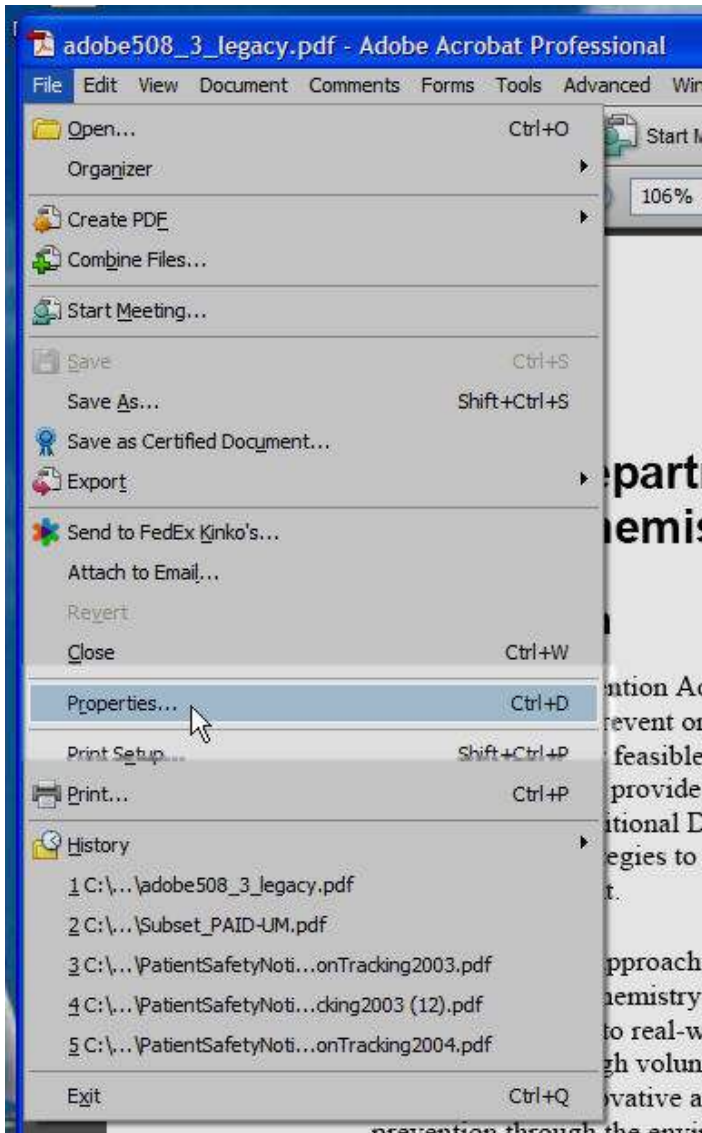


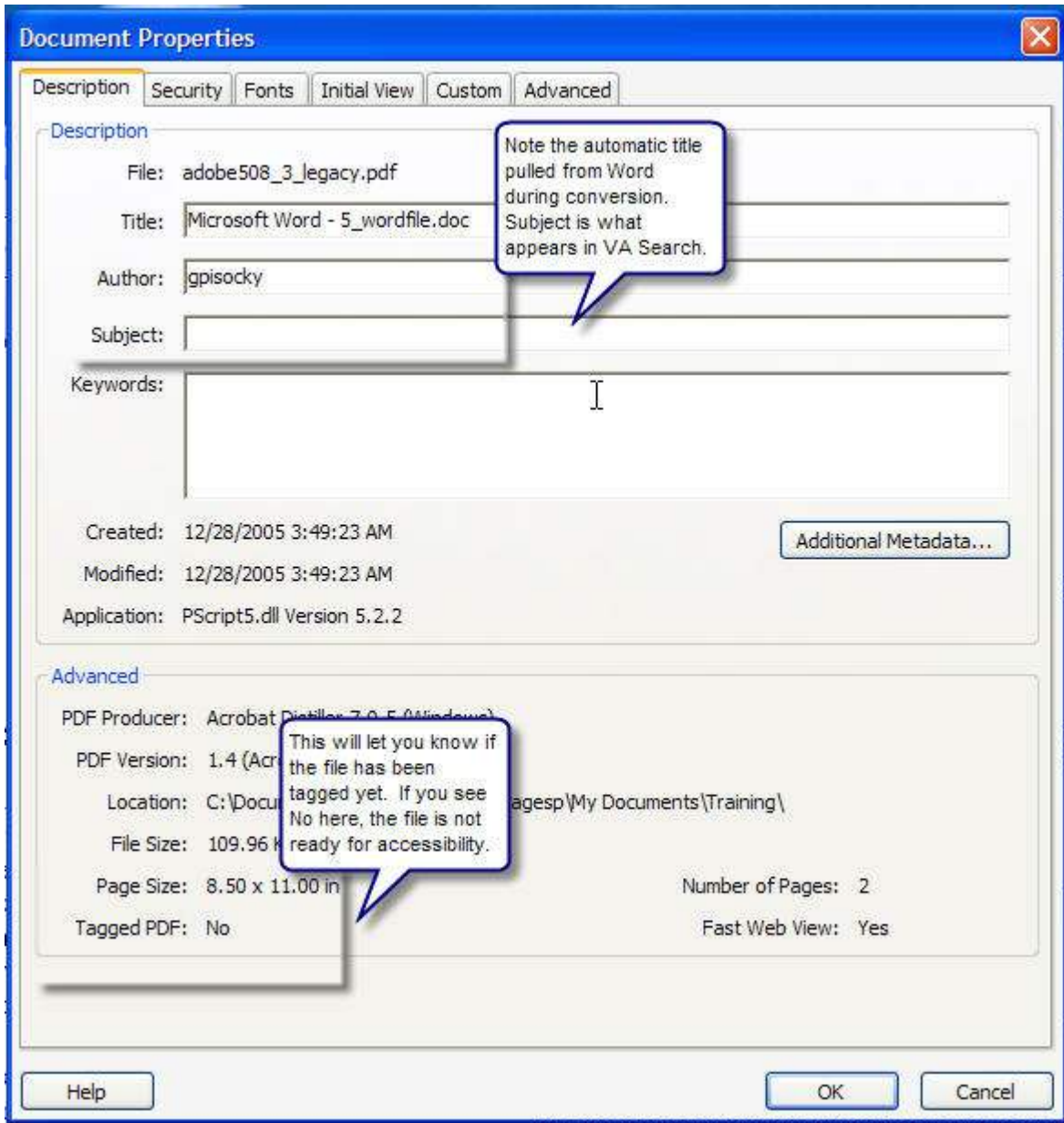
If you want your document to appear in the VA Intranet Search engine, be sure to fill out the Subject line with the information most applicable to a search. Use the Custom tab to add the fields for DateCreated and DateReviewed and those will be added to the file properties.

## PDF Files

When PDF files are created from Office source files, Adobe will use information already added in the *Properties* menu. If this information is blank, Adobe will create some default descriptions based on file type and file name, which may not always be desired.

To add metadata to a PDF, pick the *File* → *Properties* menu option as shown in the screen capture below:





The *Document Properties Description* tab includes fields for your basic metadata, as well as a button to allow you to pick additional metadata fields. The advanced section of this tab also indicates whether a PDF file has been tagged yet or not.

Please contact VHA OIA Communications if you have any questions.

## HTML Pages

The VA templates automatically include placeholders within the Web page header in which to enter required metadata. To see examples of how this is placed within the HTML code, go to a VA Web site and pick the *View* → *Source* menu option as shown below:



The source code is displayed below. The red arrows indicate required metadata fields. Title is also a required element, but is entered separately in the template.

