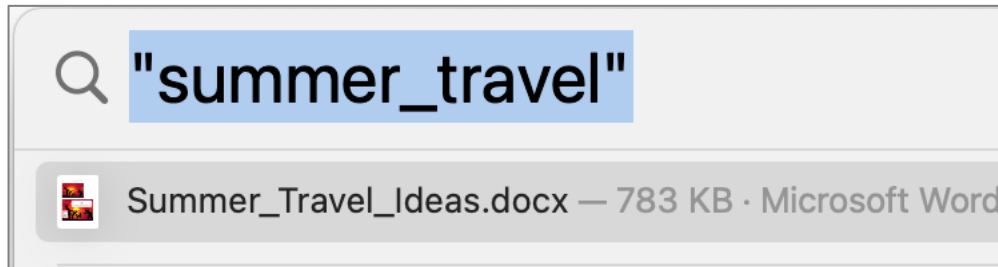


How to Include Metadata

Introduction

- This reference guide will show you how to include metadata in your document in Microsoft® Word. What is metadata and why should you include it?
 - Merriam-Webster defines metadata as “data that provides information about other data.” Metadata help you find your documents faster and plays a role in accessibility. The focus for this guide will be on descriptive metadata and not the other two types of metadata—administrative data and structural metadata.
 - Descriptive metadata include items such as category, keywords, and title.
- If you use Word, typing metadata into the Properties of your document will help your efficiency when searching for a file on your computer.
 - Type a couple words of the name of the file you are looking for on your computer into the search bar with quotes around the term and an underscore between each word (e.g., “**summer_travel**”). Select the file you want.



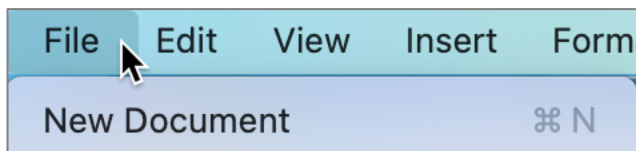
- You’ve likely heard about **alternative (alt) text**; if so, you already know that alt text is a text description of images in a digital setting for people who have low vision or who can’t see. Alt text is metadata and including it in images helps with search engine optimization (SEO). I show you how to enter [alt text](#) at the end of this guide.
- The following instructions are for Mac users.

Create a document in Word.

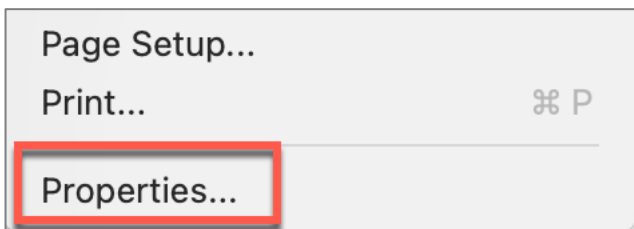
1. Select **File**.
2. Click **New Document**.
3. Select **File**.
4. Click **Save As**.
5. Type the **Title** for your document.
6. Click **Save**.

Create the metadata for your file.

1. Select **File**.



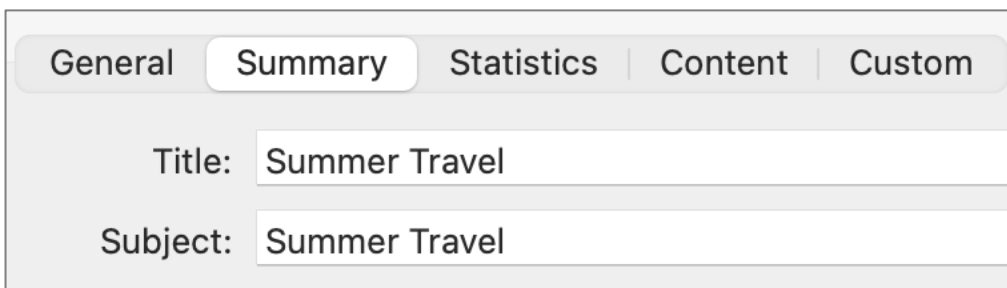
2. Click **Properties**.



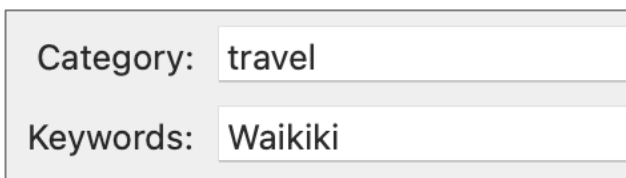
3. Click the **Summary** tab.



4. Type the **title** of your document in the Title area under Summary.
5. Copy the title and paste it into the Subject.
6. Type the name of the department in Author or a person's name.



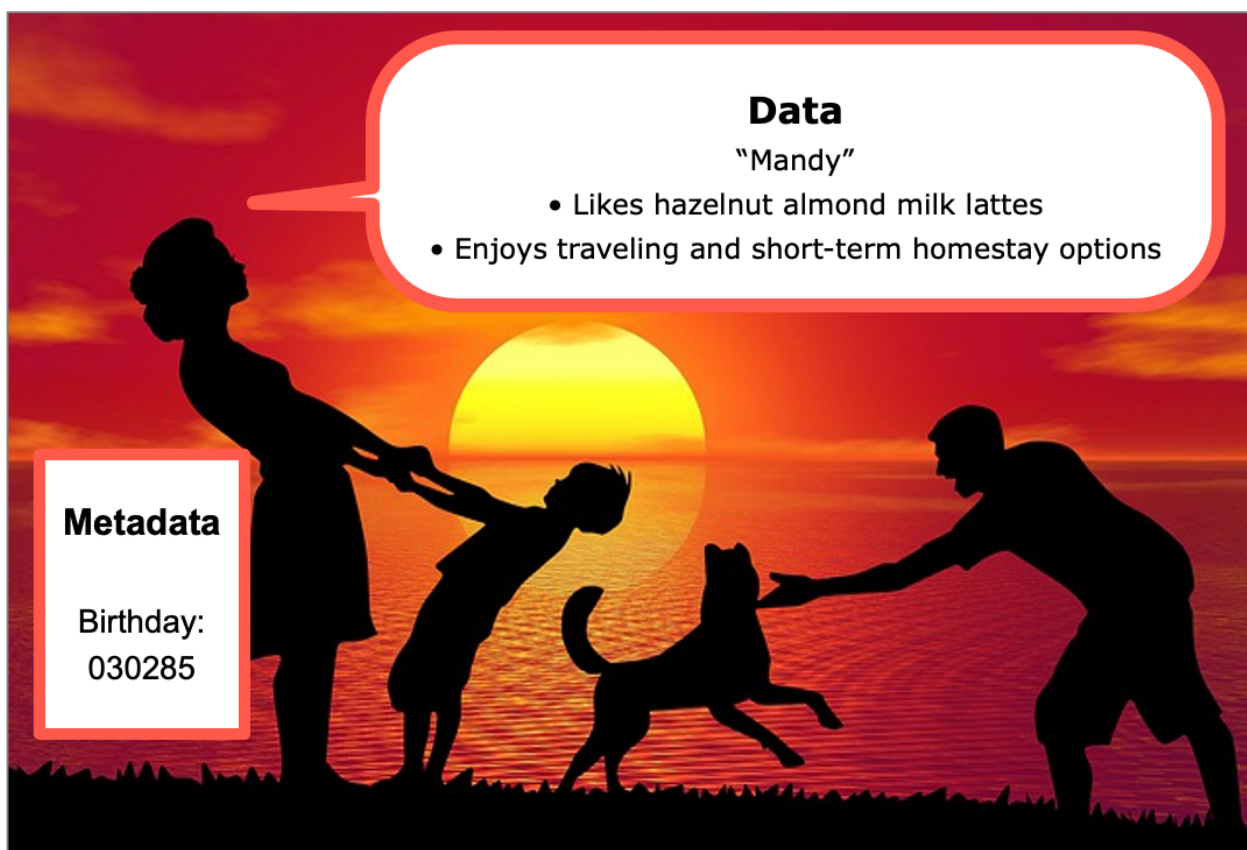
7. Type the **category** for the document—in this case, **Travel**.



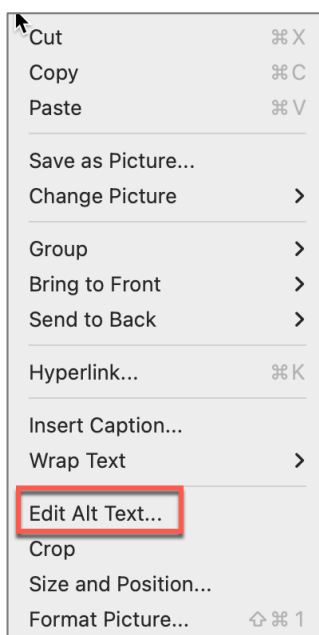
8. Type one or more **keywords** in the Keywords line (e.g., Waikiki).
9. Click **OK** to save the metadata.

Enter alt text for an image in a Word document.

1. Right click on the **image** to reveal the alt text option.



2. Click **Edit Alt Text**.



3. Type the **description of the image** in the Alt text window.

Alt Text ✕

How would you describe this object and its context to someone who is blind?

(1-2 sentences recommended)

A family of three enjoys the sunset on a beach with their dog. The setting sun casts a red glow.

4. The alt text will automatically save.