

HOW TO INSERT METATAGS IN DRUPAL

DIGITAL TEAM



ARVAL
BNP PARIBAS GROUP

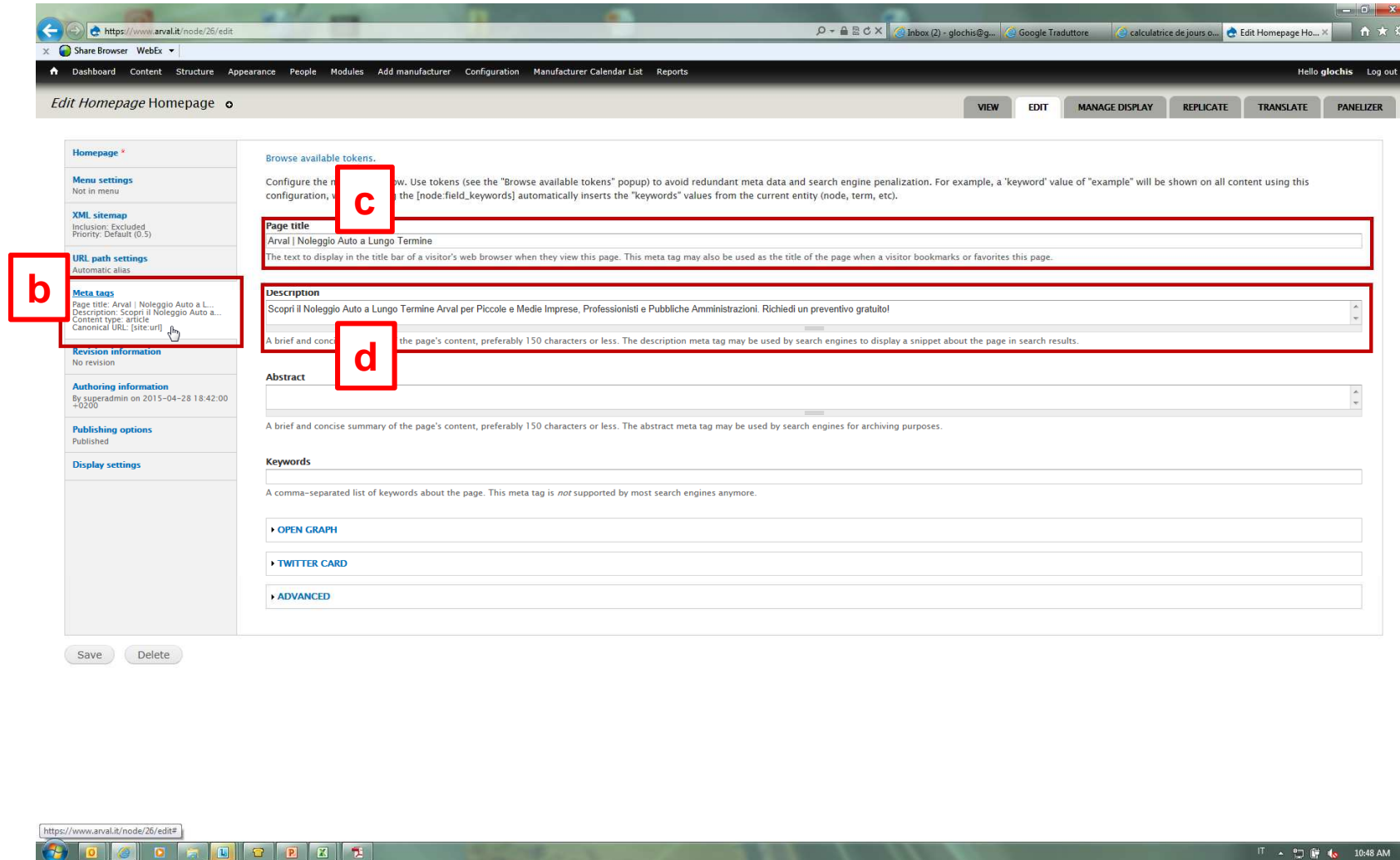
We care about cars. We care about you.

- 1) Go to the web page where you want to insert/modify metatags
- 2) Click on “Modify” button (a)

The screenshot shows the Arval website interface. At the top, there is a navigation bar with links like 'Dashboard', 'Content', 'Structure', 'Appearance', 'People', 'Modules', 'Add manufacturer', 'Configuration', 'Manufacturer Calendar List', and 'Reports'. On the right, it says 'Ciao glochis' and 'Esci'. Below this, there is a green header with 'ARVAL BNP PARIBAS GROUP' and the slogan 'We care about cars. We care about you.' To the right of the header, there are links for 'ITALIANO', 'AREA PERSONALE', 'CERCO', and 'ARVAL ITALIA'. The main content area features a search bar with the text 'Cerco un'auto' and a dropdown arrow. Below the search bar, there are several buttons: 'Visualizza', 'Modifica', 'Gestione visualizzazione', 'Replicate', 'Traduci', and 'Panelizer'. The 'Modifica' button is highlighted with a red box and a red letter 'a'. To the left of the 'Modifica' button, there is a section titled 'TROVA LA TUA AUTO' with three dropdown menus for 'SCEGLI UN TIPO DI AUTO', 'SCEGLI UNA MARCA', and 'SCEGLI UN MODELLO', a 'CERCA' button, and a link 'Scopri le 60 offerte'. To the right of this section is a large promotional banner for 'VOLKSWAGEN UP!' with a blue car image. The banner includes the text 'OFFERTA SPECIALE', 'VOLKSWAGEN UP!', '5p 1.0 44KW move up! Asg', and a price of '139€ / MESE I.E.' for '36 mesi | 10.000 km/anno'. Below the car image, there is a green box with the text 'VOLKSWAGEN UP!' and 'In Noleggio a Lungo Termine con Arval a partire da 139€ al mese i.e.' and a 'SCOPRI DI PIÙ' button. At the bottom of the page, there is a footer with the Arval logo and slogan, and links for 'Richiedi un preventivo' and 'Chiamaci 800 031 172'. A dark bar at the very bottom contains the URL 'https://www.arval.it/node/25/edit' and buttons for 'Customize this page' and 'Change layout'.

3) On the left side, click on “Meta tags” tab (b)

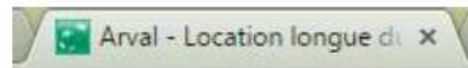
4) Insert/Modify Title metatag (c) and Description metatag (d)



TITLE TAG 1/3

Title tag is a short portion of text that univocally identifies a website page. It represents the first information about the content of the page.

- **Should not be shorter than 40 characters.**
- **Should not exceed 50-60 characters, spaces included.**
- **Should not be wider than 482px in order to be completely visible within Google Search Results.**



Arval - Location longue durée, LLD de voiture et leasing auto

www.arval.fr/ Traduci questa pagina

32 marques, 6425 modèles dans toute la France ! ... Arval, leader de la location longue durée, filiale de BNP Paribas propose une gamme de services liés à la ...

[Véhicules d'occasion](#) - [Choisir ma voiture](#) - [Bonnes affaires](#) - [PME/PMI](#)

TITLE TAG 2/3

Must include potentially SEO-relevant keywords.

- **The same keyword should not be repeated more than twice within the same Title Tag.**
- **You should place relevant keywords at the beginning of the Title Tag.**
- **Must be unique across the whole website. Please check and remove all the duplicated Title Tags, if present.**

TITLE TAG 3/3

A basic optimized automation rule for your Title Tags could be:

Specific service or product presented on your page

→ "Service/Product"+ "| ArvalCountryCode"

A practical example

Service offered: Full Service Leasing

→ *Title Tag:* "Full Service Leasing | Arval UK"

→ *Title Tag:* "Full Service Leasing | Arval Italia"

TITLE TAG - HOMEPAGE

Homepage(s) is your strongest page in terms of **potential ranking**.

This is the page that usually gathers more external links than any other page of the website.

Please, remember to optimize your homepage (and also “section homepages”) with the most relevant keywords about the main services you provide.

META DESCRIPTION TAG 1/2

Meta Description is an informative text that univocally describes the content of the page.

- **Should not be shorter than 100 characters.**
- **Should not exceed 155 characters, spaces included.**
- **Should not be wider than 928px in order to be completely visible within Google Search Results.**

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META DESCRIPTION TAG 2/2

Must include potentially SEO-relevant keywords.

- **The content of Meta Description tag does not influence ranking results directly but it provides the user with a first glimpse of the page content. Creating a readable, compelling description using relevant keywords can improve the click-through rate for a given webpage.**
- **Must be unique across the whole website. Please check and remove all the duplicated Meta Description Tags, if present.**