Course Marketing: Add keywords for searching
How to add keywords to a course to improve searching

This guide is intended for staff who are responsible for managing/maintaining course marketing information for their Faculty or School.

This guide explains how to add keywords to a course to help prospective applicants to find the course using the search feature on the University's website. These terms should normally be words that are not already included in the course title. For example, you might decide to add 'Latin' and 'Greek' for the BA (Hons) Classics course.

The following are suggested guidelines for adding keywords:

- Use no more than six keywords;
- Add unique terms that will not be associated with many other courses;
- Do not repeat keywords (e.g. 'electrical engineering' and 'electronic engineering' should be 'electrical electronic engineering');
- Refer to the *Course description* field for inspiration.

Please refer to the course marketing content governance guidance approved by your Faculty Communications and Marketing Team for further information.

To add keywords:

1. Navigate to **Student Recruiting/Publishing Plans/Marketing Information.**

2. Search for the publishing plan you require (see Search for a publishing plan).

3. Click on the **more tabs arrow** to reveal the other tabs.   Select the **Additional Information** tab.

4. Change the **Publishing Status** to *Draft* (see also Make changes to a publishing plan).

5. Click on **Save** at the bottom of the page.

6. In the *Keyword(s)* field, click on the **notepad** icon. The HTML editor window will open.

7. Add the **keywords** in the text box. Enter the terms with just spaces in between, without using commas or connecting words.

8. Click on **Save** to save all of your changes.

9. When you are happy with your amendments, change the **Publishing Status** to *Ready for Approval* and click **Save**. The changes will now need to be approved, see Approve changes to a publishing plan.