

## Tags

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 This article is designated for all users.

### About

Creating awesome content is fantastic, but it's equally important to make sure people can find it. That's where tagging comes in. Tags are like keywords you add to your media item to help viewers discover it through searches. You can add tags when uploading content or later. Each tag gives viewers a hint about your content's topic, and can also help if your media topic is frequently misspelled.

### Tips

**Keep it simple:** Use a few tags that are both broad and specific for optimal results. Avoid overcrowding tags with too many keywords, as it might affect visibility in searches.

**Choose wisely:** Choose tags strategically by opting for keywords likely to rank higher in search results. Use specific keywords that describe the topic you cover in your video, like "interactive lesson plans", in addition to broader alternatives like "education" which indicate the overarching topic of your video.

**Use synonyms:** Expand tag reach by including synonyms relevant to your media's topic. Consider the language your audience might use when describing the content.

**Tag generator assistance:** When in doubt, try using an on-line tag generator for tag recommendations based on your media's title or main keyword.

### How to add tags

Adding tags in Kaltura applications such as the KMC is easy. Just access the Metadata or Details section and click in the **Tags** field, type the word or phrase, then press Enter on your keyboard. You can continue adding tags one after the other in the same fashion. For ease of use and to encourage tag consistency, as you type, suggestions are displayed based on tags already used in your account.

To remove a tag, simple click the 'X' on the blue box.

## Metadata

Name

Description

Tags

science × teaching × class × chemistry ×  
high school × stem × chemical × experiment ×  
stoichiometry × equations ×

Categories

ep\_media\_event\_1198662 × vod\_sources ×

[Browse Categories](#)

Reference ID

Visit our article [More Actions menu](#) to learn how to add or remove tags in bulk.

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