

## META TAG CREATION SERVICE ANNEX

| High-level Error Categories | Granular error-types            | Definition                                                                                                                                                                                                                                                                                                                             | Example                                                                                 |
|-----------------------------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| Accuracy                    |                                 | The target file does not accurately reflect the source file, allowing for any differences authorized by specifications.                                                                                                                                                                                                                |                                                                                         |
|                             | Addition                        | The target file includes meta tags that do not belong in the list.                                                                                                                                                                                                                                                                     | A meta tag is mistakenly added to the target file.                                      |
|                             | Omission                        | The target file misses meta tags which should have been included in the list.                                                                                                                                                                                                                                                          | A keyword was mistakenly removed from the target file.                                  |
|                             | Misrepresentation               | The target file (list of meta tags) does not accurately and comprehensively represent the source file (meta tag requirements).                                                                                                                                                                                                         | A meta tag is included under the wrong web page according to the meta tag requirements. |
|                             | Inaccurate meta tag creation    | The meta tags:<br>exceed the required character limit<br>do not follow industry standards and best practice guidelines to ensure optimal search engine visibility<br>keywords included as per agreed frequency following best practice SEO guidelines and/or in line with general client requirements or project specific instructions | A meta tag title or description is longer than the specified character limit.           |
| Fluency                     |                                 | Issues related to the form or content of meta tag creation.                                                                                                                                                                                                                                                                            | Meta tags or newly created content introduce errors.                                    |
|                             | Punctuation                     | Meta tags or newly created content introduce errors in these areas.                                                                                                                                                                                                                                                                    |                                                                                         |
|                             | Spelling                        |                                                                                                                                                                                                                                                                                                                                        |                                                                                         |
|                             | Grammar                         |                                                                                                                                                                                                                                                                                                                                        |                                                                                         |
|                             | Grammatical register            |                                                                                                                                                                                                                                                                                                                                        |                                                                                         |
|                             | Inconsistency                   | The target file shows inconsistencies with the client's requirements and instructions                                                                                                                                                                                                                                                  | Meta tags or newly created content contradict the client's requirements.                |
| Terminology                 | Inconsistent with termbase      | Meta tags or newly created content use terms that are inconsistent with a specified termbase.                                                                                                                                                                                                                                          | A term is used when the termbase specifies a different name for it.                     |
|                             | Inconsistent use of terminology | Meta tags or newly created content use terminology in an inconsistent manner within the text.                                                                                                                                                                                                                                          | The same component is named differently across the text.                                |
|                             |                                 | Meta tags or newly created content use inappropriate style                                                                                                                                                                                                                                                                             |                                                                                         |
|                             | Awkward                         | Meta tags or newly created content contain awkward phrasing.                                                                                                                                                                                                                                                                           |                                                                                         |

|        |                             |                                                                                                                              |                                                                                                                                        |
|--------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Style  | Company style               | Style of meta tags or newly created content violates company /organisation- specific style guidelines.                       |                                                                                                                                        |
|        | Inconsistent style          | Style of meta tags or newly created content is inconsistent within a text.                                                   |                                                                                                                                        |
|        | Third-party style           |                                                                                                                              |                                                                                                                                        |
|        | Unidiomatic                 |                                                                                                                              |                                                                                                                                        |
| Verity |                             | Meta tags or newly created content contradict the rest of the content.                                                       | Meta tags or newly created content state that a feature is present on a certain model of automobile when in fact it is not available.  |
|        | Culture-specific references | Meta tags or newly created content use culture-specific references that will not be understandable to the intended audience. | Meta tags or newly created content are specific to the source language and is difficult to understand and confuse the target audience. |
| Design |                             | Issues related to the format of the target file.                                                                             |                                                                                                                                        |
|        | Format                      | Target file follows pre-agreed meta tag creation template.                                                                   | Target file is structured differently than the agreed template.                                                                        |