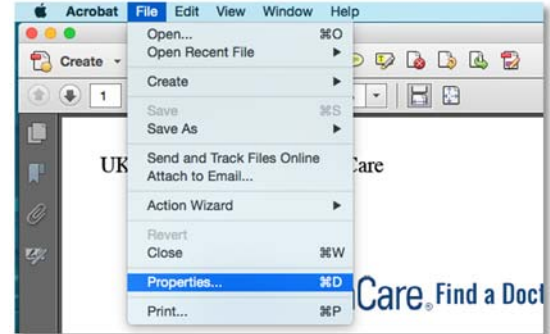# How to create PDFs for the UK HealthCare website
UK HealthCare Digital & Brand Strategy 2017

We must correctly name, optimize and add metadata to PDFs we place on the UK HealthCare site so they may be found in search and be usable for people who have impaired vision.

If the original document is in Word or PowerPoint, the owner should save it as a web PDF. We avoid placing editable documents with UK HealthCare identification on the site as they can be easily downloaded, changed and misused.

1. Provide keywords the audience would use to find this PDF.

This is a sample of the kind of text that will be entered into the **PDF Document Properties** and **Description screen**:

Field name	Description	Example
Document title:	Title in plain English	Kangaroo Care Pre-natal
Author:	http://ukhealthcare.uky.edu	http://ukhealthcare.uky.edu
Author title:	UK HealthCare	UK HealthCare
Description:	Author provides a summary; or can use the first paragraph of the document	Kangaroo care (skin-to-skin) is the term used to describe the practice of a parent holding a newborn skin-to-skin after delivery. Skin-to-skin contact has many proven benefits and is a great way for parents to bond with their newborn baby.
Description writer:	UK HealthCare	UK HealthCare
Keywords:	Words our audience would use to search for this document	Kangaroo care; newborn; after delivery; skin-to-skin; new mom; delivery; birth
Copyright status:	Copyrighted	Copyrighted
Copyright notice:	© University of Kentucky, Lexington, Kentucky, USA + date	© University of Kentucky, Lexington, Kentucky, USA 2015
Copyright info:	Link to legal page	http://ukhealthcare.uky.edu/legal/

2. Name, optimize and save the PDF for web as follows:

- Save in spreads with no crop marks
- Optimize for the web (reduce file size):
  - Use http://smallpdf.com/compress-pdf to reduce and optimize single PDFs.
  - Acrobat batch optimizing: https://www.youtube.com/watch?v=QBu7zOuy3uM
  - Check the PDF after optimizing to make sure it looks OK.
  - Always optimize for web before adding keywords as optimizing may remove them.
  - Do not optimize fillable forms or they will no longer be fillable.
- Name PDF with descriptive long-tail names, all lower case, with hyphens between words:
  - **publication-name-2015-01.pdf** or **publication-name-2015-winter.pdf**
  - Don't make the filename too long; beyond 50 characters the name may be clipped.
  - Don't use words like "web" or "final" in the name.
  - Don't use characters, like underscores or * < > [ ] = + " \ / , . : ; ? % # $ | & •
  - Don't use a space as the first or last character of a filename

3. Enter keywords and metadata into the PDF

- Open PDF; click **File > Properties** to get to the **Document Properties;** enter text provided by SLMM.
- Click the button labeled **"Additional Metadata" to** open **Description screen** and fill out those fields as needed and save.
- You're done! This PDF is ready to be placed on the website. Send to web team.