# Metadata for search engines, previews and programs

Search engines, link previews, feed readers and programs that read a site as plain text all want to know who wrote a page and what it is. TileDown 0.12.0 adds the keys for that. Every one is off until you set it, and a site that sets none of them builds byte-identical output, PDFs included.

```
titleTemplate: %s | Example Studio
author: Ada Example
structuredData.person.name: Ada Example
structuredData.webSite: true
llms.title: Ada Example
llms.summary: Notes on Swift by Ada Example.
markdownCopies: all
hreflang: true
sitemap.tagPages: false
sitemap.lastmod: frontMatter
```

- `titleTemplate` sets `<title>`, `og:title` and `twitter:title` on every page but the home page. Headings and navigation keep the short title.
- `author` adds `<meta name="author">` to each page and `dc:creator` to each feed item.
- `structuredData.*` publishes JSON-LD: the site's person, an optional website, a profile page, a `BlogPosting` on every post. A missing person name or a post without a date stops the build before it writes a file.
- `llms.*` writes `/llms.txt`, a heading, a summary and link sections read from each page's title and description.
- `markdownCopies: all` publishes the Markdown of a page beside its HTML and links it from the head.
- `hreflang: true` links the language variants of a page to each other, with `x-default`.
- `sitemap.tagPages` and `sitemap.lastmod` choose whether tag pages appear in the sitemap and which date it carries.

`tiledown doctor` names the features a project turns on, warns when they need an absolute `baseURL`, and reads back what its temporary build wrote. The reference is `docs/metadata.md` in the repository.