# Big Brother Canada

**SEO Recommendations**

The objective of this document is to provide Big Brother Canada Season 4 with recommendations on Title Tags, Meta Descriptions, Open Graph and URL Structures



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# Home Page

### Absolute URL:

bigbrothercanada.globaltv.com/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 - Watch Online | Full Episodes & Schedule

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 videos on Global TV, your source for the free Big Brother live feed, full episodes cast bio, photo galleries and updates, watch Big Brother Canada online and on Global TV.

### Open Graph Tags:

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/video/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## Watch Now

### Absolute URL:

bigbrothercanada.globaltv.com/video/

### Title Tag:

**Recommendation:**

Big Brother Canada Video – Watch Online | Full Video Episodes

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 on Global TV, your source to watch the free Big Brother live feed, full episodes, cast bios, photo galleries and updates. Watch Big Brother Canada online and on Global TV.

### Open Graph Tags:

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

**Facebook**

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

**Twitter**

<meta property="og:description" content=" I'm watching VIDEO TITLE HERE on @BigBrotherCA #BBCAN2 ">

## Full Episodes

### Absolute URL:

bigbrothercanada.globaltv.com/episodes/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 Episodes – Watch Online | Full Episodes on Slice

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 episode guides on Global TV, your source for the free Big Brother full episodes, and schedule, watch Big Brother Canada Online on Global TV.

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### Open Graph Tags:

See page 12 for video OG Tag wrappers

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

**Facebook**

<meta property="og:description" content=" I'm watching VIDEO TITLE HERE on Big Brother Canada Online. Watch the live feeds, Learn about the cast and get the latest on all things Big Brother Canada."> ">

**Twitter**

<meta property="og:description" content=" I'm watching VIDEO TITLE HERE on @BigBrotherCA #BBCAN2 ">

## Live Feeds

### Absolute URL:

bigbrothercanada.globaltv.com/live/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 Live Feed – Watch Big Brother Free Live Stream

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 live video stream on Globaltv.com; your source for the free Big Brother free live feed, and schedule, watch Big Brother Canada Online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## Play Along

### Absolute URL:

bigbrothercanada.globaltv.com/play/

### Title Tag:

**Recommendation:**

Play Along Big Brother Canada Season 4 Official Game

### Meta Description Tag:

**Recommendation:**

Play along with Big Brother Canada Season 4 – Watch full episodes online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## Fan Meter

### Absolute URL:

bigbrothercanada.globaltv.com/play/fanmeter/

### Title Tag:

**Recommendation:**

Fan Meter Big Brother Canada Season 4 Official Game

### Meta Description Tag:

**Recommendation:**

Play along with Big Brother Canada Season 4 Fan Meter – Watch full episodes online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## How to Play

### Absolute URL:

bigbrothercanada.globaltv.com/play/how/

### Title Tag:

**Recommendation:**

How to Play – Big Brother Canada Season 4 Official Game Rules

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 Play along game rules – Watch full episodes online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## The Show

### Absolute URL:

bigbrothercanada.globaltv.com/theshow/

### Title Tag:

**Recommendation:**

About Big Brother Canada Season 4 on Slice | Watch Free Online

### Meta Description Tag:

**Recommendation:**

About Big Brother Canada Season 4 on Globaltv.com; your source for the free Big Brother Canada full episodes and schedule, watch Big Brother Canada Online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## Schedule

### Absolute URL:

bigbrothercanada.globaltv.com/theshow/schedule

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 TV Schedule & Episode Guide

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 schedule and TV listing guide, watch Big Brother Canada online for free on Slice Television, Global TV your only source for Big Brother Canada Live Feed.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

<meta property="og:description" content=" SAME AS PAGE DESCRIPTION ">

## Houseguests

### Absolute URL:

bigbrothercanada.globaltv.com/theshow/houseguests/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 Houseguests

### Meta Description Tag:

**Recommendation:**

About Big Brother Canada Season 4 Houseguests on Globaltv.com; your source for the free Big Brother Canada full episodes and schedule, watch Big Brother Canada Online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

**Facebook**

<meta property="og:description" content=" I'm reading HOUSEGUEST NAME's bio on Big Brother Canada Online. Learn more about your favourite houseguests now!">

**Twitter**

<meta property="og:description" content=" I'm reading HOUSEGUEST NAME's bio on @BigBrotherCA #BBCAN2 ">

## Photos

### Absolute URL:

bigbrothercanada.globaltv.com/theshow/photos/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 Pictures & Photo Galleries

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 pictures and photos on Globaltv.com; your source for the free Big Brother Canada full episodes and schedule, watch Big Brother Canada Online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

**Facebook**

<meta property="og:description" content=" I'm viewing GALLERY NAME on Big Brother Canada Online. View photos, watch the live feeds and get the latest on all things Big Brother Canada.">

**Twitter**

<meta property="og:description" content=" I'm viewing GALLERY NAME on @BigBrotherCA #BBCAN2 ">

## Blog

### Absolute URL:

bigbrothercanada.globaltv.com/theshow/blog/

### Title Tag:

**Recommendation:**

Big Brother Canada Season 4 Blog & News Updates

### Meta Description Tag:

**Recommendation:**

Big Brother Canada Season 4 blog and news updates only on Globaltv.com; your source for the free Big Brother Canada full episodes and schedule, watch Big Brother Canada Online on Global TV.

.**Open Graph Tags:**

<meta property="og:image" content="http://bigbrothercanada.slice.ca/assets/img/fb\_share\_thumbnail.jpg"/>

<meta property="og:title" content="SAME AS PAGE TITLE”

<meta property="og:url" content="http://bigbrothercanada.slice.ca/home/"/>

<meta property="og:site\_name" content="Big Brother Canada"/>

**Facebook**

<meta property="og:description" content=" I'm reading BLOG NAME on Big Brother Canada Online. Catch up on full episodes, view photos and get the latest on all things Big Brother Canada.">

**Twitter**

<meta property="og:description" content=" I'm viewing BLOG NAME on @BigBrotherCA #BBCAN2 ">

## ALL Video Pages | Watch live Player

### Absolute URL:

### [http://bigbrothercanada.globaltv.com/video/episodes/?slug=episode-28-pov-competition](http://bigbrothercanada.slice.ca/video/episodes/?slug=episode-28-pov-competition)

### Title Tag:

**Recommendation:**

Big Brother Canada Video | {EPISODE #} – {NAME OF EPISODE}

### Meta Description Tag:

**Recommendation:**

{From video center} episode synopsis – 150 character max.

.**Open Graph Tags:**

Same setup as current Globaltv.com video pages

<Meta property="og:image" content="http://media.slice.ca/videothumbnails/577/883/CURRENT-SHOW-THUMBNAIL" />

<Meta name="video\_width" content="960" />

<Meta name="video\_height" content="544" />

<Meta name="video\_type" content="application/x-shockwave-flash" />

<meta property="og:video:width" content="960" />

<meta property="og:video:height" content="544" />

<Meta property="og:video" content="http://SAME AS ABSOLUTE URL" />

<Meta property="video:duration" content="2553.057" />

<Meta property="video:tag" content="SAME AS EPISODE SYNOPSIS" />

<Meta property="og:type" content="video.tv\_show" />

## Site Wide Header Tags

The following tags must be present on all pages – above the fold, below the main title and description tags.

### Webmaster Tools:

<Meta name="google-site-verification" content="xWJCsuIT4M4TUuTt4wNnHuxra8i4T6GM9BpHqMLzlfo" />

### Canonical Tag:

<link rel="canonical" href="http://CURRENT PAGE URL" />

### Google + Publisher Tag:

<link rel="publisher" href="<https://plus.google.com/107253052729152097824>" />

### NooDP Tag:

<Meta name="robots" content="noodp,noydir"/>

### Adwords SEM Conversion Tracking:

To be supplied four weeks prior to show launch.

### Google Analytics Universal Tracking Code

UA-840802-7

