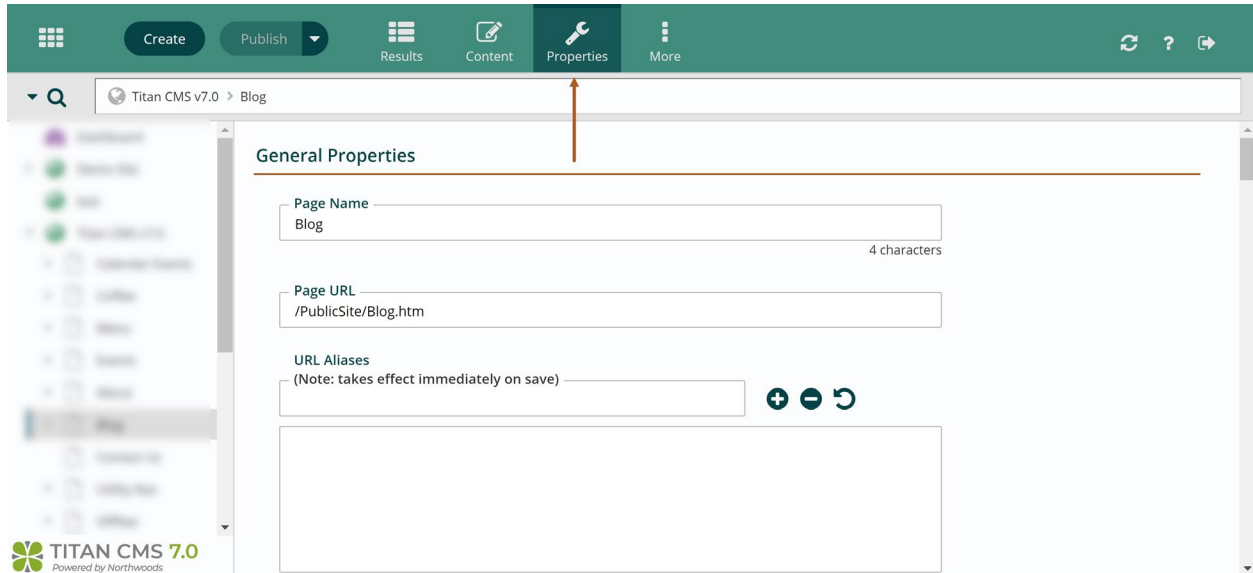# Working with Properties

Files, data items and pages have their own set of properties found in the **Properties Tab** of the **App Ribbon.** This allows you to set up SEO, control where things appear in navigation and allows Page Layout changes. Files and pages added to a file pile or location in the sitemap inherit some properties from their parent folder.

Upon file or page creation, some properties are created by default. You may view or modify these properties by clicking on the Properties icon in the Edit Pane Selector. Content pages, file pile items and data node items have Properties that you should configure.

Edit Properties

1. Click the check box next to your item (or double click to select).
2. Click **Properties** in the **App Ribbon.**
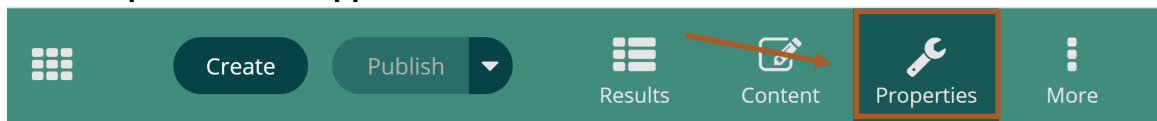
3. Make any desired changes.
4. Click Save or Publish in the App Ribbon to save your work.
5. See Page/File Properties for detailed information about all the fields available.

Guidelines for Properties

- **Page Name** becomes the Page Title for the content page and the name for the page if it is in a Navigation Zone. If this is a file, the Page Name will show the filename by default. You will want to change the Page Name to a meaningful name for the file.
- **Search Engine Information Page Title** defaults to Page Name; however, just by unchecking the box "Use Page Name", you can enter a title that will appear in Google search results.
- **Metatag Description**: By default, the Short Teaser and Long Teaser will inherit the content placed in the Metatag Description field. Every content page and every item placed in the file pile should have a meta description. This is critical for the effectiveness of your site search.
- Under **Search Engine Information**, add Metatag Keywords as appropriate. Keywords will help you find your documents in the file piles and will help website users find these items as well. This isn't critical but is still helpful. Google and other search engines are looking for keywords in the content, not necessarily in this field.

Using the Hide Checkbox

Remove From Display

☐ Hide (Note: takes effect immediately on save)

1. From your dashboard, select your document or page with a check mark.
2. Click on the Properties Tab in the App Ribbon.
3. Check the "Hide" checkbox in Properties.
4. Publish your document or page.

Display Order (Sorting)

Sorting, also known as Display Order, allows you to determine the order in which a set of pages or items displays on the site. We recommend using increments of 10 (10, 20, 30, etc.) when setting these up to allow for flexibility in the future.

Search Engine Information

This is where you will enter information for your Search Engine Optimization (SEO). You have the following available to you:

- **Page Title –** you can opt to use the same thing as the Page name if you would like. This Page title is what shows in a SERP result.
- **Metatag Keywords –** keywords that have been identified as useful terms a user might type in to a search engine to locate content. We recommend you have at least three keywords but typically no more than ten within your content.
- **Metatag Description –** This is what will show in a SERP result as the description of the page.

Teaser Info Text

This content displays if you have teaser imagery on the site, typically within a Filter Block. You can use the same meta description that you crafted under the SEO section or you can choose to create something unique.

- **Short Teaser –** This is could provide a short description of a news item, for example.
- **Long Teaser –** Allows you to add more content, like a Short Teaser.
- **Teaser Image –** This is the image of the news item, if applicable.
- **Teaser Image Alt Text –** This is the descriptor of the image for screen readers.
- **Banner Image –** Used if the page had a banner image; not used on most sites.
- **Banner Image Alt Text –** Used if the page had a banner image; not used on most sites.

Advanced Properties

In this section, you can update the Workstation Name, the Page Layout and the Navigation Zones. You can also add a favicon for the individual page.
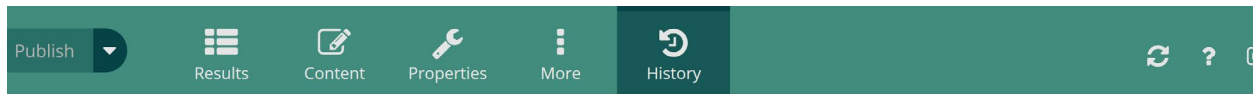
Navigation Zones

This property controls where the display name will appear on the website. This varies by site. Typical navigation zones might include bottom, left, right, TOC, top, and utility.

Version History

This is where you can see older version of the same page. If you make an error and would like to revert to an older version, you can do so from this page.