

# Page Properties

## Article Number

000081255

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## Information

## Manage Page Properties

Navigate to the page you want to work with or for which you want to set the Page Properties. Click **Page Properties**. The current Page Properties gets displayed.

**Page Title:** Enter or edit the Page Title.

**Meta Keywords and Meta Description:**

- A **meta keyword** is a tag (that is, a coding statement) in the Hypertext Markup Language (HTML) that describes some aspect of the contents of a Web page.
- Search engines use the information you provide in a meta tag to index a page so that someone searching for the kind of information the page contains finds it. The meta keyword is at the heading near the top of the HTML of a Web page.
- There are several kinds of meta tags, but the most important for search engine indexing is the **keyword meta tags** and the **description meta tag (meta description)**.
  - The **keyword meta tag** lists the words or phrases that best describe the contents of the page.
  - The **meta description** includes a brief one or two-sentence description of the page.
  - Search engines use both the keywords and the description in adding a page to their index. Some search engines also use the description to show the searcher a summary of the page's contents.
  - Although most search engines also use the contents of a page to determine how to index it, the creator of a Web page should be sure to include meta tags with appropriate keywords and descriptions.



- **NOTE:** *Well-written meta tags can help make the page rank higher in search results.*

**Meta Page Type:** Choose the type of page/site (e.g., non-profit, school, university)

**Meta Image URL:** Upload an image for thumbnail display when the page is shared on social media or found in a search engine. (Images must be at least 200x200 pixels. Square images work best, but images up to 3 times as wide as tall are allowed. Be sure to test the image on the various social media sites to determine what works best for you.) Visit the [Images in Link Shares](#) page or [Best Open Graph Image Size](#) page for more information.

**Meta Video:** Upload a video for social media display. This can be used in conjunction with the Meta Image URL and would default to the video when the page is shared on social media unless it is not supported on the device, then the image should instead. (Max file size allowed is 10.00 MB, and file extension allowed is .mp4.) This functionality is only available with the Scoreboards Social Web feature.

**OpenGraph Tags** in Encompass Content Management System Page Properties allow for an improved and more consistent posting of information from Encompass to social media arenas that use OpenGraph (Facebook, LinkedIn, Pinterest). You must set OpenGraph tags for each page individually.

The OpenGraph (og) tags include:

- **Page Title** - (og:title) Page Title that will display in social media.



- **Meta Description** - (og:description) A brief one or two-sentence description of the page.
- **Meta Page Type** - (og:type) Choose the type of page/site (e.g., non-profit, school, university)
- **Meta Image URL** - (og:image) Upload an image for thumbnail display. (Images must be at least 200x200 pixels. Square images work best, but images up to 3 times as wide as tall are allowed. Be sure to test the image on the various social media sites to determine what works best for you.)
- **Site Name** - (og:site\_name) Your community name. (Configured by Encompass.)

The **Audience** for the page gets visible. Make changes if necessary. Select if you want Everyone to view the page, only those logged in or who meet a certain role.

## Advanced Options



***NOTE:** Depending on your administrative rights, you may not see all of the options discussed below.*

- The **Current Template** shows the name of the template. The  to the right of the dropdown allows you to see what the template looks like.
- The **Children Template** dropdown provides you with the other options to select. The  to the right of the dropdown allows you to see what the template looks like.
- **Display Text** allows you to enter alternate text for the Page Title. This gets displayed in the navigation.
- The **Redirect to** box allows you to put in the URL address of where the page should redirect people.
- The **Target** dropdown allows you to select whether the page should open in the Same Window or a New Window.
- **Link Style** will change the appearance of the link.



***NOTE:** You must have knowledge of the style sheets for the website in order to be able to know what to put in this area.*

- **Custom HTML Tag Attributes** allow you to specify style attributes or any other attribute to be used by the navigation system.
- If you check the box **Make This a Header Only (not a link)**, the page will be a header instead of a link.
  - Making a page a header-only (not a link) provides organization to the site nav and is useful if you don't want people to actually be able to click on and go to a page. This option is ideal for parent pages that you don't want people to actually be able to link to, but just want to use to categorize the child pages beneath it.
- If you check the box to **Exclude This Page from Navigation**, it will hide the page. This can be used for seasonal pages, for a page that is under construction, or for system pages that you don't use.
- If you check the box to **Exclude All Navigation from This Page**, it will remove the navigation from the page. This can be used to force action and restrict user navigation options. The navigation bar will not be available, but the back button will still be enabled. **For example**, you may want to provide links on the page to manage constituents where can go.

Click **Save** when have finished updating the Page Properties.

The system has been modified so that PGID's that do not exist in a sealed sub-community cannot be hit via a URL modification. If you select these page settings, users will see the following results when they attempt to link to the page:

- Page does not exist in communities
  - Users will see the 404 error that says "The web page you are attempting to reach does not exist. Please use your Back button to return to the previous page."
- The page exists in all communities > Hide from certain communities > select the sealed sub-community
  - Users will see the 404 error that says "The web page you are attempting to reach does not exist. Please use your Back button to return to the previous page."
- The page exists in certain communities and you do not include the sealed sub-community in the list of included communities, and the GID= in the URL string is changed
  - Users will be taken to the home page.

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**KB Product**

Encompass

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**Title**

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