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| Needed for Every PageThese items are required for **every page**. Don’t leave any of them blank. For explanation or help see the glossary.  |
| **New Page or Existing Page?**  |  |
| **URL or Parent URL** |  |
| **Content Reviewer** |  |
| **Meta Description** |  |
| **Headline** |  |
| **Content** |  |

Page Table

**Note: Please download a new page table every time to make sure you have the latest version.**

Check the [Web Writing Style Guide](https://www.henryford.com/-/media/files/henry-ford/training-documents/web-writing-style-guide) for formatting, styling, character limits, conventions, etc.

If you used Track Changes in your editing process, please **clear out/accept all edits and comments** before submitting to the web team so we know which version is final.

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| Optional – Adjusting Items from DefaultThese items have a default option that will be used if you leave them blank. Fill in anything you’d like to change from its default. For explanation or help see the glossary.  |
| **Item** | **Default** | **New** |
| **Recommended Search Result**  | none |  |
| **Specific title to use in search**  | {Page Title} | {Section Title} |  |
| **Introduction for search**  | First 150 characters of your copy |  |
| **Open Graph Title**  | Headline/H1 |  |
| **Open Graph Description**  | Meta Description |  |
| **Open Graph Image**  | Henry Ford Logo |  |

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| Optional – Additional Page ElementsOther bells and whistles. For explanation or help see the glossary.  |
| **New CTAs?** |  |
| **Copy a CTA from another page?**  |  |
| **Hero Banner** |  |

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| Other Questions, Notes, Suggestions, Etc. |
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| Glossary |
| **New Page or Existing Page** | Indicate whether you’re creating a brand new page or updating one that’s already on the website.  |
| **URL or Parent URL** | Provide the URL of the page, if it already exists. If it’s a new page, provide the URL of its parent. Example: If the new page is an orthopedics patient story, the parent would be <https://www.henryford.com/services/orthopedics/stories> |
| **Content Reviewer** | This is the person within the division who will occasionally review the content to make sure there aren’t issues.  |
| **Meta Description** | This summarizes the content on the page. It should be unique for each page and descriptive, but not contain any info that’s dated or likely to change. This text will appear under your URL in Google. (150 characters max) |
| **Headline** | The main title of the page. Recommended <25 characters |
| **Content** | The main body of the page. You can use headings, links, etc. Indicate accordions, tabs, buttons, etc. here.  |
| **Recommended Search Result**  | Enter a word that this page is the **best** search result for. For example, if this is the main cancer page, it should show up in the recommended search results for “cancer”. These can be individual words or phrases, but single words usually work best. Separate with commas.  |
| **Specific title to use in search**  | The default is fine for most pages, but if you want the page to show a specific way when users are searching the website, you can enter a custom title.  |
| **Introduction for search**  | If you want to write an introduction to the page that will tell users searching the website what the page is about, enter it here. This is a good idea when the first 150 characters of a page aren’t descriptive of what the whole page is about. It should not contain info that’s dated or likely to change.  |
| **Open Graph Title**  | This is the title that shows when a user shares the page to social media.  |
| **Open Graph Description**  | This is the description that will show under the title when a user shares this page to social media. This won’t display if the Open Graph Title is too long, >30 characters.  |
| **Open Graph Image**  | This is the image that appears as a thumbnail when a user shares this page to social media.  |
| **New CTAs** | You can indicate any type of brand new callout here. Make sure **all** callouts have the following: * Headline
* Content
* Link Text
* Link Destination

Make sure image/video callouts provide an image to be used as the thumbnail.  |
| **Copy a CTA from another page?** | If there’s a callout on another page you’d like to use on this one as well, provide the URL where you see it and specify which callout you’d like to copy.  |
| **Hero Banner** | The carousel at the top of landing pages. Make sure to include a Headline, Copy, Link Text and Link destination along with your hero images sized by Creative Services.  |