

OIT Web Services | CommonSpot Help Guide

Understanding the CommonSpot Create New Page Process

<http://www.ohio.edu>

The information you provide in the create page dialogue is important as it affects several different aspects of the page you create, including the search optimization and user-friendliness.

Below is an example of the create page dialog.

Page Name: Enter a name for this page. The name you provide here becomes the file name of the page you create. Remember that when you create a new page, you are actually creating a new file. Therefore, we offer the following recommendations when choosing a the Page Name:

- Type the page name in all lowercase letters
- Choose a name that is human readable
- Try to keep the name as short as possible
- If the page name has multiple words, separate the words with hyphens
- If this is the first page you are creating in a folder, the name should be 'index' – this will be the home page of the folder/ inside landing page / topic page

Page Title and Title Bar Caption: Enter the title for this page. This title should be unique and accurate, describing the topic of the page. Since the title may show in the title bar of the browser, and depending on which template you're using, it will become the default page heading in the content section of the page, you want it to be properly capitalized and grammatically correct. Other considerations with the page title:

- It is placed in the title tag of the resulting HTML page, which is a piece of data examined by search engines; it will usually appear in the first line of a matching search result, helping users quickly identify if the result is relevant to the search.
- Make each page title unique
- Use brief but descriptive titles
- The Page Title is used within CommonSpot for displays of Breadcrumbs, Page Indexes, and other auto-populated fields that rely on Page Title.
- You will almost always want the Page Title and the Title Bar Caption to be the same.

Description: Enter a description for this page that summarizes what the page is about. The description can vary in size from a sentence to a couple of short paragraphs. Sometimes, the description can show up in the search engine results.

- when it makes sense, use search keywords in the description
- don't copy all the page content into the description field
- don't use the same description for all the pages in your website

- while CommonSpot offers the ability to copy the page title into the description field, you can provide more information about the page to your users and search engines by expounding on the title of the document

Category: Depending on a variety of factors, including the size of the site, you may wish to utilize the category to enable content contributors to more easily locate the page when the need arises. This category defaults to 'Ohio University Website'. In general, you should change this to a category that accurately reflects the department or planning unit for the site.

Keywords: Keywords are used by search engines to provide hints about what type of content is on the page. This can help your search results if there is content in the page that may not be overtly provided in the page title or description. As an example, if someone were searching the Ohio University site about Printers, but the page created is about ComDoc – the printing preferred vendor, it may not be apparent from the title of the that this page is actually about printers. So, providing a keyword of 'printers' may help elevate this page in the search results. There is a lot of information about search engine optimization available.

Publication Date: To hide the page from view of users and search engines until the content is intended to go live, use the publication date to schedule when the content should become available. Using this feature allows you to safely activate the page. (Note this feature does NOT replace security settings for the page if the content is not intended for public consumption.)

Confidentiality: This setting is not currently exercised by the instance of CommonSpot at Ohio University. This IS NOT a security setting. Generally, you will leave this at its default state.

Include In: Always check the Page Indexes box, since this will allow the page to be revealed when listings of site pages are provided. The Full Text and Search Element Results refers to features that are not currently exercised by the instance of CommonSpot at Ohio University.

Expiration Date: This feature allows you to choose a date and time at which content should no longer be available. Enabling this feature will force you to choose what should happen if the page is marked for expiration. We recommend that you choose the Action : Redirect to another page/url. This is the only action that allows the end user to proceed, instead of providing an error page.