# Metadata in AEM – Page properties

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| Mandatory tab |  | COVID-19 Guidelines |
|  | * Last segment in the URL of the page * Use keywords from the title, omit short words such as “the”, “a”, etc. * Character limit: 150   Where it is used   * On Canada.ca   + Part of the HTML source code (og:url) * By search engines   + Search results ranking   + Search results display * By social media   + Tweets and posts | * Follow the guidelines for the page title from the COVID-19 metadata creation primer * Remove the short words |
|  | * Title of the page, in the language of the page * Should be unique * Character limit: 250   Where it is used   * In AEM   + Generates the H1 on the page (can be changed when editing the page)   + Link text in left menu and breadcrumb   + Link text when inserting hyperlinks to this page * On Canada.ca   + Part of the HTML source code (<title>, dcterms.title, og:title, H1) * By search engines   + Search results ranking   + Search results display * By social media   + Tweets and posts | * Follow the guidelines from the COVID-19 metadata creation primer |
|  | * Select to hide the page from the left navigation menu and breadcrumb  Note: The page will appear as parent in the left navigation on child pages (cannot be hidden) |  |
|  | * Use to overwrite the page title in left navigation menu and breadcrumb   Where it is used   * On Canada.ca   + Link text in left menu and breadcrumb |  |
|  | * Select to enable the left navigation menu on the page |  |
|  | * Description of the page, in the language of the page * Character limit: 400   Where it is used   * On Canada.ca   + Part of the HTML source code (description, dcterms.description, og:description) * By search engines   + Search results ranking   + Search results display * By social media   + Tweets and posts | * Follow the guidelines from the COVID-19 metadata creation primer |
|  | * Pick values from the controlled list (Core Subject Thesaurus) * Values are organized by subject, from general to specific * Choose a minimum of one value; there is no maximum * To add values/terms, [contact Library and Archives Canada](http://canada.multites.net/cst/def.asp?lang=En&n=989C1A5C-1)   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.subject) |  |
|  | * Free text field * Enter the terms not included in the content (e.g. synonyms) * Character limit: 400   Where it is used   * On Canada.ca   + Part of the HTML source code (keywords) * By Canada.ca search engine   + Search results ranking | * Follow the guidelines from the COVID-19 metadata creation primer |

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|  | * Web-specific subset of the GC Resource Type, describing the nature or genre of the content * Pick a value from the controlled list; there is no maximum   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.type); could be used in filters as described in the Content and IA Specification | * Follow the guidelines from the COVID-19 metadata creation primer |
|  | If no specific licence applies to the content, use:   * “Open Government Licence” in English * “Licence du gouvernement ouvert” in French |  |
|  | * Identifies the author who created the page or last updated it |  |
|  | * Name of the institution that owns the content (only one is allowed) * Generated by the system; by default, inherits the value from the institutional profile * Value is from a controlled list   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.creator and “author”) * By search engines   + Search results display * By Adobe Analytics   + Reporting | * Ensure the name of your institution is selected, if not, select it from the list |
|  | * Generated by the system based on the publisher’s credentials (only one is allowed) * The name of the institution is updated every time the page is updated * Value is from a controlled list |  |
|  | * Generated by the system based on the publisher’s credentials (only one is allowed) * This metadata is populated once at the creation of the page; it is a stamp in time and it won’t change * Value is from a controlled list |  |
|  | * Automatically generated by the system   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.language) * By Canada.ca search engine   + Language of the page |  |
|  | * Location of the page in the alternate language   Where it is used   * On Canada.ca   + Language toggle |  |
|  | * Title of the page in the alternate language * Character limit: 250 |  |
|  | * Date the page was published for the first time * Generated by the system   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.issued) |  |
|  | * Generated by the system every time the page is modified * Indicates the date of the last modification in AEM   The date modified **displayed at the bottom** and in the HTML source code (dcterms.modified) of the web page corresponds to the date the page was **last published live** (**not displayed** in page properties)  Where it is used (date last published)   * By Canada.ca search engine   + Search results ranking |  |
|  | * Check this box to overwrite the date displayed at the bottom and in the HTML source code of the web page. |  |
|  | * Select a different date to be displayed at the bottom and in the HTML source code of the web page.   Where it is used   * On Canada.ca   + Bottom of the page   + Part of the HTML source code (dcterms.modified) * By Canada.ca search engine   + Search results ranking |  |
|  | * Generated by the system (date published + 2 years) * Can be edited |  |

## Optional tab

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|  | * Should only be used on pages linking back to a theme in the breadcrumb * Select the topic that is the most specific to the content of the page * Pick from the controlled list * One value allowed | * Follow the guidelines from the COVID-19 metadata creation primer |
|  | * Should only be used on pages linking back to a theme in the breadcrumb * Pick from the controlled list (same as “Primary Topic”) * Multiple values allowed | * Follow the guidelines from the COVID-19 metadata creation primer |
|  | * Group of people for whom the page is intended or useful * Pick from the controlled list * Multiple values allowed   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.audience) | * Follow the guidelines from the COVID-19 metadata creation primer |

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|  | * Select the region name which best reflects the geographic scope of the page * Pick from the controlled list * Multiple values allowed   Where it is used   * On Canada.ca   + Part of the HTML source code (dcterms.spatial) |  |
|  | [Not used for the moment] |  |
|  | * ISBN associated to the page * Free text field |  |
|  | * ISSN associated to the page * Free text field |  |
|  | * Departmental catalogue number associated to the page * Free text field |  |
|  | * Generated during the Web Renewal Project; values found in dcterms.subject that didn’t match the Core Subject Thesaurus were copied here * Read only |  |
|  | * Use to overwrite the breadcrumb default behaviour by picking a different parent page Note: Default breadcrumb follows the node structure in AEM   Where it is used   * On Canada.ca   + Parent page in the breadcrumb | * Select a topic page if you want the page to link to a theme in the breadcrumb. For example, if your page is under your institutional profile and you want its breadcrumb to show it under a topic page. |

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|  | * Pick an image to be used by social media * When an image is selected, additional tags are generated for Twitter and Facebook:   og:title og:image  og:type og:image:alt  og:url og:description  Where it is used   * On Canada.ca   + Part of the HTML source code (og:image) * By social media   + Tweets and posts | * Select an image that will be used by social media in tweets and posts. * This image will be seen by users sharing the page in social media. |
|  | * If an Open Graph image is specified, enter the description of what is in the image   Where it is used   * On Canada.ca   + Part of the HTML source code (og:image:alt) * By social media   + Tweets and posts | * If you specify an image, add an alternate text for accessibility |
|  | * Free text field * Not part of the HTML source code * Character limit: 400 |  |
|  | * Free text field * Intended for internal use to keep track of subject matter experts * Character limit: 400 |  |
|  | * Label to be used in the search box if you enable a contextual search on the page   Where it is used   * On Canada.ca   + Label of the search box |  |
|  | * Path to the search results page |  |

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|  | * Select the banner/style you want to apply to the page * This is where you set the archive banner   Where it is used   * On Canada.ca   + Banners and styles |  |
|  | Check this box if you don’t what the page to appear in search results  Where it is used   * On Canada.ca   + Part of the HTML source code (robots) | * Remove the page from search engine indexing if the content is not intended for the public, otherwise it will appear in search results. |
|  | * Check this box if you don’t want the links on the page to be followed and indexed by search engines   Where it is used   * On Canada.ca   + Part of the HTML source code (robots) | * Use to prevent the indexing of the pages listed on the page. |

Last update: April 17, 2020