# Metadata in AEM – Page properties

|  |  |  |
| --- | --- | --- |
| 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 breadcrumbNote: 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
 |

|  |  |  |
| --- | --- | --- |
|  | * 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

|  |  |  |
| --- | --- | --- |
|  | * 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
 |

|  |  |  |
| --- | --- | --- |
|  | * 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 pageNote: 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.
 |

|  |  |  |
| --- | --- | --- |
|  | * 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:descriptionWhere 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
 |  |

|  |  |  |
| --- | --- | --- |
|  | * 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