

Common Properties & Fields

1) Title

Main content title used in full, teaser, search... displays and meta-tags.

2) Header Image

3) Body

Main content of your page.

4) Summary

Used to set the main description of the page (SEO, meta-tags).



The Meta description gives a summary of the page to search engines. Search engines often display it underneath the title tag in search engine results page. Some search engines such as Google, might ignore it to pull meta description text from your web page content. Meta description can be any length, but Google generally display around 160-200 characters. Although Google displays around 160 to 200 characters we recommend to write longer description (250-300). These short paragraphs are an opportunity to advertise your content to searches. It must be adapted to the content of each page it describes and unique from all other pages.

5) Teaser (for Press releases and News/Stories content types)

6) Paragraphs

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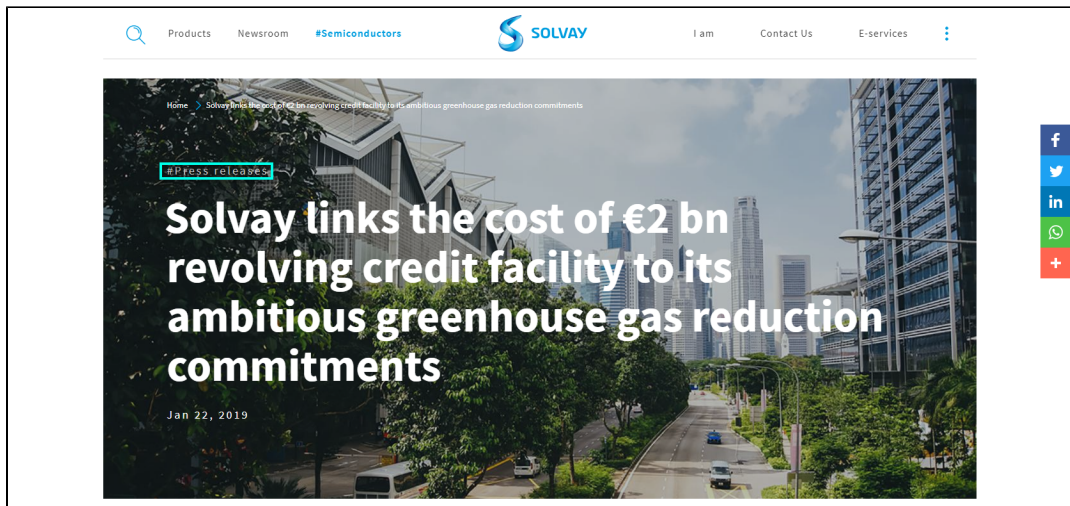
7) Dates

The publish date is displayed in the banner, just beneath the title. It is only mandatory for Press releases, stories and news. Also note that the event template has specific date fields where you can specify the begin date of your event and the end date.

8) Images/Files

9) Tags & Tags for SEO

Tags are used to categorize your content and are displayed in the header, above the title. We recommend to use 3 tags maximum.



Note that for Press Releases, Stories and News, the first tag will also be displayed on the teaser in the newsroom list. Therefore, the Tags "Press Releases", "Stories" and "News" must be the first Tag applied in each content type.

There are two fields to apply a Tag:

- Tags
- Tags for SEO

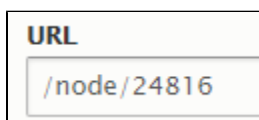
The difference is that the ones inserted in the Tags field will be visible in the page, while the SEO Tags will be invisible to the end user. However, they will be taken into account for analytics & search purposes (Datalayer and Solr.)

10) Links

You can add two types of links:

- **Internal Links** (linking to other Solvay.com content)
To add an internal link just start typing the title of the internal page - 10 pages maximum will be suggested, you can select the one you want.

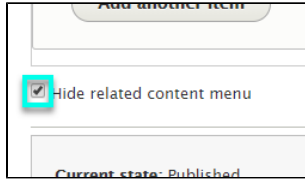
A second choice is to copy and paste the node ID of the page you want to redirect within the field "URL" - You can find the node within the URL of the back office page, as seen below.



- **External Links** (outside Solvay.com)
Copy/paste the whole URL path in the link field.

11) Related content

Related content can be automatically displayed at the bottom of the page.
Depending on the content type/page, you can disabled this feature at the end of the "Head" space in back-office.



- For Press Releases, News/Stories and Events

You can display related content, based on content types and relevance.



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Display rule is based on tag and title relevance. By default the related content are the same content-type than the active page, but it can be changed.

Example: I am editing a press release, by default the "related content" block is active and will show 3 press releases content-type that have more accuracy in tags and title with the article I am editing.

Configurable: By clicking on related content, you can choose to hide the related content, by selecting "none". You can also select the type of related content: example, press releases only.

- Brands (product positioning info), basic page, landing pages

Display rule of related content will push other pieces of content (nodes) belonging to the same specific parent.
A slider appears if more than 3 items.

For example, a sub-market page will have all the other sub-markets displayed as related content at the bottom of the page.

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- Products

For product catalog, the related content displayed at the bottom of the page is managed at product catalog level.
You don't have to do anything in Drupal.