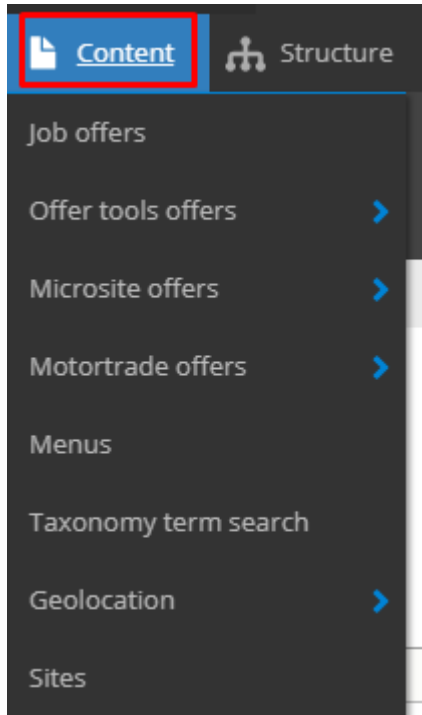


How to create a page

To add a page, clic on Content



You arrive at the page with all the pages already created

Home » Administration

[Add content](#)

Title Content type Published status Language Site

Action

<input type="checkbox"/>	Title	Content type	Langue	Author	Site	Status	Updated	Operations
<input type="checkbox"/>	Page training	Page	English	apettl	CORP-micrositetraining_DW	Published	05/08/2020 - 10:23	<input type="button" value="Edit"/>
<input type="checkbox"/>	Second news	News	English	apettl	CORP-micrositetraining_DW	Published	05/08/2020 - 10:22	<input type="button" value="Edit"/>
<input type="checkbox"/>	Electric vehicles. What's new?	News	English	apettl	CORP-micrositetraining_DW	Published	05/08/2020 - 10:13	<input type="button" value="Edit"/>
<input type="checkbox"/>	Newsroom	Page	English	jdeslandes	CORP-micrositetraining_DW	Published	05/08/2020 - 10:07	<input type="button" value="Edit"/>
<input type="checkbox"/>	Test page	Page	English	apettl	CORP-micrositetraining_DW	Published	31/07/2020 - 09:26	<input type="button" value="Edit"/>

Then clic on Add content, and then **Page**

Add content

Home

➤ Offer LTR

➤ Offer MTR

➤ Page

➤ Page Apollo

➤ Highlighted Page

➤ Homepage

➤ Marketing page

➤ News

➤ Offer

You only have to create "**page**" content, the Homepage is already created, and for **offers page** you have to create a page, **not a Offer** (and then you'll add a paragraph named *Offertool - Offer search/list*).

You must configure the page as follows:

Home » Create Page

Site *
1 CORP-micrositetraining_DW

Language
2 English

Title *
3 Characters: 0

Segment
4 - None -

Template *
5 - Select a value -

Page category
6 None -

CONTENT

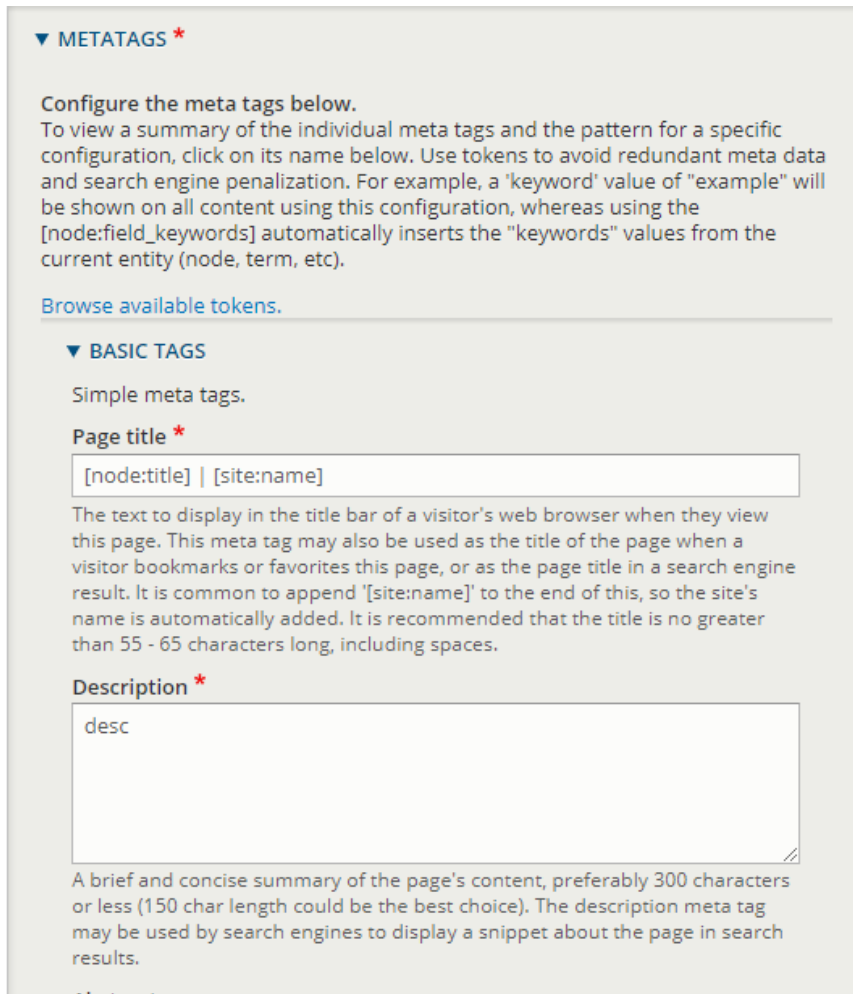
7 Add Paragraph

Published

Save Preview

Number	Title	Description
1	Site	Select your site
2	Language	If you have a multilanguage website, ALWAYS select the default language!
3	Title	The name of the page
4	Segment	Not used on microsite
5	Template	Select all the time Basic page
6	Page category	Not used
7	Add paragraph	Clic on it to add Paragraph. The list of usable paragraphs is on the PowerPoint

On the right column, you have to select Metatags for SEO part : **Page title** and **Description**



▼ METATAGS *

Configure the meta tags below.
To view a summary of the individual meta tags and the pattern for a specific configuration, click on its name below. Use tokens to avoid redundant meta data and search engine penalization. For example, a 'keyword' value of "example" will be shown on all content using this configuration, whereas using the [node:field_keywords] automatically inserts the "keywords" values from the current entity (node, term, etc).

[Browse available tokens.](#)

▼ BASIC TAGS

Simple meta tags.

Page title *

[node:title] | [site:name]

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 - 65 characters long, including spaces.

Description *

desc

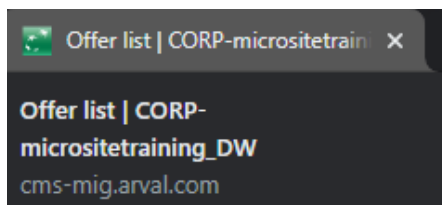
A brief and concise summary of the page's content, preferably 300 characters or less (150 char length could be the best choice). The description meta tag may be used by search engines to display a snippet about the page in search results.

Abstract

By default in Page title you have **[node:title] | [site:name]**.

It means you will have in the page tab **The name of the page | The name of the website.**

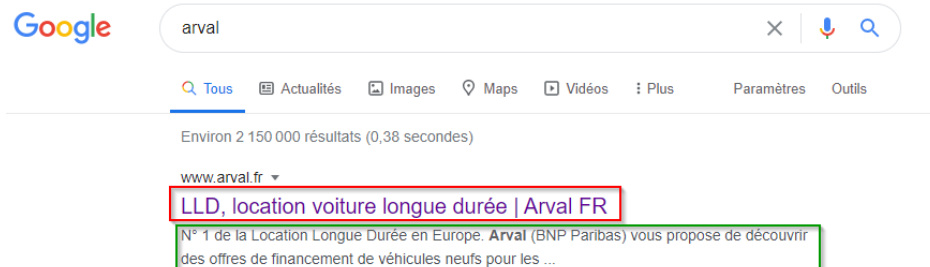
For example **Offer list | CORP-micrositetraining_DW :**



It is recommended that the title is no greater than 55 - 65 characters long, including spaces.

For the **Description**, it is the same.

You'll see it when you search your website on Google for example :



In red it's the Page title, and in green it's the Description

Homepage

The homepage is already created. You are free to add paragraphs on it, but please **do not delete it**.

Paragraphs

You have been provided with a PowerPoint containing all types of paragraphs that you can use

Or on [El Professor](#) website, under **Microsites offers / Paragraphs**