



POLICY/PROCEDURE: Tagging Website Content in Sitefinity

USE: Internal (Department Use Only) External (TXCPA Staff Use) Both

VERSION: 1.0 (Last Updated 12/20/2023)

EFFECTIVE DATE: December 20, 2023

DEPARTMENT: Membership, Marketing & Communications

CONTACT: Melinda Bentley, COO

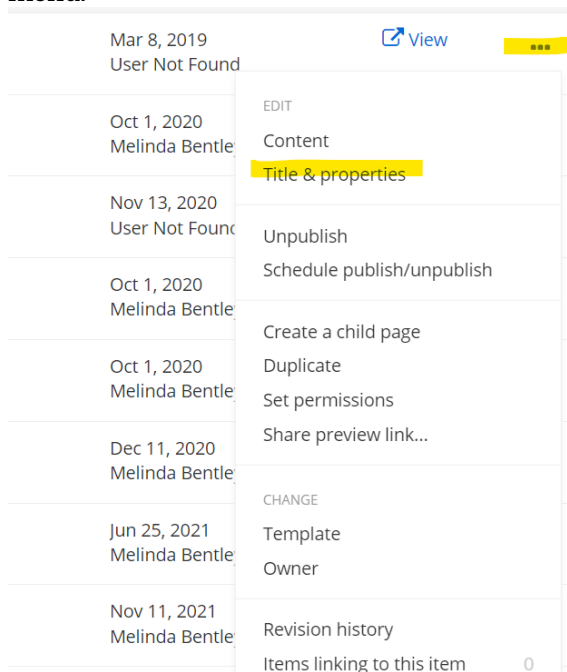
This policy/procedure has been created to provide guidance to TXCPA personnel and contractors. Failure to adhere to TXCPA policies and procedures may result in disciplinary action up to and including termination.

This procedure is applicable to all the employees who use Sitefinity for any Society or chapter entity website.

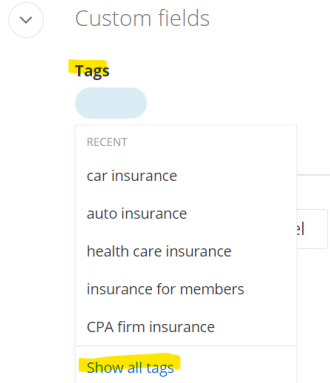
Tagging website content assists with the search process and helps individuals find what they are looking for both on your website and when they use search engines. Tags can be one word or a short phrase. When choosing tags, try to think of the end user and what words they might use when looking for the information. To check the effectiveness of your tags, refer to your search results in Google Analytics and see if there are words or phrases that could be added to improve the search experience for your website visitors.

Tagging Page Content

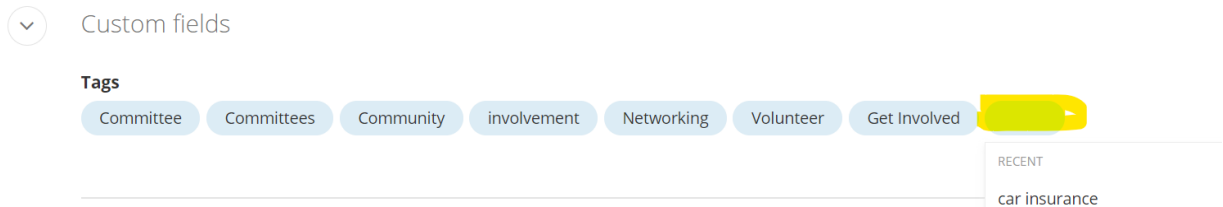
- Select Pages from the top navigation.
- Find the page on which you wish to add tags.
- Click on the three dots to the right of the page name and select Title & Properties from the menu.



- On the Titles & Properties page, scroll down to find the opportunities to add BOTH a Description and Tags.
 - Your description should be a short sentence describing the content on the page. This phrase will show in search results within your website and will be used for Search Engine Optimization (SEO).
 - To add Tags, click the + sign to expand a list and scroll down to select Show All tags.



- When you get to the list of available tags, scroll, and choose the ones that may apply to your current content. You may also type a tag in at the top of that page to instantly search for it in the existing list. When done, choose Use Selected.
- If you want to add additional tags, or if the tag you were looking for is not available in the list, simply type it in the blue circle and press enter to add it to your list of tags for the page.



- When both the description and tags are added, click Save Changes.