

# **Global Marketing Generic Content Page Template**

## **How-to Guide**

Global Marketing Technology

**AEM Component Name: Global Marketing  
Generic Content Page Template**

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**Creation Date:** May 23, 2022

**Last Updated:** May 23, 2022

**Version:** [\[1.0\]](#)

## 1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
05/23/2022	1.0	Initial Draft	Lakshmi Laavu	

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## 2 Introduction

This document provides “How-to Instructions” for the template “Global Marketing Generic Content Page”.

### ***2.1 Short Description***

This template is used to author page by embedding required components as per the design.

### ***AEM Template Data Model***

Tab	Field Name	Field Group	Field Type	Validation	Accepted values
Configuration	<b>General:</b>				
	Browser Title	None	Text Field	Optional	Alphanumeric
	Page Title	None	Text Field	Mandatory	Alphanumeric
	SEO Title (H1 Tag)	None	Text Field	Optional	Alphanumeric
	Subtitle	None	Drop Down	Optional	Alphanumeric
	Disable Social Sharing	None	Checkbox	Optional	Check/Un-Check
	Social Sharing Link	None	Text Field	Optional	Page path
	Navigation Title	None	Text Field	Optional	Alphanumeric
	Hide in Navigation	None	Toggle	Optional	On/Off
	Hide in XML	None	Toggle	Optional	On/Off
	Description	None	Text Field	Optional	Alphanumeric
	Page Tags / Meta Keywords	None	Text Field	Optional	Tags
	LD Number	None	Text Field	Optional	Alphanumeric
	LD Expiration Date	None	Text Field	Optional	Alphanumeric
	<b>Page Configuration:</b>				
	Canonical Link	None	Text Field	Optional	Canonical Link path
	<b>Custom Meta Property Tags:</b>				
	Property	None	Text Field	Optional	Alphanumeric
	Content	None	Text Field	Optional	Alphanumeric
	<b>Href Lang Tags Configuration:</b>				
	Href Lang - Language Attribute	None	Drop Down	Optional	Multiple values
	Href Lang - Country Attribute	None	Drop Down	Optional	Multiple values
	Href Lang URL	None	Text Field	Optional	Page path
	<b>Custom Meta Name Tags:</b>				
	Name	None	Text Field	Optional	Alphanumeric
	Content	None	Text Field	Optional	Alphanumeric
	<b>Robots Configuration:</b>				
	Index Options	None	Drop Down	Optional	Index No Index
	Follow Options	None	Drop Down	Optional	Follow No Follow
	<b>Analytics Configuration:</b>				

Analytics Script	None	Text Field	Optional	Script
Analytics Script - Staging	None	Text Field	Optional	Script
Corporate or Non-Corporate page?	None	Drop Down	Optional	Unspecified Corporate Non-Corporate Employee Microsite
Intended Audience	None	Drop Down	Optional	Uncategorized Employee Employer Broker/Consultant Agent Investments
<b>Sitemap Configuration:</b>				
Change Frequency	None	Drop Down	Optional	Daily Weekly Monthly Annually
Priority	None	Drop Down	Optional	1 0.75 05.0 0.25
<b>Vanity URL Configuration:</b>				
Vanity	None	Text Field	Optional	Alphanumeric
Parameter	None	Text Field	Optional	Alphanumeric
<b>Vendor Code Configuration:</b>				
<b>Analytics Configuration:</b>				
Analytics Script - Production	None	Text Field	Optional	Script
Analytics Script - Staging	None	Text Field	Optional	Script
Enable Page Bottom Script	None	Checkbox	Optional	Check/Un-Check
<b>Lucene Search Configuration:</b>				
Lucene Data Site	None	Text Field	Optional	Alphanumeric
Lucene Search Results Page URL	None	Text Field	Optional	Page URL
Enter the Lucene data ajax search url	None	Text Field	Optional	Page URL
Enter the Lucene data ajax suggestion url	None	Text Field	Optional	Page URL
<b>Vendor Scripts Header:</b>				
External Javascript Path	None	Text Field	Optional	Link path
External CSS Path	None	Text Field	Optional	Link path
<b>Vendor Scripts Footer:</b>				
External Javascript Path	None	Text Field	Optional	Link path

External CSS Path	None	Text Field	Optional	Link path
<b>Content Filter:</b>				
Content Filter	None	Drop Down	Optional	Enable Disable
Thumbnail Image	None	Text Field	Optional	Link path
<b>Market Configuration:</b>				
Country Code	None	Drop Down	Optional	Multiple Countries
Language	None	Drop Down	Optional	Multiple Languages
<b>Favicon Configuration:</b>				
Enable Custom Favicon	None	Checkbox	Optional	Check/Un-Check
Custom Favicon	None	Text Field	Optional	Icon path
Enable Custom Apple Touch Favicon	None	Checkbox	Optional	Check/Un-Check
Apple Touch Favicon	None	Text Field	Optional	Icon path
<b>Multilingual Configuration:</b>				
Multilingual Site	None	Checkbox	Optional	Check/Un-Check
Language Label	None	Text Field	Optional	Alphanumeric
Languages Home URL	None	Text Field	Optional	Page path
Default Languages	None	Checkbox	Optional	Check/Un-Check
Error Message Title	None	Text Field	Optional	Alphanumeric
Error Message Description	None	Text Field	Optional	Alphanumeric
Close Overlay Button Label	None	Text Field	Optional	Alphanumeric
Error Overlay Close Button Screen Reader Text	None	Text Field	Optional	Alphanumeric
<b>MetLife Advanced:</b>				
Click Tale	None	Drop Down	Optional	Auto Enable Disable
<b>Vendor Files (Header):</b>				
External Javascript	None	Text Field	Optional	Link path
External CSS Path	None	Text Field	Optional	Link path
<b>Vendor Files (Footer):</b>				
External Javascript	None	Text Field	Optional	Link path
External CSS Path	None	Text Field	Optional	Link path
<b>Search Results:</b>				

Disable Page in Search Results	None	Toggle	Optional	On/Off
Disable Country Selector	None	Drop Down	Optional	Auto Enable Disable
<b>Advanced:</b>				
Language	None	Drop Down	Optional	Multiple Languages
Language root	None	Checkbox	Optional	Check/Un-Check
Redirect	None	Text Field	Optional	Link path
Design	None	Text Field	Optional	Link path
Alias	None	Text Field	Optional	Alphanumeric
Cloud Configuration	None	Text Field	Optional	Configuration path
Allowed Templates	None	Text Field	Optional	Placeholder to add list o Templates
<b>Authentication Requirement:</b>				
Enable	None	Checkbox	Optional	Check/Un-Check
Login Page	None	Text Field	Optional	Page URL
Export Configuration	None	Text Field	Optional	Page URL
Robots Tags	None	Drop Down	Optional	Index noindex follow nofollow noarchive nosnippet noimageindex notranslate
Generate Sitemap	None	Checkbox	Optional	Check/Un-Check
<b>Cloud Services:</b>				
Inherited from /content/metlife/us	None	Checkbox	Optional	Check/Un-Check
<b>Social Sharing:</b>				
Enable Social Sharing	None	Checkbox	Optional	Check/Un-Check
Share Button Text	None	Text Field	Optional	Alphanumeric
Share Button Aria Label	None	Text Field	Optional	Alphanumeric
Close Button Aria Label	None	Text Field	Optional	Alphanumeric
Social Sharing Image	None	Text Field	Optional	Image path
Social Sharing Image Secured	None	Text Field	Optional	Image path
Social Image OG Width	None	Text Field	Optional	Numeric
Social Image OG Height	None	Text Field	Optional	Numeric



<b>Social Media Platforms:</b>				
Icon Tag	None	Drop Down	Optional	Facebook Twitter LinkedIn Google+ Weibo WeChat Email Line Naver Kakao Talk
Aria Label	None	Text Field	Optional	Alphanumeric
<b>Accessibility:</b>				
Aria Label - Open in a new window	None	Text Field	Optional	Alphanumeric
Aria Label - Open in the same window	None	Text Field	Optional	Alphanumeric
Aria Label - Close Icon Title	None	Text Field	Optional	Alphanumeric
Aria Label - Mobile Phone Icon Title	None	Text Field	Optional	Alphanumeric

## 2.2 Intended Audience

The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

### 3 How to Enable/Turn-On the Template

This template is available by default with 'Global Marketing' module. Author can use this template to author the page by embedding multiple components as per the design.

For adding this template, while creating page select 'Global Marketing Generic Content Page' Template.

