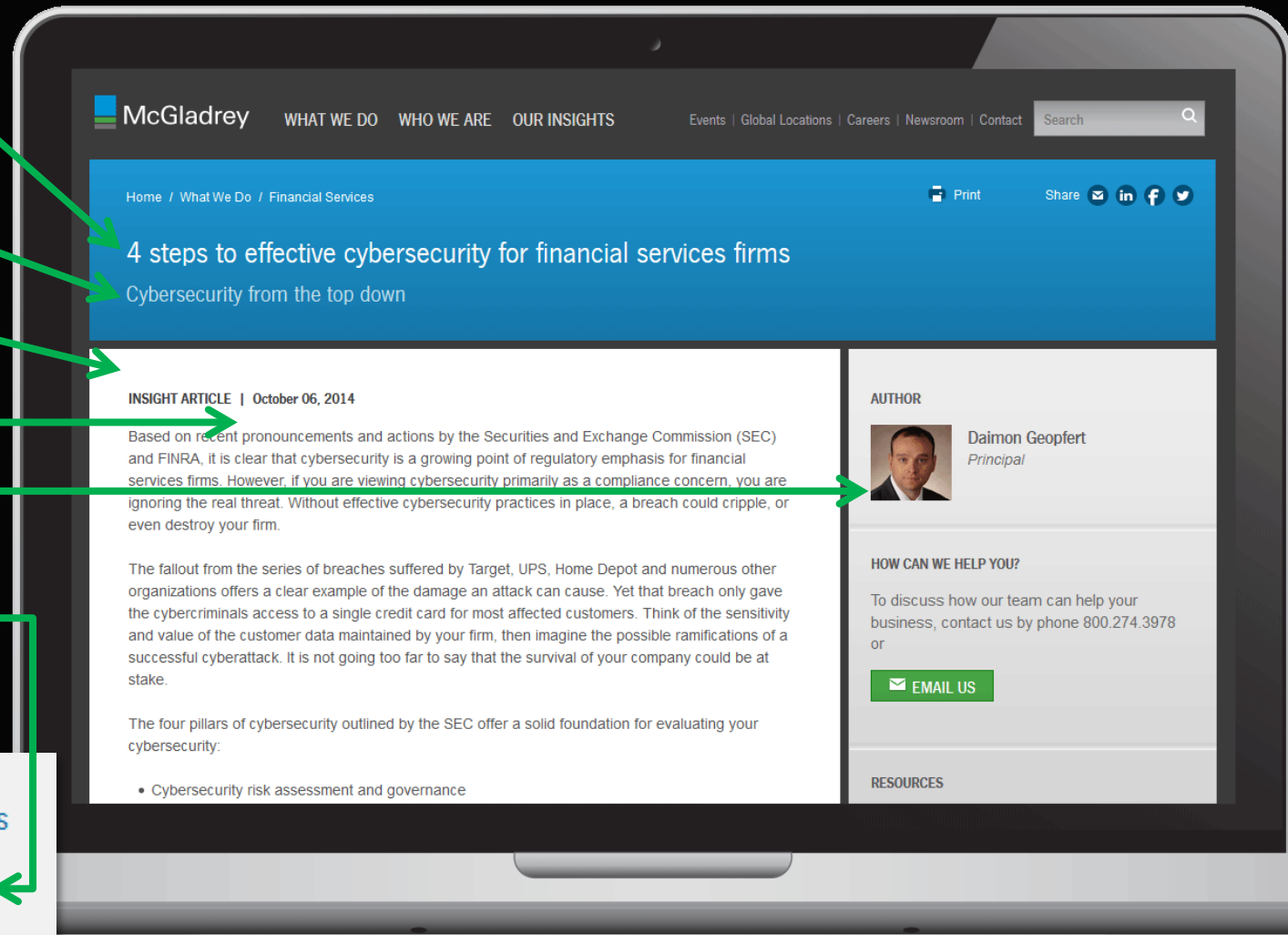# SEO and Content Authoring in AEM
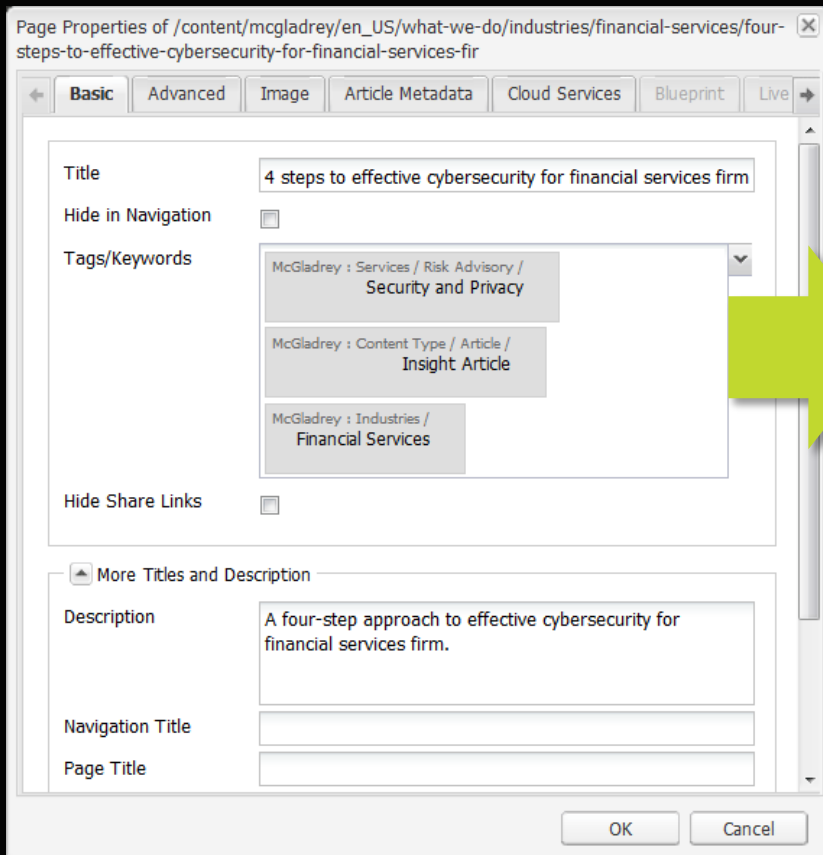
- **Title (title tag and H1):** 74 character max

- **Sub-title (H2):** 74 character max

- **Content type**: "Insight Article"

- **Publish date:** "October 6, 2014"

- **Author**: "Daimon Geopfert, Principal"

- **Description:** 150 character max

- **Icon:** Visual for high value content

Applying Facets to Content

- Facets are applied directly to content in AEM (Do not over tag!)
- Common tags are "Service", "Industry" and "Content Type"
- Tags (facet values) appear as metadata


```
<title>4 steps to effective cybersecurity for financial services firms</title>
<meta name="description" content="A four-step approach to effective cybersecurity for financial services firm." />
<meta name="authors" content="Geopfert, Daimon" />
<meta name="keywords" content="Security and Privacy, Insight Article, Financial Services" />
<meta name="contentTypeTitle" content="Insight Article"/>
<meta name="industries-1" content="Financial Services"/>
<meta name="services-1" content="Risk Advisory"/>
<meta name="services-2" content="Security and Privacy"/>
```
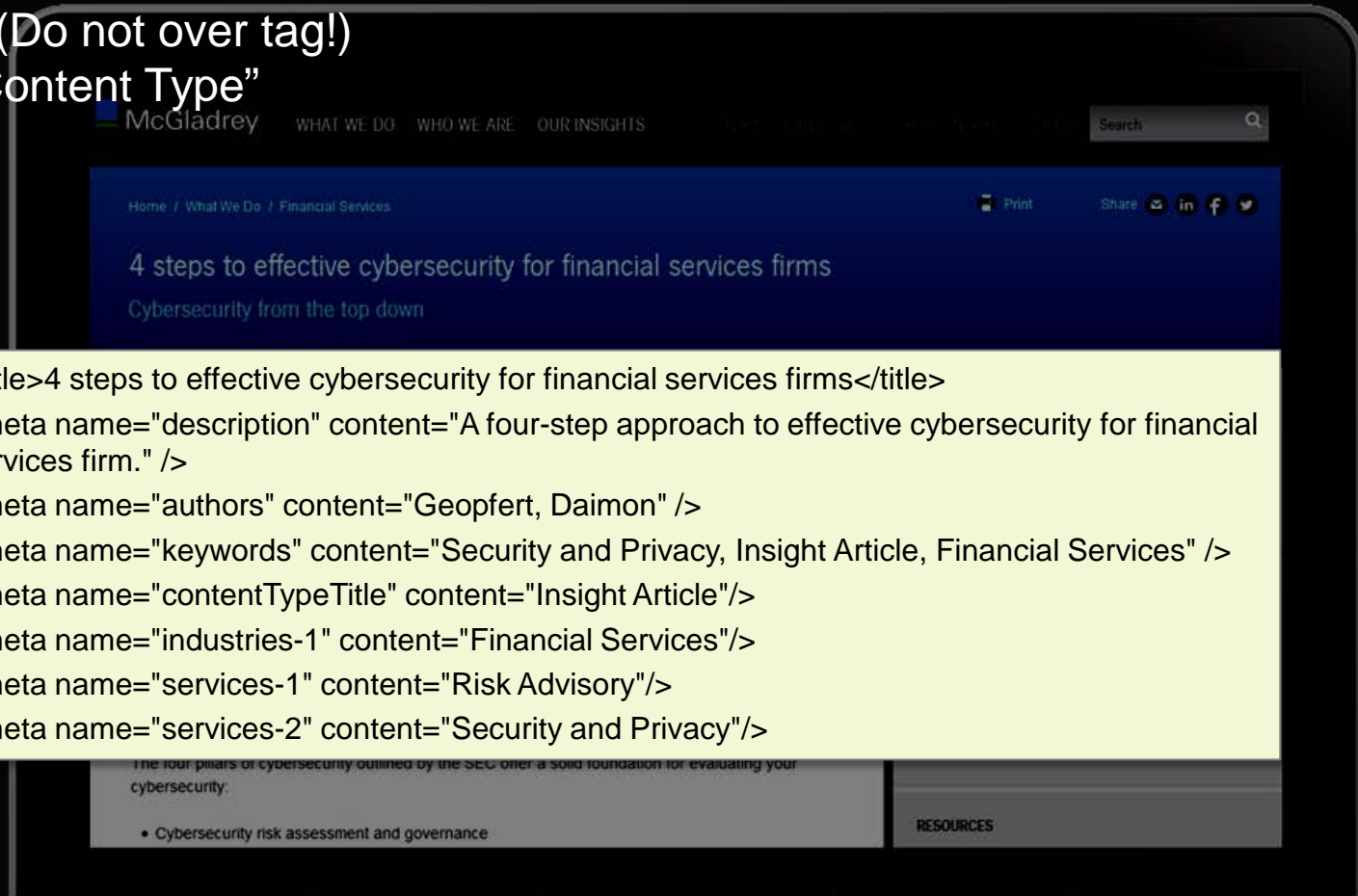
Dynamically Cross-Referencing "Like" Content

- Content is tagged and published and automatically linked from preset locations

- Content attributes (title, description, etc.) are managed on the article and updated automatically across site

- Keywords in title and description are consistent in anchor text

Security and Privacy Landing Page

Financial Services Landing Page

Our Insights Landing Page

4 steps to effective cybersecurity