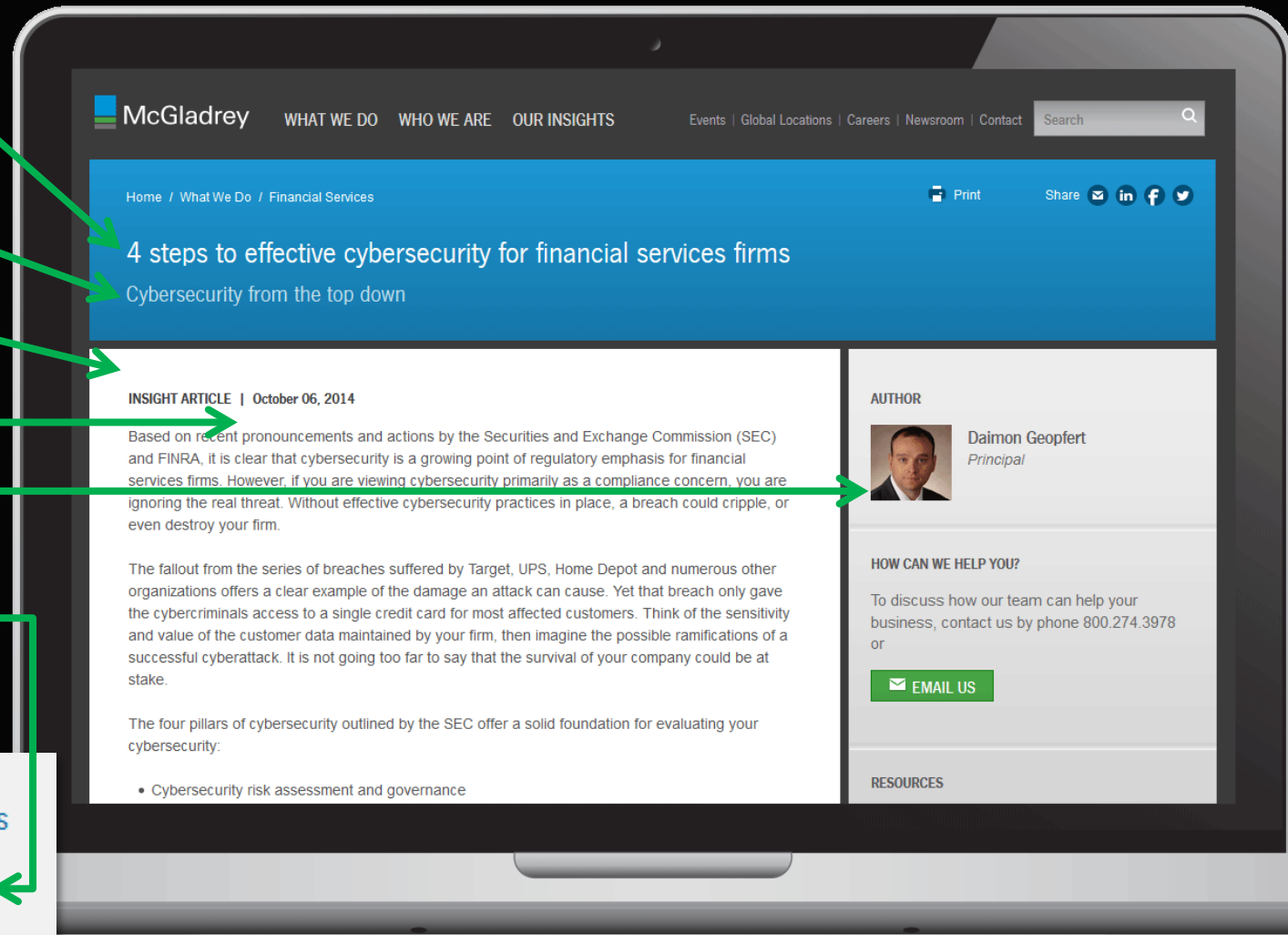


SEO and Content Authoring in AEM

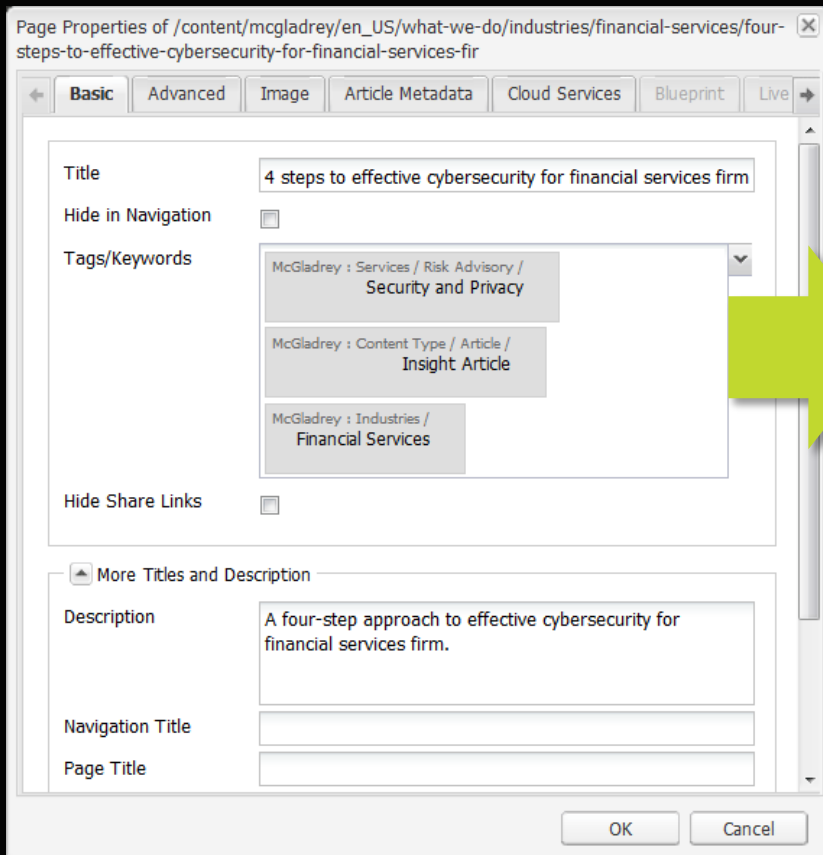
- **Title (title tag and H1):** 74 character max
- **Sub-title (H2):** 74 character max
- **Content type:** "Insight Article"
- **Publish date:** "October 6, 2014"
- **Author:** "Daimon Geopfert, Principal"
- **Description:** 150 character max
- **Icon:** Visual for high value content



INSIGHT ARTICLE
4 steps to effective cybersecurity for financial services firms
A four-step approach to effective cybersecurity for financial services firm.
Geopfert, Daimon | October 07, 2014

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



Page Properties of /content/mcgladrey/en_US/what-we-do/industries/financial-services/four-steps-to-effective-cybersecurity-for-financial-services-fir

Basic Advanced Image Article Metadata Cloud Services Blueprint Live

Title: 4 steps to effective cybersecurity for financial services firm

Hide in Navigation:

Tags/Keywords:

- McGladrey : Services / Risk Advisory / Security and Privacy
- McGladrey : Content Type / Article / Insight Article
- McGladrey : Industries / Financial Services

Hide Share Links:

More Titles and Description

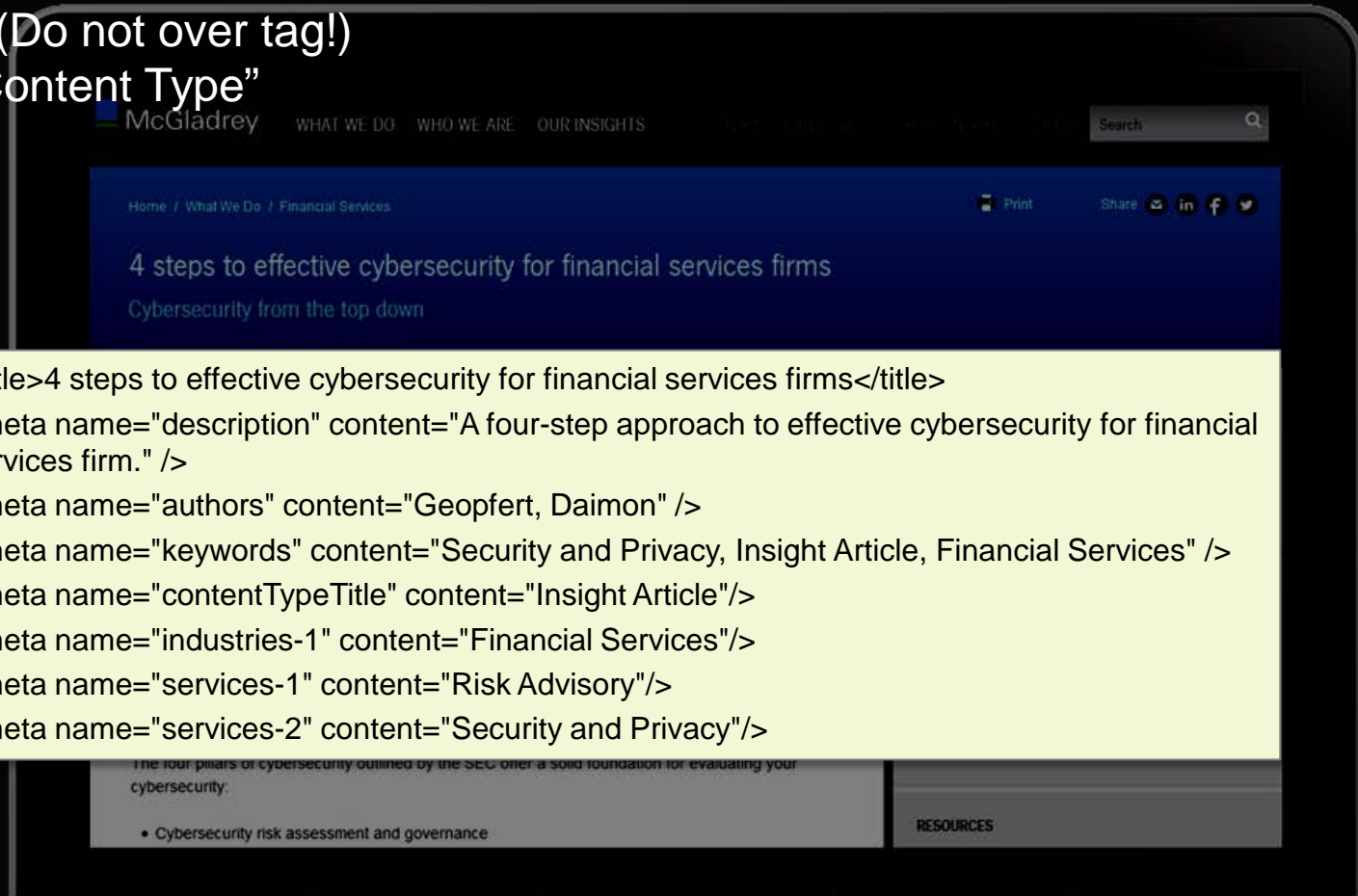
Description: A four-step approach to effective cybersecurity for financial services firm.

Navigation Title:

Page Title:

OK Cancel

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<meta name="authors" content="Geopfert, Daimon" />
<meta name="keywords" content="Security and Privacy, Insight Article, Financial Services" />
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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

