MODIFYING BREADCRUMBS, PAGE TITLE & META TAGS

A **breadcrumb** allows the user to visually see the path of a page within a website. They provide links back to each previous section the user has navigated through to get to the current page. Breadcrumbs are located directly below the banner of every Fresno State page.

Figure 1- Breadcrumb example

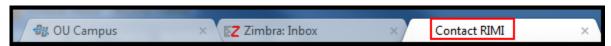The **page title** is the wording in the tab of each page.

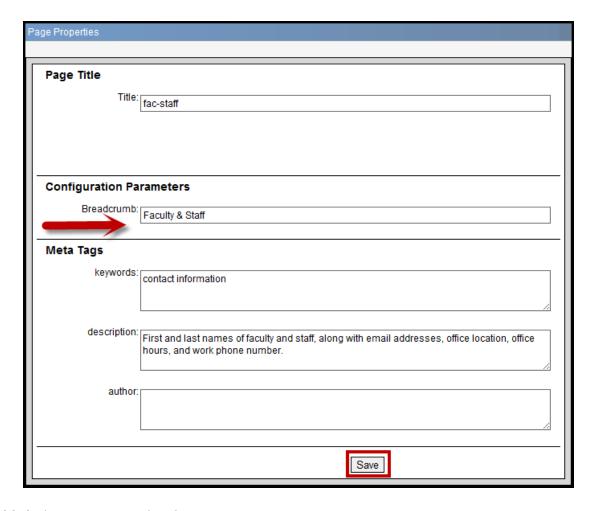Figure 2 - Page Title location in tab example

Meta tags are useful when users are searching for your page. They are page data tags that search engines use to locate your webpage, but are not visible to users. Inserting useful key words in meta tags not only define what your web page is about, but it makes searching for the page easier. To add meta tags fill out the information in the Keywords and Description section of the Page Properties window. See Step 6 below for a screenshot.

To modify the breadcrumb or page title or add meta tags:

1. Go to the Pages View by clicking on the content tab; **locate the page** where you want to edit the breadcrumb.

NOTE: You can only modify pages that have not been checked out to someone else.

2. Click the **Check-out icon** so that the light bulb is lit.
3. Click the **Edit Properties icon**; this will open the Page Properties window.
4. In the Breadcrumb field and/or title, **modify the text**
5. Add meta tags in the **keywords** and **description** fields**.**
6. Click **Save**

7. **Publish** the page to see the change