Page Titles

Just like the title of a good book, the title of a good webpage makes your story discoverable and memorable; because space is limited, every word matters. Unlike some books, however, webpage titles need to be direct and to-the-point, as they must convey the topic as clearly as possible.

In addition to the human eyes that see the title of your webpage, search engines (e.g., Google) heavily weigh page titles when producing search results for users who enter keywords about a topic. For this reason, Modern Campus CMS presents multiple variations of the page title for you to edit, each intended for a different purpose.

How to Edit a Page Title

1. Click the Properties Tab

While you are Editing a Page, you may notice that the page title appears in the greyed-out section of the editor and cannot be selected, as seen in the example below.

To leave the editing interface and edit the page title, click the   tab at the top of the screen.

2. Find the Custom Settings

Beneath the   tab, scroll to the **Custom Settings** section for the fields named **Document Title**, **Breadcrumb Name**, and **Content Heading**. These are the three variations of the page title, as seen in the example below.

3. Update Each Variation of the Page Title

Once you have located the three variations of the page title (i.e., **Document Title**, **Breadcrumb Name**, **Content Heading**), it is time to begin thinking strategically. Refer to the below notes to properly update each variation of the page title.

Document Title:

- *Where it's used:* at the top of the browser tab (appended with "Cal Lutheran") and in search engines
- *How to write it:* add keywords to optimize it for search engine results
- *Example to consider:* "University Campus Locations"

Breadcrumb Name:

- *Where it's used:* at the top of the page content in the breadcrumb navigation
- *How to write it:* abbreviate it for short lengths when possible
- *Example to consider:* "Locations"

Content Heading:

- *Where it's used:* at the top of the page content in a large purple text style (i.e., Heading 1)
- *How to write it:* make it easy for humans to read and understand
- *Example to consider:* "Campus Locations"

> PRO TIP: When capitalizing any variation of the page title, follow the AP Stylebook to ensure that the title aligns with the university's Voice. Use the Title Case Converter tool as a helpful reference!

4. Save and Publish

To update the CalLutheran.edu website with your edits, click the   button and   button. Don't forget to view the published page on desktop AND mobile to ensure that everything is neat and tidy.

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