# Webpage Content Template

## Metadata

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** (page name in Episerver) e.g. Happy Feet | | | |
|  | | | |
| **Sections** (Sits under which section): e.g. Services | | | |
|  | | | |
| **Name in URL** (this is what the web will be address) e.g. anytown/services/footcare  [URL Naming guidance](https://bp-digital-hub.ageuk.org.uk/wp-content/uploads/2017/06/Standard-web-addresses-for-your-web-pages.pdf) | | | |
|  | | | |
| **Page name for search engines** e.g. Age UK Anytown | Footcare service | | | |
|  | | | |
| **Keywords** e.g. Age UK XXX, footcare, toenail cutting, chiropody, older people | | | |
|  | | | |
| **Page description for search engines** e.g.  Get help with toenail cutting with our footcare service for older people in XXX. | | | |
|  | | | |
| **Page Type** | | | |
| Index page |  | Content Page |  |

## Page content

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title on page** (H1): | | | | | |
|  | | | | | |
| **Content**: e.g. the text on the page | | | | | |
|  | | | | | |
| **Media:** | | | | | |
| Image |  | Video |  | iframe |  |
| **Media/iframe URL**: | | | | | |
|  | | | | | |
| **Downloads**: e.g. PDF, Word etc. | | | | | |
|  | | | | | |
| **Links**: e.g. internal or external links | | | | | |
|  | | | | | |