

TEAMCMP QUICK GUIDE

Search, Social & Structured Data

How to keep county information accurate and consistent across search results, shared links, and official profiles

THE SHORT VERSION: Set accurate site-wide defaults once. Add page or article details only when that content needs to be more specific. Leaving optional fields blank is often the correct choice.

The information hierarchy

Level	Role	How it is used
1 Article level	Most specific	News title, Social Description, and Social Image describe one article. Use them for announcements, news releases, project updates, and other individually shared stories.
2 Page Properties	Page override	Search & Social and Structured Data fields describe one page. They override site defaults for that page and provide fallbacks for article views.
3 Site Settings	Site default	Reusable identity and fallback information for the website: public name, default description/image, official organization details, profiles, and defaults.

What consumes this information

- **Search engines.** The SEO title, description, canonical URL, and robots directive provide useful signals. A search engine may still choose different title or snippet text when it better answers a particular query.
- **Social and messaging platforms.** Open Graph and X/Twitter metadata provide the title, description, image, URL, and content type used to build link previews. Platforms often cache a preview after the first share.
- **Structured-data systems.** When enabled, TeamCMP adds JSON-LD: machine-readable facts about the website, government organization, page, or news article. This can improve understanding and eligibility for enhanced search features, but it does not guarantee a rich result or higher ranking.

Which level should I use?

Field or group	What to provide / when to use it
Routine department page	Start with the Site Settings defaults. Add Page Properties only if the page needs a more specific title, summary, image, or schema type.
News release or announcement	Use the article Title and add its optional Social Description/Image when the generated fallback would not represent the story well.
County identity or official profiles	Maintain these centrally in Site Settings so the same approved facts can support the entire website.

SETTING THE FOUNDATION

Site Settings

Use Site Settings for facts and defaults that should remain consistent across the whole website. **Enter only information that is current, public, and officially approved.**

Field or group	What to provide / when to use it
Public site name	The official display name used in title suffixes and social site names.
Default description	A concise site-wide summary used only when a page or article does not supply a better description.
Default social image + alt text	Optional fallback artwork. Use a durable, representative 1200 x 630 JPEG or PNG. Leave blank if no single image is appropriate.
Search and social defaults	Normally Index and follow + Website. Add the X handle and en_US locale when applicable.
Verification and analytics	Paste only the exact Google/Bing verification token or Analytics ID supplied for this website. Leave blank to omit.
Structured data switch	Off by default. Enable only after the organization identity below has been reviewed for accuracy.
Organization identity	Government Organization, official name, abbreviation, short factual description, public website URL, and official logo.
Contact and service area	Public email/phone, physical address, country code, and the county or jurisdiction served. Omit details that should not be public.
Official profile URLs	One authoritative Facebook, LinkedIn, YouTube, X, or other official profile URL per line.

Page Properties

Use these fields when one page needs information more specific than the site defaults. **Most routine pages can keep most or all of these fields blank.**

Field or group	What to provide / when to use it
SEO Title	A concise, specific search/browser title. TeamCMP uses the normal Page Title when blank and appends the site name automatically.
Meta Description	A plain-language summary, generally about 150-160 characters. Describe the value of the page; do not list keywords.
Social Image + alt text	Use when this page needs its own preview image. Prefer 1200 x 630. Alt text should briefly describe the image.
Canonical URL	Leave blank for the generated page URL. Override only when another public URL is the preferred version of the same content.
Search Engines	Use the site default for public pages. Choose noindex only for pages that should remain out of search results; access control is separate.
Social Content Type	Website for ordinary pages, Article for article-like content, Profile for a page centered on a person or organization.
Schema Type	Usually Use Site Default. Choose AboutPage, ContactPage, CollectionPage, or ProfilePage only when that accurately describes the visible page.
Schema name, description, image	Optional overrides. Blank values reuse the SEO/page title, meta description, and social image.

CONTENT-SPECIFIC CONTROL

News and article fields

Article-level information is the most specific. It is used when an individual News item is viewed or shared, while the containing page and Site Settings remain available as fallbacks.

Field or group	What to provide / when to use it
Title	The article headline and primary social/search title. Make it specific enough to stand on its own away from the website.
Social Description (optional)	A short share/search summary. If blank, TeamCMP can derive one from the subtitle or article text before using broader fallbacks.
Social Preview Image (optional)	The preferred article image. If blank, TeamCMP can use the first article image, then the page image, then the site default.
Published date + article URL	Supplied automatically. Keep the News page's Page Schema Type on Use Site Default so article views can be identified as NewsArticle when structured data is enabled.

A practical decision process

- 1. Start with the visible content.** The page heading, article title, opening text, and imagery should already be accurate and understandable.
- 2. Ask whether the defaults tell the truth.** If the site name, fallback description, and fallback image represent the content well, leave optional fields blank.
- 3. Override only what is meaningfully different.** A major announcement may need its own summary and image; a basic department page may need nothing beyond its normal title and content.
- 4. Keep every layer consistent.** Metadata must describe what users can actually see. Avoid promotional claims, keyword lists, or structured data that does not match the content.
- 5. Preview after publishing.** Paste the public URL into the intended platform. An older preview may be cached; refreshing it affects future shares, not posts already published.

BLANK IS A VALID SETTING. Blank does not mean unfinished. TeamCMP deliberately falls back from article to page to site information where useful, generates standard page values where appropriate, and omits optional tags when no accurate value has been saved.

Good editorial standards

Field or group	What to provide / when to use it
Specific and factual	"Road Closure on County Road 18, August 12-14" is stronger than "Important Update."
Consistent identity	Use the same official name, logo, contact information, and profile URLs used on verified county platforms.
Representative images	Choose artwork that remains understandable when cropped. Avoid screenshots full of small text.
Current information	Update or remove time-sensitive descriptions, contacts, dates, and profile URLs when they change.

Authoritative references

[Google: title links and descriptions](#) | [Google: structured data](#) | [Open Graph protocol](#) | [LinkedIn sharing previews](#)