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| Editor: Jose Benitez | Editing / Approved |
| Department: News & Information  Webpage URL: N/A | |
| **Step 1.** As the content expert on the Sourcewise Program, below you will find the most recent copy of the webpage content. Tracked changes are on. If there are edits or additions, please update accordingly. NEW information is being added to your webpage content to increase accessibility across web browsers, influence design, and integrate a social media “tag” specific to the Sourcewise program. Any questions, please work with Jose. | |
| **Source Content (*Existing content that you can migrate or repurpose / update for this page. If it’s content from multiple pages, note all URLs.)*** | |
| <https://www.mysourcewise.com/media-center/news>  FEATURED NEWS  Service Provides Quality Of Life Line  <Article>  Wish Book Donations Help Create A Community of Givers  <Article>  Free Transportation for Seniors with Sourcewise  <Article>  <https://www.mysourcewise.com/articles/summer-2020>  <INSERT>  <Latest Newsletter & Articles>  <https://www.mysourcewise.com/protection-security>  We are committed to educating our community members about scams targeting seniors in Santa Clara County; as well as providing up-to-date information offering protection against such scams. This page offers timely data about scams reported, steps to take when targeted, and how to avoid these scams. Guidance is made available as scams are identified.  Receive updates on identified scams targeting seniors by visiting the national database: fraud.org  <Latest P&S Article> | |
| **Calls-to-Action (*What do you want the audience to do as a consequence of visiting this page?)*** | |
| * Announce updates as they arise so the community can learn more * Learn more about the latest news and information regarding Sourcewise: programs, events, and resources * Alert the community on trending scams to watch out for * Sign-up to receive the Sourcewise Quarterly Newsletter and Protection & Security Updates | |
| **Core Words & Phrases (List 3-5 core words or phrases you feel should be used on this page in order to achieve what the Call to Action listed above)** | |
| 1. Latest news and updates 2. Newsletter: Settle in, explore, and engage in your community 3. Protection & Security Alerts for you and your loved ones 4. Sourcewise Featured Locally | |
| **Multimedia & Integration Notes *(Guidance on what additional content the page needs including images, videos, feeds, iframes, integrations. For example, is it the HICAP Counseling Sites by location?)*** | |
| * newsletter article images * Tockify event calendar or events listed | |
| **Ownership:** | |
| **Who will be responsible for maintaining this page in the future?**  Author**: Information & Awareness** | |
| **Who might need to be consulted from your department before changes are approved?**  Topic Expert: Director of I&A | |
| **Who will create/edit the content for this page?**  Editor**: I&A**  **Does this person want to have access to the website to update content?**  Yes / No | |
| **Related Content *(What pages or categories or utilities should we consider linking to from this page? i.e. Contact Us)*** | |
| * Newsletter Archive * Security Articles Archive * Contact Us form * Newsletter sign-up * Donate | |
| **New/Future URL:** | |
| <I&A USE ONLY> | |

**Step 2.** Once the webpage content is finalized, the Page-Level Metadata is our next focus. Metadata provides search engines like Google with important information about the content and purpose of each individual page on the Sourcewise website and help them determine whether the Sourcewise website is relevant enough to display in search results. Your participation in this step as the content expert will ensure that individuals including keywords in their search populate your service.

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| **Page-Level Metadata:** |
| **PAGE TITLE TAG (*Appears as the page name in search engine result pages (SERPs), as the browser tab label, as the headline on social media when shared, and what a screen reader will announce as the page name. (~70 characters)*** |
| * Sourcewise News & Announcements |
| **PAGE DESCRIPTION *(What search engines will display as the description for your web page in search results, and what screen readers will announce for visually impaired users to describe the page. (~160 characters)*** |
| Stay informed and educate yourself and loved ones. View the latest news and information throughout Santa Clara county shared by Sourcewise in our newsletter and articles. |
| **H1, a.k.a Page Headline *(Your top, main headline for the page, which might match the Page Title, but it might not.)*** |
| * Sourcewise News & Announcements |
| **THUMBNAIL IMAGE & ALT. TEXT (The image you want to appear when this page URL is shared, plus an alternate description of the image for accessibility)** |
| IMAGE:  [\\coa-fsn.scccoa.org\IandA\3\_Operations\Marketing\Photography\STOCK-photography\Misc\iStock-465553781\_news-keyboard.jpg](file:///\\coa-fsn.scccoa.org\IandA\3_Operations\Marketing\Photography\STOCK-photography\Misc\iStock-465553781_news-keyboard.jpg)  [\\coa-fsn.scccoa.org\IandA\3\_Operations\Marketing\Photography\STOCK-photography\Misc\iStock-137008698.jpg](file:///\\coa-fsn.scccoa.org\IandA\3_Operations\Marketing\Photography\STOCK-photography\Misc\iStock-137008698.jpg)  Alt. Text: Receive the latest New and Information shared by Sourcewise |