The Grid Smart Paper:

Publishing Information

This document provides additional information required for the smart paper and publishing on ibm.com.

**How to use this form:**

1. Enter the corresponding value for each field
2. Do not change any of the field names
3. The **#** symbol notes editorial or design guidance
4. Share this document to the web developer when complete

**# Country (Required)**

|  |  |
| --- | --- |
| country: |  |

**# Language (Required)**

|  |  |
| --- | --- |
| language: |  |

**# SPA settings and siteID**

# Required

# This info will go to the digitalData siteID ana IBMAnalytics settings name (SPA)

# Example: WatsonHealth

|  |  |
| --- | --- |
| analytics: |  |

**# SEO description (Required)**

# Sentence style capitalization

|  |  |
| --- | --- |
| description: |  |

**# SEO keywords (Required)**

# Enter 3-5 words or phrases separated by commas

# EXAMPLE: contact center, call center, cognitive care, AI, Salesforce

|  |  |
| --- | --- |
| keywords: |  |

**# Intended URL (Required)**

# Lowercase

# No special characters

# EXAMPLE: https://ibm.com/cloud/services/smarter-contact-center

|  |  |
| --- | --- |
| url: |  |

**# Owner name (Required)**

# Enter name of person responsible for the smart paper’s content

|  |  |
| --- | --- |
| owner\_name: |  |

**# Tweet (Optional)**

# Enter tweet language; defaults to smart paper description

# 160 character maximum

|  |  |
| --- | --- |
| tweet: |  |

**# Tweet via (Optional)**

# Enter Twitter account without “@”; defaults to IBM

# 160 character maximum

|  |  |
| --- | --- |
| tweet\_via: |  |

**# Tweet hashtags (Optional)**

# Enter hashtags separated by commas excluding “#”

# Example: computing, computerscience, datamatters

|  |  |
| --- | --- |
| tweet\_hashtags: |  |

**# Hero image background**

# Enter filename and extension - any one of this image's cuts

# EXAMPLE: CX-SmartCover-1024w.jpg

|  |  |
| --- | --- |
| hero\_background: |  |

**# Hero video background**

# Overrides hero image background

# Enter filename and extension of MP4

# EXAMPLE: video-hero.mp4

|  |  |
| --- | --- |
| hero\_background\_\_video: |  |

**# Hero mask**

# Should there be mask over the image or video?

# Enter "yes" or "no"

# A mask helps provide contrast between the hero background and text

|  |  |
| --- | --- |
| hero\_mask: |  |

**# Hero ALT text**

# Enter an accessibility description for the hero background

# EXAMPLE: Woman sitting at computer with a cup of coffee

|  |  |
| --- | --- |
| hero\_alt: |  |

**# Section 01 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_01\_short\_title: |  |

**# Section 01 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_01\_reading\_time: |  |

**# Section 02 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_02\_short\_title: |  |

**# Section 02 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_02\_reading\_time: |  |

**# Section 03 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_03\_short\_title: |  |

**# Section 03 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_03\_reading\_time: |  |

**# Section 04 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_04\_short\_title: |  |

**# Section 04 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_04\_reading\_time: |  |

**# Section 05 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_05\_short\_title: |  |

**# Section 05 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_05\_reading\_time: |  |

**# Section 06 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_06\_short\_title: |  |

**# Section 06 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_06\_reading\_time: |  |

**# Section 07 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_07\_short\_title: |  |

**# Section 07 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_07\_reading\_time: |  |

**# Section 08 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_08\_short\_title: |  |

**# Section 08 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_08\_reading\_time: |  |

**# Section 09 Short title (Required)**

# Sentence style capitalization

# 36 characters limit

# Visible in browser URL bar – needed for deep linking

# EXAMPLE: Landscape

|  |  |
| --- | --- |
| section\_09\_short\_title: |  |

**# Section 09 Reading time (Required)**

# Enter word count of section

|  |  |
| --- | --- |
| section\_09\_reading\_time: |  |