Local versions of a page

Letting tribes and team members customise pages, and deciding which pages they may touch.

A page built centrally can be marked **tribe customisable** or **team member customisable**, which lets a tribe (one location, branch or business unit inside your organisation) or a team member edit their own version of it without touching anybody else's.

What to open up

Open it up	Keep it central
The local about page — their team, their premises, their story.	Anything with brand positioning or claims on it.
Local service pages where the offer genuinely differs.	Pricing, guarantees and legal pages.
Local case studies.	The home page.

Versions

The tribe versions and team member versions of a page show you who has customised it. It is worth looking through them occasionally — it tells you what tribes actually needed, which is usually a hint that the central page is missing something.

What always follows the central page

Every local version keeps the central page's **template**, **name** and **slug** (the last part of the page's web address). A tribe or team member cannot change them in their version: on a tribe's **Edit Website Page** screen the three fields under **Basic Information** are greyed out, with a note saying they come from the organisation page. When you change any of them on the central page, every tribe version and team member version changes with it, and so do the translated name and slug in each language.

Everything else in a version belongs to the tribe or team member: its content and images, its meta title and description, and its menu settings. A tribe that wants the page to appear under different wording in their menu can set a **Menu Label** instead of renaming the page.

> **CHANGING A SLUG MOVES EVERY LOCAL VERSION**
> A new slug on the central page gives every tribe's and team member's version a new web address shortly after. If the old address has been shared or is found in search results, add a redirect from it.

The trade-off

> **A CUSTOMISED PAGE STOPS INHERITING YOUR CONTENT**
> Once a tribe has their own version, an update to the central page's content does not reach them; only the template, name and slug do. Open up the pages where local difference is the point, and keep the rest central so a network-wide change actually goes network-wide.