

# Managing Rich Link Preview Content

Requires

THEME PRESS

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## Prompt

Determining what gets served up to the user when a link is displayed as a [Rich Link](#).

## Outcome

With the pre-formatted advance styling of Rich Links, content details are "pushed" to a page from another linked page. (This can greatly enhance the user experience, adding contextual information where it's needed, without weighing a page down unnecessarily.)

When a [Rich Link](#) is displayed on a page, Theme Press looks for the following information from the linked page:

- Title
- Description
- Image
- Space name
- Space icon

## Steps

### Select a block on the linked page to serve up Rich Link content

Any block on a page can be [designated for Meta Properties](#). This is the first place Theme Press will look for metadata to display within the Rich Link preview.

### No Meta Properties block selected?

Theme Press will cascade through the following areas if no block on the page has been selected.

#### Image

1. Attachment with the label "rich-link"
2. Image in an excerpt macro
3. Any attached image

#### Title

1. The page title

#### Description

1. The text from the first paragraph in the Excerpt macro on the page
2. The text from the first paragraph in the first Content Block on the page
3. The text from any paragraph in the page body

Note: A rich link will only display one paragraph of text in the description and will not pull content from multiple paragraphs.

## Note

## Tip



### High-touch Rich Link Previews

For tight control over Rich Link preview display, you can create a 'hidden' block that exists only to serve up curated preview content. To do so:

- Check the **Meta Properties** box for this block.
- Set **Initial Display** to `collapse`.

## Warning

## Info

## Related

- [Rich Links](#)
- [Rich Link Macro Parameters and Key](#)
- [Designating Links as Rich Links](#)
- [Designating a Block for Meta Properties](#)