Writing for the web – using the style guide

Use these tips to make sure your content is correct and consistent.

Always use the content style guide

- Find the content style guide at education.nsw.gov.au/content-style-guide
- Use CTRL + F or Command + F to find what you're looking for on the page.
- When in doubt, look it up.

Capitals and acronyms

- Use title case for full, official titles and proper nouns. Do not use all caps.
- Spell out all acronyms when you first use them on each page.
- Check the content style guide for acronyms that are OK on first reference.

Lists

- Lists within a sentence should be in sentence case and should end with a full stop on the final point.
- Lists that consist of full sentences should include capital letters and full stops for each point.
- Use parallel construction so your list makes sense as a whole.

Hyphens and dashes

- Hyphens join words together. En dashes – with spaces on either side – separate phrases and clauses.
- Check the content style guide – especially when you're formatting dates and times.

Bold and italics

- Don't manually add bold, italics or underlining. Use the styles provided for headings and hyperlinks.
- Use bold sparingly for emphasis.
- In general, avoid italics online. Only use italics for the specific cases mentioned in the content style guide.

Titles and short descriptions

- Start your titles with keywords so people can easily find what they're looking for.
- Use en dashes, not hyphens or colons, in titles.
- Repeat keywords in your meta description, page description and and lead paragraph.

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