Production template: Content page

## Page details

Use this section to track specifics about the content item.

Content writer/editor:

Content owner/approver:

Topics (sections/tags):

Audience:

Status (draft/final/approved):

### Version history

|  |  |  |
| --- | --- | --- |
| Version number | Date | Notes |
|  |  |  |
|  |  |  |
|  |  |  |

### Approvals

|  |  |  |
| --- | --- | --- |
| Yes/No | Criteria | Comments |
|  | Is the content [accessible and inclusive](https://education.nsw.gov.au/about-us/gel/accessibility-basics)? |  |
|  | Is it accurate and up to date? |  |
|  | Is it useful for the audience? |  |
|  | Is it easy to scan? Does it use plain English, short paragraphs, subheadings and dot points where appropriate? |  |
|  | Does it abide by the [Content style guide](https://education.nsw.gov.au/about-us/gel/content-guidelines/content-style-guide) and [Tone of voice guidelines](https://education.nsw.gov.au/about-us/gel/content-guidelines/tone-of-voice-guidelines)? |  |

For more details, see the [Content audit guide](https://education.nsw.gov.au/inside-the-department/communication-and-engagement/services-and-support/content-guidelines/how-to-write-great-content/content-audit).

### Resources

Use these resources as you create and revise your content:

* [How to write great content](https://education.nsw.gov.au/about-us/gel/content-guidelines/how-to-write-great-content)
* [Content style guide](https://education.nsw.gov.au/about-us/gel/content-guidelines/content-style-guide)
* [Tone of voice guidelines](https://education.nsw.gov.au/about-us/gel/content-guidelines/tone-of-voice-guidelines)
* [Content](https://www.digital.nsw.gov.au/digital-design-system/guides/writing-content/content-audit) audit guide
* [Creating your web pages](https://education.nsw.gov.au/about-us/gel/building-your-web-pages)
* [How to use Squiz Matrix](https://education.nsw.gov.au/inside-the-department/communication-and-engagement/services-and-support/website-support/how-to-use-squiz-matrix) (Staff only).

For content training and support, contact Lucy Sutton, Manager Content Strategy, at lucy.sutton1@det.nsw.edu.au.

## Page metadata

Use this section to write metadata that will be required once you start working in Squiz Matrix

### AEM > Page title

Page name [up to 70 characters incl spaces (this name will show up at the top of the page as your heading 1 (H1) – refer to [Page title guidelines](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/page-title-guidelines)]:

Page short name [up to 20 characters incl spaces (this name will show up in the navigation)]:

### AEM > Description

Meta description [up to 150 characters incl spaces (displays in search results as well as in teasers when you link to this page from other areas of the site – describe the content for your audience) – refer to [How to write a meta description](https://education.nsw.gov.au/about-us/gel/content-guidelines/writing-for-search/how-to-write-a-meta-description)]:

### AEM > Tags

Page type:

* This will most likely be “Webpage”
* If not, pick the most logical page type

Category:

* Pick the most logical category
	+ These categories are universal concepts, they do not align with DoE Business names.
* Categories have subcategories

Audience:

* Is the page content for Parents and carers? Teachers? Staff? General public? Etc.

Business Unit:

* Choose the business unit tag that is creating this content.

Year level:

* This is only for curriculum content or any content that is specifically for a year level group.
* Don’t add this tag if the content isn’t specifically for a year level group

Learning area:

* This is only for curriculum content or any content that is specifically for a Learning area (KLA.
* Don’t add this tag if the content isn’t specifically for a KLA.

Keywords:

* Only add keywords if you are building a catalogue and you plan to filter by terms that are more granular than Category/Subcategory tags.
* Don’t add keywords if you do not have to. Search engines do not look at keywords.

## Page content

Use this section to write your content. As you work, keep in mind these tips:

* The available content components for the page type you’re using are listed below.
	+ You can copy/paste the components as many times as you need to for your content.
		- For instance, if you have a call-out box in the middle of your page, you’ll need a new content container (standard) underneath the call-out box.
	+ Refer to the [Creating your web pages](https://education.nsw.gov.au/about-us/gel/building-your-web-pages) guide for more instructions.
* Always start with an introductory sentence (aka ‘lead paragraph’) on each page. This can be the same as your ‘page description’ above.
* Refer to the [Content guidelines](https://education.nsw.gov.au/about-us/gel/content-guidelines) – particularly the [Content style guide](https://education.nsw.gov.au/about-us/gel/content-guidelines/content-style-guide) – as you write.
	+ Keep sentences to 20 words or fewer wherever possible.
	+ Keep paragraphs to two to three sentences.
	+ Use subheadings (H2 to H4) to break up long chunks of text.
		- Keep subheadings to one line wherever possible. Use these character limits as a guide:
			* H2: 40 characters incl spaces
			* H3: 55 characters incl spaces
			* H4: 85 characters incl spaces.
		- In Word, Heading 2, Heading 3 and Heading 4 will be automatically converted to H2, H3 and H4 when you copy/paste into AEM. Avoid using Title and Heading 1 in your drafts.

### Text component (Styling - lead paragraph)

[every page should start with a lead paragraph – use block style ‘lead’. This can be the same as your meta description above.]

Write your [lead paragraph](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/lead-paragraph-guidelines) here

### Text component (body of content)

[use WYSIWYG styles for paragraph text, lists, tables and so on – use H2-H4 for subheadings]

Write your main content here

### Content Container (call-out box)

[always start with an H2 heading – use WYSIWYG styles for paragraph text, lists etc]

Write your [call-out box](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/call-out-box-guidelines) content here (optional)

### Show/hide or tabs component

[keep title to around 55 characters incl spaces – use WYSIWYG styles for paragraph text, lists and so on]

Write your [show/hide](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/show-hide-guidelines) or [tab](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/tab-guidelines) content here (optional)

### Image component

[no more than 150 characters incl spaces for your caption – ensure alt text describes the image. Refer to [Image guidelines](https://education.nsw.gov.au/about-us/gel/content-guidelines/image-guidelines).]

Write your [caption](https://education.nsw.gov.au/about-us/gel/building-your-web-pages/component-and-text-styles/image-and-caption-guidelines) and alt text here (optional)