# **DIGITAL CONTENT TEMPLATE**

## **Structure**

A page should be structured in the following way – include only those elements deemed necessary.

What, Why, How, Where, When and Who

A page does not necessary have to follow these title headings verbatim but should convey the basic theory of what, why, how etc. The call to action, or transactional element, should be as high up the screen as possible and within the how section.

|  |  |
| --- | --- |
| Parent page |  |
| Page URL |  |
| Page HTML title (40 to 70 characters) |  |
| Page title (H1) |  |
| Summary (150 to 160 characters) |  |
| Categories |  |
| Tags |  |
| A-Z title |  |
| Related content |  |
| External links |  |

## **Content**

**Title**

**Sub Heading**

**Section Heading**

**Bold**

{Requirements within brackets, insert Google Map for example}

**Further information**

## **Additional notes**