

## Page title guidelines

Use these guidelines to write a good page title for your web page. These guidelines also cover navigation labels, page short name, and URLs.

You may hear page title also referred to as 'page name' or 'H1 heading'. It is also used to create your web address (URL).

### How to write a page title

Each page must have a clear, unique title. It must be short and succinct enough to stand alone when read out of context. For example, in search results on [education.nsw.gov.au](https://education.nsw.gov.au) and in search engines.

### Guidelines

- **Your title must be less than 55 characters** (including spaces).
- **Your title must be unique.** It's not helpful for people if search results show a list of pages with the exact same title. If there are a number of pages with a repeated phrase in the title. Do not use:
  - Resources
  - General information
  - Professional learning
  - Contact us
  - [FAQs](#)
  - any of the titles from the main navigation, including 'About us'.
- **Titles should be clear and descriptive.** The title should provide full context so that people can easily see if they've found what they're looking for.
  - For example, 'Public school calendars', not 'Calendars'.
- **Front-load your titles.** The most important information and the words the user is most likely to have searched should be at the beginning of the search result.
- If you need to use a **separator** to break up long title, use an en dash (it helps users to scan).
  - For example, 'Planning appeal procedures – technical review' works better than 'Technical review of planning appeal procedures'.
- Only use an **acronym** in the title if it is a commonly used search term (such as HSC or NAPLAN). Refer to the [Content style guide](#) for some that are OK on first reference.
- **Avoid puns or wordplay** since these can make the content difficult to find.
- Don't use the same title as any of the level 1 or level 2 hubs.
- Don't use ampersands (&).

### Accessibility

The page title should:

- Identify the subject of the web page.
- Make sense when read out of context - for example, by a screen reader or in a site map or list of search results.
- Be succinct.

## How to write a navigation label

The navigation label that appears in menus comes from the 'page title' property in the page's global properties.

If your page title is longer than 26 characters, give your page an alternative 'page title' in Adobe Experience Manager.

Your page short name should fit on one line and must be less than 26 characters including spaces.

Your page short name should still make sense. Use the same keywords as your longer title. Don't cut out the important words.

## URL guidelines

Your URL will be automatically generated from your page title. Your URLs will be lowercase and you must not change this. Our URLs are case sensitive.

The only punctuation in URLs should be hyphens. Do not use commas or apostrophes in your page title.

If you change the name of your page, you must edit your URL to match. If you do not have permission to make this edit, please contact the [edu.nsw support team](#). They can also help you point users to your new page.

AEM will automatically add hyphens to separate words in your URL. Do not edit these.

### How-to guides

Learn how to add a page and rename a page using our guides:

- [Adobe Experience Manager - create a page](#)
- [Adobe Experience Manager - vanity URLs](#)

Category:

- 

Business Unit:

- 

Last updated: 03-Jul-2023



**This information is current as at "17/7/2023 9:12:58 pm", Australian Eastern Time. For the most up-to-date information, go to <https://education.nsw.gov.au/inside-the-department/communication-and-engagement/communication-channels/education-website/component-and-text-styles/page-title-guidelines>**

**© State of New South Wales (Department of Education), 2023. For more information go to <https://education.nsw.gov.au/about-us/copyright>.**

---