

Standard content page guidelines

Standard content pages are the most prevalent throughout our website. They offer the most flexibility for available templates and components.

As a content editor or approver, you can add as many standard content pages as you need to communicate to your user.

Examples of standard content pages

See what this template looks like on these pages:

- [Mentoring](#)
- [Scout overview](#)
- The page you are currently on!

Example of a standard content page:

Standard content page

Page features

On this page

- This element will appear automatically if there is more than one H2 (heading 2) on a page to allow the user to navigate with ease with 'anchor links'.

Content

- When you [create your pages](#), keep in mind the various components you can use to display content in more meaningful ways. These include:
 - [image and caption](#)
 - [show/hides](#)
 - [tabs](#)
 - [videos](#)
 - [a call-out box](#) (typically at the end of the page).

Page guidelines

Do

- Keep headings to no more than 60 characters including spaces.
- Use a [lead paragraph](#) to provide an overview of the page's content. This is helpful for web users who are more likely to scan read. This content can be the same as your [meta description](#).
- Organise content under meaningful, descriptive headings with the appropriate hierarchy. Read our [Heading guidelines](#).
- Use the [How to write great content](#) guide to inform your content.
- Follow our [Content style guide](#) for consistency.

Don't

- Don't use standard content pages to convey timely information. Use the [news template](#) instead.

How-to guides

Learn how to create and edit a standard content page using our guide:

- [Adobe Experience Manager - pages](#)

Category:

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Business Unit:

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