# MADE formula template

| ***METADATA [Write this after you’ve written the content]*** | |
| --- | --- |
| *Page title*  [70 characters, maximum. Appears in search results, favourites/bookmarks, browser tabs, social media links. Should include keywords from the main heading] |  |
| [155 characters, maximum. Appears below title in search results and as the description in social media links. Should supplement the title, not repeat it] |  |
| *File name*  [2-4 words. Appears as part of the page address. Should include keywords from the main heading, separated by hyphens] |  |
| **CONTENT *[Write this based on the information you gathered while planning]*** | |
| *Main heading*  *[2-8 words, identifying the main page topic or purpose using the relevant keywords]* |  |
| *Main message*  [Start the content with the main message, stated concisely in a sentence or short paragraph] |  |
| *Action*  [Usually a link to start a task, e.g. download a form, start an application] |  |
| *Detail*  [Provide the rest of the information related to the main topic or message. Divide this into paragraphs (or dot points, tables, graphics as appropriate), labelling each sub-topic with a meaningful sub-heading] |  |
| *Extra detail*  [Usually links to additional pages or off-site information or resources] |  |