# General template

Use this for any unstructured content. Where you have pages or sets of content that can be more highly structured, try a structured template (see next example).

| ***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] |  |
| *Meta description*  [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]* |  |
| *Body of content*  [Consider your structure, use of sub-headings and other techniques for ensuring the content is scannable, readable and accessible] |  |