

## Title

ie the headline. This needs to really sell your content to the user. Get their attention.

Include key words or phrases, as well as the names of people, products, companies etc, so people will find your page in search.

No capital letters other than for proper names. But a capital letter after a colon.

## Page Description

A short, punchy intro to your web page that appears alongside the Page Title when the page is promoted on the homepage or in a collection.

The Page Description encourages people to click through to your web page.

Because we also use the Page Description in the Meta Description field (see below), this is also what you would expect people to see below the Page Title on Google. Like the title, it needs to grab people's attention.

The search on our website currently only picks up key words and phrases that appear in either the Page Title or Page Description, so make sure you get the important ones in.

With the Page Description, use different key words or phrases - synonyms - from those in the Page Title.

No full stop at the end of Page Description

## Page Excerpt

A short promo that sits right below the Page Title and expands on it.

What will the user get from consuming this content? Why should they care? Sell it hard.

Again, get important key words and phrases in here – mention any talent, products, company names etc that didn't make it into the Page Title.

The Page Excerpt needs to be different from the Page Description. While the Page Description encourages people to click through to your web page, the Page Excerpt is there near the top of the page, once people have found it, to get them to watch, listen or read.

There is a full stop at the end of the Page Excerpt.

## **Page Thumbnail**

Your main image needs to be powerful, engaging, well cropped - and not pixelated.

The Short Synopsis is the alt text for accessibility. Write a brief literal description of what you can see.

## **Text Content**

Put the most important points you want to make first and the least important last.

Tell people upfront what they will get out of this – what are the key learning points?

Your text should complement rather than repeat what is said in your video or audio. Paraphrase a little or quote - but don't just repeat.

The Text Content needs to add value - maybe write about stuff that didn't make it into the video or audio.

Offer background information to provide context – but do not provide career histories.

Keep sentences and paragraphs as short as possible.

Make every word count - cut out all waste, repetition and waffle.

Use bulleted lists to break up the text.

Use Pull Quotes (select these in Section area of iSite page).

Hyperlink from names and keywords or phrases to offer the user more and keep your writing tight.

Don't use bold or italics, other than for formatting and design purposes eg for the titles of sessions at an event.

## **Metadata Title**

Cut and paste the Page Title above.

## **Metadata Description**

Cut and paste the Page Description above, but add a full stop.

The Meta Description is what you would expect to appear on Google below the title.

## **Meta Keywords**

Add keywords and phrases – with a comma after each - that you think people will type into search to try to find your content.

Don't put any other words in here – avoid general words or phrases like 'radio', 'BBC Academy', 'learning and development'.

## **Secondary images or video**

Only have a caption if it adds value – don't put captions on decorative images.

No full stop on captions

The Short Synopsis is the alt text for accessibility. Write a brief literal description of what you can see.

## **Related Content – BBC staff**

Add links to internal-only content and course pages.

## **Related Content – Public**

Put the Page Titles of related content on other part of our website first, then the Page Titles of other BBC sites, and finally the Page Titles of web pages outside the BBC.

## **Transcript**

All videos and audio require an accurate transcription, including information explaining what is happening in a video as well as what is said.

Note this is not a script – it must be an accurate transcript.