# Content brief

Each web page you are writing should start on a new page in this document. Use page breaks.

Copy the table below to capture all the key data for each separate web page you need to create.

Using coloured headings helps you keep to the correct hierarchy.

|  |  |
| --- | --- |
| Page Title <H1> |  |
| Meta title <title> if different. |  |
| URL |  |
| Page template: |  |
| Metadata description | This is often the same as the page summary.  It can be used to populate dynamic ‘list’ page. These often have auto cut offs so descriptions should be kept short and focussed. |
| Metadata Keywords / tags |  |
| Page author |  |
| SME |  |
| Review cycle | Custom / 1 month / 3 months / 6 months / 12 months |
| Page notes | Reference any items that are linked from this page that need to be prepared for publishing as well:   * Images * Documents * Media |

# Heading 1

Summary: write a short (150 character) description that summarises the intent of the page.

## Heading 2

Normal text

### Heading 3

Normal text

#### Heading 4

Normal text