

How to structure your content for a blog, article or content page



Main image with caption, title and alt information set. The image file should have a meaningful name.

Interesting header containing relevant keywords where possible.

Main header set as H1 and with one H1 on the page. Include keywords and make it appealing.

Introductory copy of up to 250 words which summarises the content of the page and makes the reader want to continue.

Intro paragraph which summarises the page and is no more than 250 words - this is a general guide.

Aenean scelerisque accumsan elit, vel dignissim magna condimentum nec. Praesent viverra auctor orci, a feugiat velit viverra at. Suspendisse posuere tristique diam vel lobortis.

Links should be clearly identifiable and include a title.

Quisque faucibus turpis ut justo vestibulum sed egestas libero tempus. Vivamus vulputate tempor sem, quis [Great Barrier Reef](#) posuere ac. In viverra scelerisque ligula, at mattis leo viverra id. [nec metus felis, cursus eu.](#)

[More on the Great Barrier Reef](#)

First sub heading set as H3

Sub heading set as H3

Copy up to 250 words based on the sub heading content. Aenean scelerisque accumsan elit, vel dignissim magna condimentum nec. Praesent viverra auctor orci, a feugiat velit viverra at. Suspendisse posuere tristique diam vel lobortis.

1. Quisque faucibus turpis ut justo vestibulum.
2. Vivamus vulputate tempor sem, quis consequat.
3. In viverra scelerisque ligula, at mattis leo viverra id.
4. Donec metus felis, cursus eu bibendum et.

Include bullet points and consider numbering them if appropriate.

Aenean scelerisque accumsan elit, vel dignissim magna condimentum nec. Praesent viverra auctor orci, a feugiat velit viverra at. Suspendisse posuere.

Second sub heading set as H3

Sub heading set as H3

Copy up to 250 words based on the sub heading content.



Aenean scelerisque accumsan elit, vel dignis sim magna condimentum nec. Praesent viverra auctor orci, a feugiat [Emperor Penguin](#) viverra at. Suspendisse posuere tristique diam vel lobo.

Include further images and follow rules for main image.

Repeat as required...