

# Content Update Guidelines for Griffith.ie

## **Spelling and Grammar:**

Ensure correct English spelling and grammar. Install the Grammarly plug-in or a similar tool for robust spell checking, as Drupal's automatic spell check may not be sufficient.

## **Course Pages:**

Inform the Digital Marketing team immediately if editing core fields on a course page, as changes may impact the application form. Use caution when modifying campus, delivery mode, type, and intakes.

## **Downloads:**

All file downloads should be in PDF format. Contact the Digital Marketing team for forms to discuss better methods for information collection. Use clear, but not explicit, text for download links.

## **Heading Tags:**

Utilise Heading 2, Heading 3, and Heading 4 tags to structure content and improve SEO. Avoid using heading tags solely for emphasising text.

## **Imagery:**

Images should be clear and relevant. Use stock images if necessary. Adhere to specified dimensions and file sizes for various image types. No large file sizes as this impacts page performance.

**Metadata:**

Any changes to the "Meta tags" section at the bottom of the page must be communicated to the Digital Marketing team urgently, as it may impact search performance.

**Tags:**

Add specific keywords in 'Tags' when updating course pages for improved searchability. Follow the specified guidelines for tagging.

**Page Titles:**

Page titles should be short, clear, indicative of content, and written in title case.

**Tone of Voice:**

Maintain a consistent, friendly, and modern tone across sections. Avoid overly academic language. Ensure a consistent voice aligning with Griffith's identity.

**URLs/Links in Text:**

Hyperlink names instead of displaying full URLs by highlighting it and adding a link. Follow the same practice for email addresses.

**Accessibility:**

Always add alt text describing images. Ensure accessibility in content creation.

**Style Guide:**

Follow capitalisation rules, including proper use of titles, headlines, and company references.

**Frequent Considerations:**

Guidelines on apostrophes, companies, course titles, dashes, dates, degrees, duration, Griffith College references, headlines, hyphens, job titles, numerals, and spacing.

By adhering to these guidelines, you contribute to maintaining a consistent and high-quality user experience on the Griffith.ie website.