# Structured content template

Content managers should provide templates for content that can be written with a tighter structure. Here’s an 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]* | |
| *Scholarship name* |  |
| *Benefits*  [List the monetary value per year, and any allowances or special programs included. List as dot points] |  |
| *Number offered*  [List the number of this type of scholarship offered] |  |
| *Selection*  [List criteria we use to decide which applicants receive this scholarship. List as dot points.] |  |
| *Eligibility*  [List all eligibility criteria as dot points.] |  |
| *Retention*  [List the criteria for retaining this scholarship for a further year. List as dot points] |  |
| *Applications*  [Link to application form] |  |