

Your Company Style Guide

1. Content Basics

Standard Document Format

List rules for typefaces, font sizes, font weights, line spacing, etc.

Spelling & Grammar

Choose a dictionary as well as a formal style manual to base your style guide on.

Word Count

Determine your minimum and/or maximum word count for content pieces.

Keywords

Give guidance for how to incorporate keywords into your content without keyword stuffing.

Calls to Action

Give guidance for how to encourage readers to take desired actions (form submissions, email subscriptions, product purchases, etc.) after reading a piece of content.

2. Company Specifics

Company Voice & Tone

Give an overview of the company's voice. List typical content mediums and corresponding tones (e.g., social media: friendly and approachable).

Vocabulary

List any specific terms that writers should (or should not) use. Include standard definitions for industry jargon.

3. Formatting

Bulleted or Numbered Lists

Give guidance on how to format bulleted and/or numbered lists.

Acronyms & Registered Terms

Give guidance on how to format and use acronyms and registered terms.

4. Headers

Order

Give guidance for how to use different header levels and how to order them.

Capitalization

Give guidance for which words to capitalize in titles, headers, and subheaders.

Bold & Italics

Give guidance for how you will use bold and italics to format your content.

5. Links

Internal Links

Give guidance for how to use internal links.

External Links

Give guidance for what types of websites you want to link to. Create a list of competitors to avoid linking to. Explain how to format external links on your website.

Anchor Text

Give guidance on best practices for anchor text.

6. Metadata

Meta Title

List industry standards for creating meta titles. Include any company-specific guidance, too (e.g., when and how to list company name in the title).

Meta Description

List industry standards for meta descriptions. Include any company-specific guidance, too.

Slug

Give guidance for how long a slug should be and which words to use.

7. Miscellaneous

Add additional guidance for your company as needed.