CGU ONLINE TOOLKIT
BLOG POST REQUIREMENTS

This guide is designed to walk you through the elements required and recommended when producing a new Blog Post for the CGU website.

For a full list of all the modules available for use, please visit: cgu-toolkit.primemotive.com.au

1 Header section

The header section for a blog post is a combination of breadcrumbs, article title and supporting image. This introduction should capture the tone and topic of the article while also drawing the user in to read on and find out more.
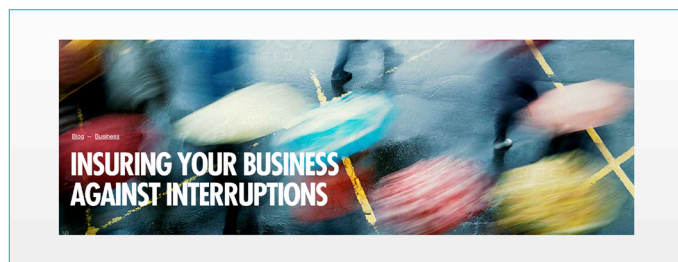
INTRODUCTION

There are three layout and image size options for the introduction section of a blog post. Choose which option best suits the importance or the blog post and the image assets available.
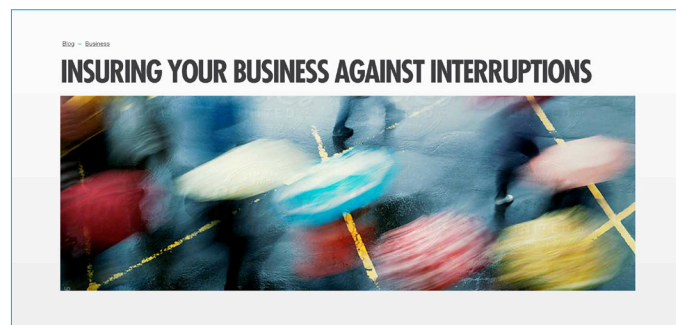
Of the three variations of blog post headers, Introduction – Feature is the most custom, featuring overlay text and full width imagery. Introduction – Large is a simpler variation of the Feature version of the blog post header. It includes the same size image, but the blog title and breadcrumbs sit above the image.

For shorter or less important blog posts, the header Introduction – Small can be used. The header allows space for slightly longer titles, but still includes an image for visual interest.
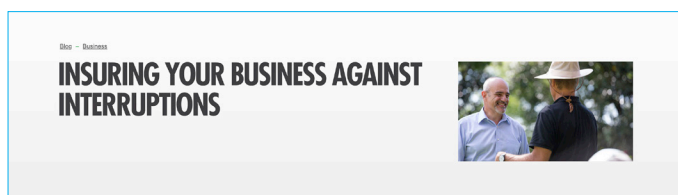
The image for this header section doesn't need to be the same as on the Listing View, but its recommended that at the very least they include similar subject matter.

Introduction – Feature

Introduction – Large

Introduction – Small

2 Content area

Sitting between the introduction and footer, the content area houses the main content for a blog post. When creating content for a blog post, consider how headings, rich text style, imagery and tables can be used to make the article more engaging to the viewer.

LAYOUT AND PRESENTATION

The Content Area module houses the bulk of the information on a blog post. There are a variety of styles of text to choose from. In addition to text style such as headings and quotes, imagery and tables can also be placed into the main content area.

Inline Images allow for blog posts to include multiple images in addition to the header image. Use images to reinforce content and break up long blog text articles. Inline Images can be used anywhere inside the Content Area. Include image descriptions wherever possible.

The Inline Table module allows for table or simple-Excel content within the main content area of a blog post. The example above was used to display risk comparisons.

Content area example styles

Inline imagery

Inline tables

3 Footer section

The last section of blog post page contains the related posts section. This section displays 3 blog posts. Blog posts displayed in this area should be related to the topic of the currently viewed blog post.

RELATED POSTS

The Related Blog Posts module sits as the last module before the footer on a blog post page. Use this area to link to 3 related or similar topic blog articles. This is a fixed module that will always appear at the bottom of the page.
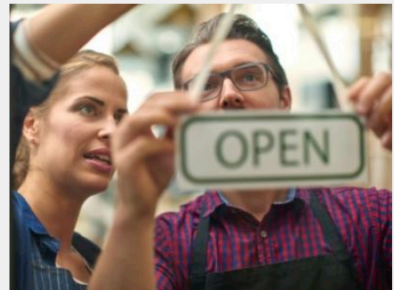
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Related Blog Posts – http://cgu-toolkit.primemotive.com.au/blog-post-elements.html#related-blog-posts-module

4 Identifying blog post elements

Introduction

Content Area

Related Blog Posts