

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.

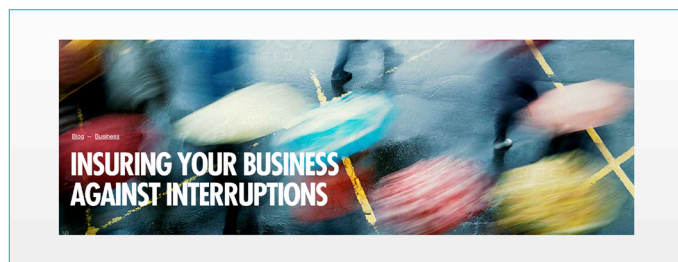
INTRODUCTION

There are three layout and image size options for the introduction section of a blog post. Choose which option best suits the importance of the blog post and the image assets available.

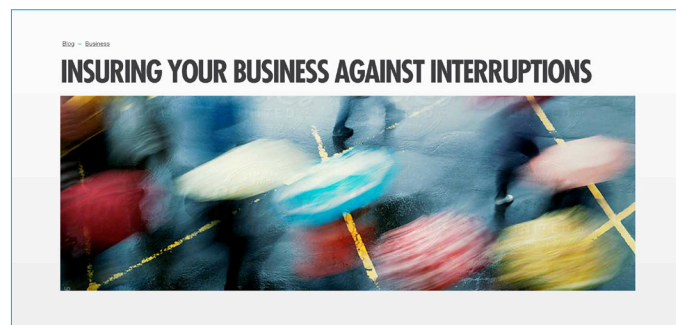
Of the three variations of blog post headers, Introduction – Feature is the most custom, featuring overlay text and full width imagery. Introduction – Large is a simpler variation of the Feature version of the blog post header. It includes the same size image, but the blog title and breadcrumbs sit above 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.

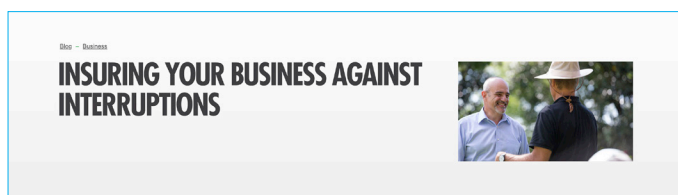
The image for this header section doesn't need to be the same as on the Listing View, but it's recommended that at the very least they include similar subject matter.



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.



By [Michael Ryan](#)

February 17, 2015

Share this article



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About the Author



Michael Ryan

Michael Ryan is Senior Manager Marketing Communications in IAG's Commercial Insurance Division. With over 25 years experience in the Insurance industry Michael has previously held senior marketing roles in Wesfarmers Insurance, Zurich Life Risk, Allianz Australia and NRMA Insurance. [View Profile](#)

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Inline imagery

Retail		Construction		Manufacturing	
92%	Property / Fire	94%	Product and Public Liability	98%	Product and Public Liability
90%	Product and Public Liability	84%	Business Vehicle	79%	Business Vehicle
76%	Theft	75%	General Property	70%	General Property
66%	Workers Compensation	73%	Workers Compensation	69%	Workers Compensation
65%	Glass	71%	Property / Fire	64%	Property / Fire

Inline tables

Content area example styles

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.

RELATED ARTICLES



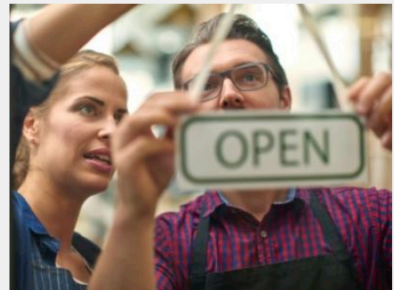
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April 19, 2016 · [Business](#)

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

PersonalBusinessAbout usBlog

AdvisorsPartner Portal

CGU SEE IT THROUGH.

BLOG HOME CATEGORIES AUTHORS SUBSCRIBE

Blog - Business

INSURING YOUR BUSINESS AGAINST INTERRUPTIONS

By Michael Ryan

February 17, 2015

Share this article

CGU Social

Keep up to date with our latest posts

CGU Newsletter

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Retail	Construction	Manufacturing
92% Property / Fire	94% Product and Public Liability	98% Product and Public Liability
90% Product and Public Liability	84% Business Vehicle	79% Business Vehicle
76% Theft	75% General Property	70% General Property
68% Workers Compensation	73% Workers Compensation	69% Workers Compensation
65% Glass	71% Property / Fire	64% Property / Fire

Transport, Wholesale & Retail / Hire	Health & Other Services	Professional Services
89% Product and Public Liability	89% Product and Public Liability	82% Professional Indemnity
89% Property / Fire	81% Property / Fire	81% Property / Fire
84% Business Vehicle	68% Workers Compensation	81% Product and Public Liability
75% Workers Compensation	64% General Property	67% Workers Compensation
68% General Property	64% Theft	66% Business Vehicle

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About the Author

Michael Ryan

Michael Ryan is Senior Manager Marketing Communications in IAG's Commercial Insurance Division. With over 25 years experience in the Insurance Industry Michael has previously held senior marketing roles in Westfarmers Insurance, Zurich Life Risk, Allianz Australia and NRMIA Insurance. [View Profile](#)

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backed by

THE HEADER

CONTENT AREA

THE FOOTER