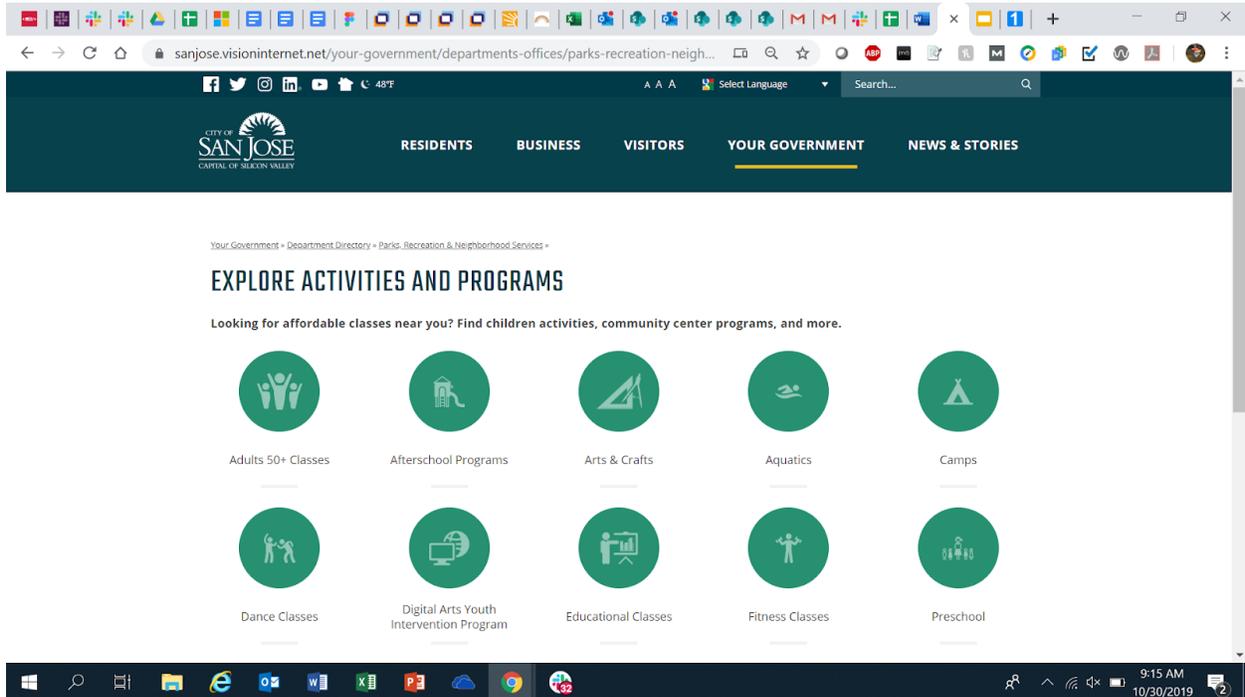# Page Title & Header Standards

Do not use department acronyms in any page title or header.


Header 1 (H1)
- Make it actionable e.g. 'explore'
  - "Top Services" or "Most Visited" labels preferred if the page is a Department Landing page
- Use a primary keyword e.g. "activities and programs"
- Character length: 39 max

Page Title
- Apply Voice/Tone standards e.g. conversational, friendly, and confident
- Use relevant, primary keywords e.g. "children activities", "affordable classes"
- Make it actionable and specific
- Character length: 100 max
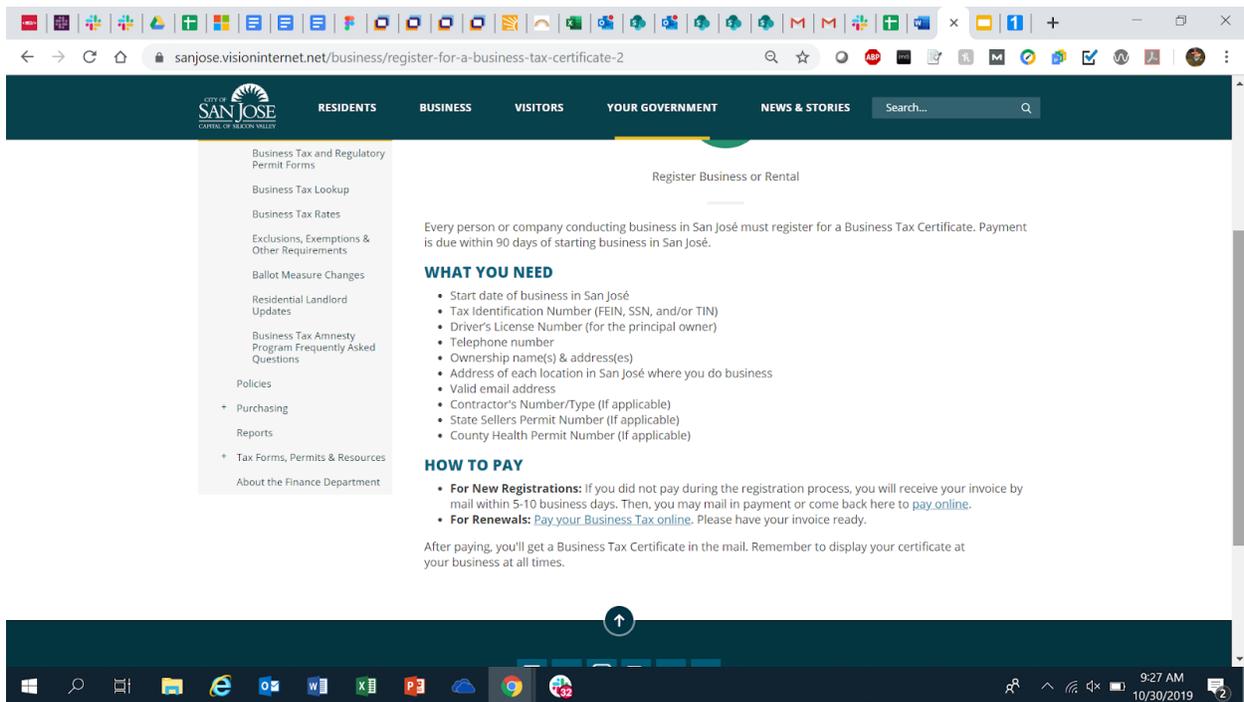
Header 2 (H2)

- Make it specific and actionable (avoid incomplete sentences)
- Use an active voice
- Avoid jargon
- Character length: 50 max

Header 3 (H3)

- Avoid using H3 (the font style makes it hard to scan)
- Try to organize content primarily with H2s

Labels for Secondary Links or List of Links

- Quick Links
- Resources