

Short courses author guide

This guide will show you how to create and edit short courses on the Study website and help with content structuring, styling and tone of voice.

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General writing principles

Content must be in plain English. Follow the [UQ written style guide](#) and [writing for the web guidelines](#).

Words

- Use words that your audience use. What word will they search for?
- Use personal pronouns. Say 'you' instead of 'student', 'we' instead of 'The University of Queensland'.
- Use simple everyday words, not formal or technical language.
- Avoid acronyms where possible. Explain the term once if you need to, then a simple word (e.g. 'the scheme', 'the course')
- Use numerals not words for numbers. (In some cases, you may need to spell out 'one'.)

Sentences

- Prefer active voice. (Active: You must apply by 1 July. Passive: Applications must be received by 1 July.)
- Use short sentences where possible. Aim for 25 words or less. One idea per sentence.

Structure and formatting

The short course content type has preloaded heading fields in the template, making it simple and easy to input your content into the correct sections.

Make sure you:

- follow the correct heading hierarchy, if you're adding sub headings. Generally this will be an H3 under the built-in H2s.
- front-load your keywords (put them at the front of headings, bullets and lead in sentences to make things easy to scan)
- use only as many words as necessary. Your audience may not read all the words on a page.
- where possible, link to HTML pages not PDF documents
- write meaningful links.

Example short course content brief

The content brief below contains example content and field guidelines. Certain content (e.g. Contact, Facilitators) is managed as 'microcontent' (reusable standard content). If what you need doesn't exist, [submit a web request](#), and the Web Channels team will create it.

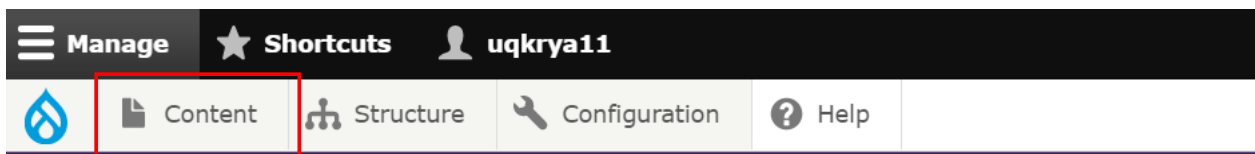
Overview tab	
Title (50 characters or less)	Leading effective teams
Delivered by (Organisational unit)	Business, Economics and Law (BEL)
Summary (This text will appear on the search results page and used as metadata. 160 characters or less.)	Learn how to adapt your leadership style to meet the needs of your team and organisation with this team leadership course.
Related short course (Microcontent)	This course is related to Leading Innovation for Growth
Interest area (Choose from the taxonomy drop down)	Leadership
Study area (Choose from the taxonomy)	Leadership and executive
Overview (100–125 words or less)	<p>Learn how to adapt your leadership style to meet the needs of your team and organisation.</p> <p>Leading a high-performing team is an essential skill for any aspiring manager, and effective leadership is critical for any organisation. However, there isn't a 'one size fits all' strategy to leading a team. You've got to be in tune with each individual, the team dynamic and your organisation's objectives. Developing an agile and adaptive leadership style that promotes effective performance has never been more critical.</p> <p>This course will help you to analyse your team's dynamic, understand the levers of influence and formulate strategies for effective team leadership.</p>
Who should attend (1–2 sentences, bullet points recommended)	<ul style="list-style-type: none"> Aspiring managers and leaders seeking to land their first team leader role. Experienced managers and leaders looking for a refresher.
Entry requirements (If you leave field blank a standard line of text will appear 'No entry requirements'.)	There are no prerequisites needed for this course.

<p>What you'll learn</p> <p>(3–5 bullet points, starting with a verb)</p>	<ul style="list-style-type: none"> • Develop clarity and self-awareness to enhance your leadership role. • Analyse your team's interpersonal dynamics and capabilities for reaching your organisation's goals. • Adapt your leadership to meet your team's needs and boost their performance. • Promote a constructive performance culture in the workplace.
<p>Time commitment and breakdown</p> <p>(Breakdown fields are dot points. Add any additional study hours)</p>	<p>Total time commitment: 20 hours</p> <ul style="list-style-type: none"> • 5 hours of additional study
<p>Course curriculum *Optional</p> <p>(Displays in accordion format)</p>	<p>Self-awareness for leadership module</p> <ul style="list-style-type: none"> • Explore the 5 areas of self-awareness for leadership in depth. We'll go into the ins and outs of each area and provide examples.
<p>Assessment</p>	<p>Reflective essay.</p>
<p>Certification and accreditation</p> <p>(Select from the radio button list)</p>	<p>Digital badge</p>
<p>Facilitator</p> <p>(Add microcontent. If the facilitator doesn't exist, the web content team will need to create it for you.)</p>	<p>Professor Tyler Okimoto Deputy Head of School, UQ School of Business</p>
<p>Blockquote</p> <p>(Intended to be a student testimonial)</p>	<p>Lead your team to high-performance victory, with proven ways to keep your team on task, engaged and motivated to do their best.</p> <p>Professor Tyler Okimoto</p>
<p>Cost</p>	<ul style="list-style-type: none"> • Individual: \$2,990 • Groups of 4 or more: \$2,691 • UQ Alumni: \$2,392 • Early bird discount: \$2,691
<p>Footnote</p> <p>(Include a register by date)</p>	<p>Early bird discount closes 5 April 2023.</p>
<p>Course code</p>	<ul style="list-style-type: none"> • Please copy the course code before registering.
<p>Discount code</p>	<ul style="list-style-type: none"> • Discounts can't be used with other discounts, offers or special promotions.
<p>Payment options</p>	<ul style="list-style-type: none"> • We accept credit cards (Visa/MasterCard) for payment, including corporate credit cards.
<p>Contact</p> <p>(Add micro content)</p>	<p>UQ Executive Education Execed@business.uq.edu.au +61 7 334 67999</p>

Frequently asked questions	Do not use this field if you can help it
Upcoming courses tab	
Delivery mode (Select from dropdown list)	In-person, classroom
Location *Physical address only (Select from radio button list. Building field available soon!)	St Lucia campus
Date type (Select from radio button list)	4–5 May
Enrolment link	https://uqevents.eventsair.com/leading-effective-teams-2023/registration/Site/Register
Register your interest (Email or URL)	https://business.uq.edu.au/courses/leading-teams#enquire

Build a new short course

Log in to the Study website to ensure the black editing bar appears at the top of your browser window.



Select **Content** > **Add content** > **Short course**

This will open a new short course page. There are 2 tabs: **Overview** and **Upcoming courses**.

Begin with the **Overview** tab. Follow your content brief. Copy and paste your content into the relevant fields.

Save your content in **Draft** and save your work, regularly.

Current state: Draft

Change to: Draft

Save

Preview

Delete

When your page is ready for review by the web content team, change the state of your page into **Ready to publish**.

Current state: Draft

Change to: Ready to publish

Save

Preview

Note: short course pages will never auto-archive and will stay published unless set to **Archived**.

Overview tab

Title

The short course **Title** should be succinct and describe the short course in 50 characters or less.

Title *

Building School Leadership Capacity

The **Title** will automatically generate a URL unless you untick **Generate automatic URL alias** in the template and enter a custom URL in the **URL alias**.

Short course URLs should look like: `study.edu.au/short-course/title-of-short-course`

URL alias

^ Alias: /short-courses/building-school-leadership-capacity

Generate automatic URL alias
Uncheck this to create a custom alias below.

URL alias

/short-courses/building-school-leadership-capacity

Specify an alternative path by which this data can be accessed. For example, type "/about" when writing an about page.

The **Title** will also generate a page title in **Metatags**. You will need to manually update this with the short course title and add | **UQ Short Courses** on the end.

Short course page title should look like this: Title of short course | UQ Short Courses

^ **Metatags**

Configure the meta tags below.

Use tokens to avoid redundant meta data and search engine penalization. For example, a 'keyword' value of "example" will be shown on all content using this configuration, whereas using the [node:field_keywords] automatically inserts the "keywords" values from the current entity (node, term, etc).

[Browse available tokens.](#)

^ **Basic tags**

Simple meta tags.

Page title

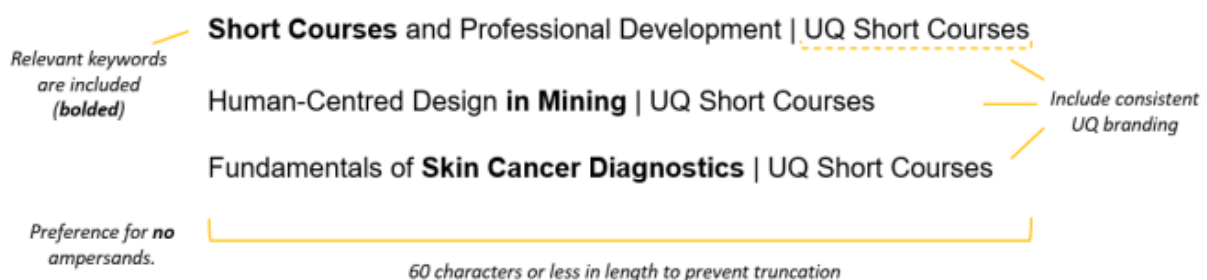
Building School Leadership Capacity | UQ Short Courses

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 - 65 characters long, including spaces.

Meta Titles

Meta titles (page titles) are the blue clickable element of a search engine result. Meta titles have a direct impact on a landing page's ranking ability so should be formatted consistently and include relevant keywords.

Short course meta titles should follow this pattern:



Summary

The **Summary** is used as a description for the short course on the [Find a short course page](#). It is also used as the meta description for search engines. It's important to get this summary right because it's highly valuable to users and search engines. 160 characters or less is recommended.

Use keywords and front-load your sentences. (i.e. Put the most specific information at the start to make it easy to scan.)

Example: This course will advance your knowledge and skills for building leadership capacity in schools.

Note: do not remove the [node:summary] in the token in the **Metatags** as this pulls the summary content in to the meta description.

Summary*

Learn how to adapt your leadership style to meet the needs of your team and organisation with this team leadership course.

Up to 210 characters. Summary will display on search results page.

^ Metatags

Configure the meta tags below.

Use tokens to avoid redundant meta data and search engine penalization. For example, a 'keyword' value of "example" will be shown on all content using this configuration, whereas using the [node:field_keywords] automatically inserts the "keywords" values from the current entity (node, term, etc).

[Browse available tokens.](#)

^ Basic tags

Simple meta tags.

Page title

Building School Leadership Capacity | UQ Short Courses

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 - 65 characters long, including spaces.

Description

[node:summary]

A brief and concise summary of the page's content that is a maximum of 160 characters in length. The description meta tag may be used by search engines to display a snippet about the page in search results.

Meta Description

Meta descriptions are the black summary text beneath a search result. The purpose of meta descriptions is to give the user a general understanding of the web page content. Whilst they do not impact rankings, meta descriptions should be compelling, relevant and entice a user to click on the listing.

Short Course meta descriptions should look similar to:

Clearly identifies relevant audience (**bolded**)

Designed for those working in the **mining industry**, this course outlines key human factors relevant to the operation of mining equipment. **Apply now.**

Includes call-to-action

Explore how telehealth has revolutionised healthcare systems and gain practical skills to become an effective **telehealth practitioner.**

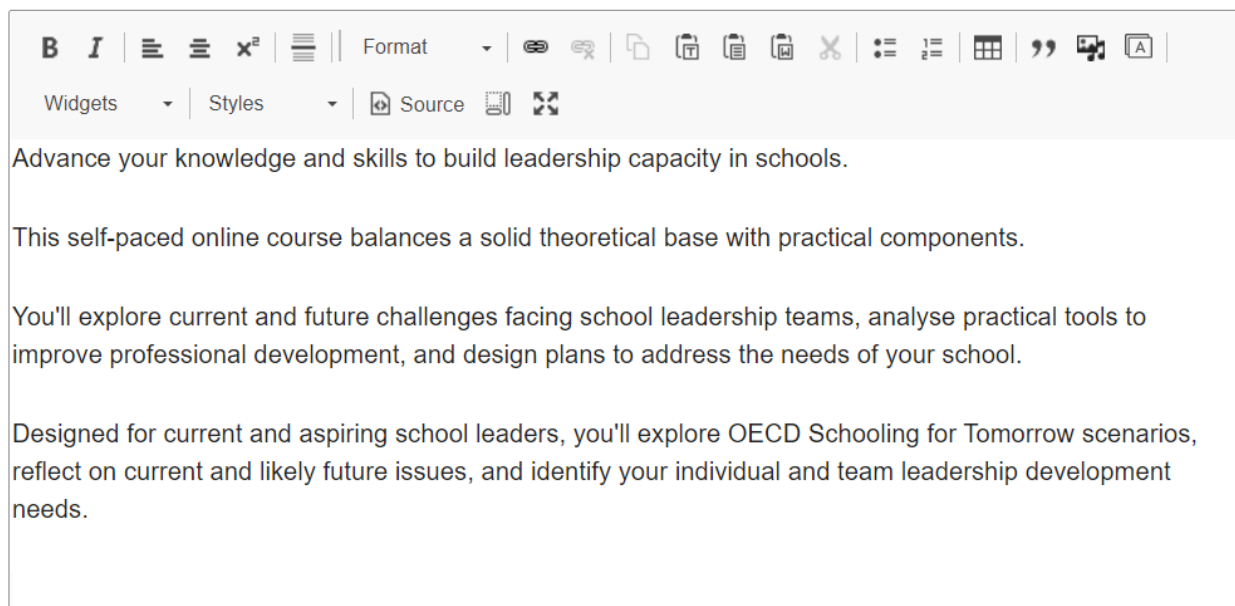
Fits within the 155-character limit to avoid truncation.

Overview

This section outlines what students will learn during the course and what skills they will come away with. 100–125 words or less is recommended. Follow this format.

- Lead in sentence, this can be the summary or part of the summary.
- Delivery mode and what to expect.
- During the course.
- Any additional information that may help students over the line.

Overview*



B I | | | | | | | | | | | | | | | | |

Widgets | Styles | Source

Advance your knowledge and skills to build leadership capacity in schools.

This self-paced online course balances a solid theoretical base with practical components.

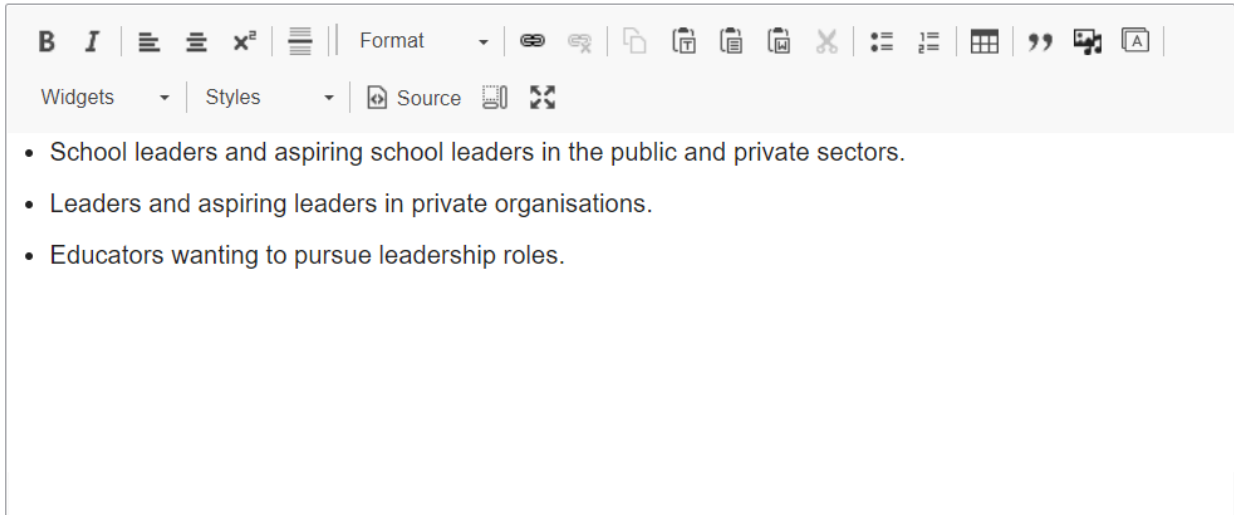
You'll explore current and future challenges facing school leadership teams, analyse practical tools to improve professional development, and design plans to address the needs of your school.

Designed for current and aspiring school leaders, you'll explore OECD Schooling for Tomorrow scenarios, reflect on current and likely future issues, and identify your individual and team leadership development needs.

Who should attend

1–2 sentences or dot points is recommended.

Who should attend*



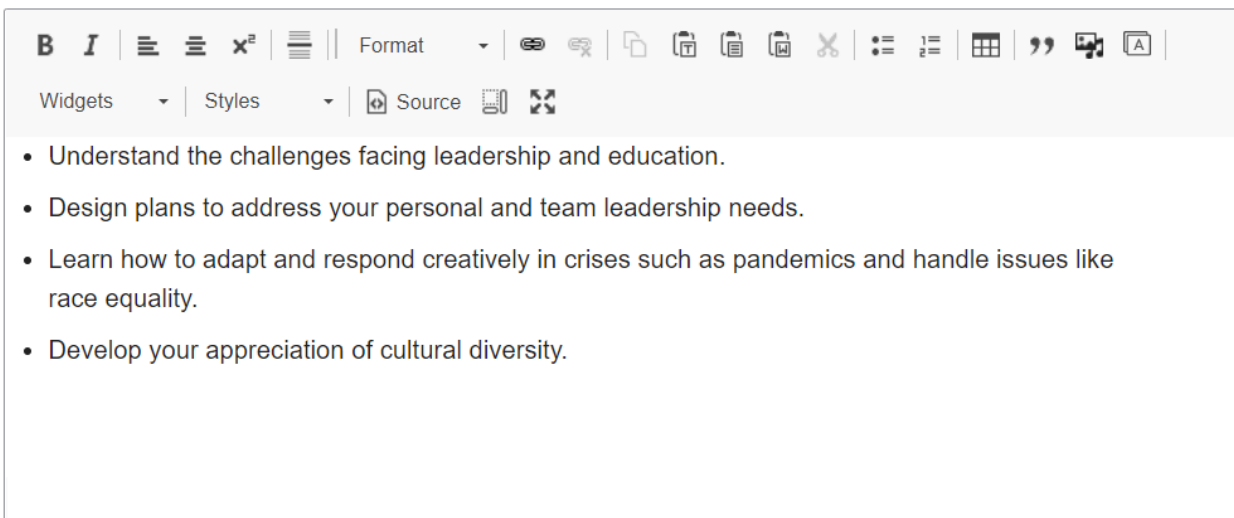
Rich text editor interface showing a list of attendees:

- School leaders and aspiring school leaders in the public and private sectors.
- Leaders and aspiring leaders in private organisations.
- Educators wanting to pursue leadership roles.

What you'll learn

List tangible outcomes. 3–5 dot points and begin with a verb.

What you'll learn*



Rich text editor interface showing a list of learning outcomes:

- Understand the challenges facing leadership and education.
- Design plans to address your personal and team leadership needs.
- Learn how to adapt and respond creatively in crises such as pandemics and handle issues like race equality.
- Develop your appreciation of cultural diversity.

Summary (up to five dot points)

Location

For physical locations only. The **Building/location name** field is not yet active and will not accept any data input.

Upcoming courses tab

1. Under the 'Upcoming courses' tab, select 'Add new session'.

2. Are you creating a session with dates?

Yes > Go to 3

No > Leave the 'Enrolment' section empty and only complete the 'Register your interest' section. Click 'Create session' then go to Step 4.

3. Will registrations still be accepted after the course start date?

No > Enter the start date in the 'Date' section, complete the 'Enrolment section, and leave the 'Register your interest' section empty. Click 'Create session' then go to Step 4.

Yes > You need to ensure your course remains visible after it has started.

a. Enter the start date in the 'Date' section, complete the 'Enrolment section' – ensuring you put in the last date people can register – and leave the 'Register your interest' section empty. Click 'Create session'.

b. Next, you need to let people know they can begin the course before the registration cut-off. Return to the 'Overview' tab and under 'Time commitment' add "If you enrol early, you can start as soon as XX/XX."

c. Once you have completed Steps 3a–3b, go to Step 4.

4. To ensure your audience can register their interest all year round, you need to create a "No current dates available" session that will only display if no upcoming dates are available.

Under the 'Upcoming courses' tab, click 'Add new session', then under the 'Date' section, click 'No current dates available' and complete the 'Register your interest' section. Click 'Create session'.

Note: only 2 session cards will appear on the front end at any time.

Delivery mode*

- Select a value - ▾

^ **Date**

Date type*


- No current dates available
- Start anytime
- Date select

^ **Enrolment**

Enrolment link

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.

Register by

^ **Register your interest**

Email

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.

Create session

Cancel

Edit existing short courses

Log in into the Study website. The black editing bar should appear at the top of your browser window.

There are 2 ways to search for your short course:

- To search for the short course in Drupal, select **Content**. Adjust **Content Type** field to **Short Courses** then type the title of the short course you're looking of in the **Title** field.

or

- Paste in the URL of the short course into the address bar in your browser window.

Before you begin making edits, move the page state into **Draft**.

Make your changes > provide a **Revision log message** > set the page to **Ready to publish** > **Save**

Revision log message

Updated overview text to include course accreditation.

Briefly describe the changes you have made.

Current state: Draft

Change to:

Save **Preview**

Your change will trigger an email to the Web Channels team, where your changes will be reviewed for publishing. Experienced publishers will be able to publish directly.

Creating micro content

Short courses use certain taxonomies and reusable micro content to manage search filters, payment options, discount codes, facilitator cards and contact cards.

These can only be updated or created by Central Site Builders. If you need to edit existing or new microcontent, [submit a web request](#).

Changes to filters must be approved by the Information Architecture Specialist or (if IA specialist unavailable) the Content Strategist.

When your short course is not approved to be published

Your short course may not be approved for publishing due to content issues. The web-content team will notify you and ask you to amend and resubmit.

Note: ensure you prepare your new short course page in advance of due dates, so we can guarantee your course is published on time.

Roles and responsibilities

Role	Responsibilities	Business role
Site sponsor	Set strategy of website and approve major changes	Chief Marketing Officer
Site owner	Review and approve all requests to add or edit short courses	Web Channels Manager
Site author	Create and update short courses	Author
New access requests approval	Review and approve all new access requests	Faculty Marketing Managers
Content support and training	<p>Add new users to access permissions and maintain editorial sections list.</p> <p>Maintain and update taxonomies and microcontent</p> <p>Review updates and new short courses made by new authors</p> <p>Spot check content for compliance with this guide, the UQ style guide and accessibility requirements</p> <p>Perform annual short course and micro content audits.</p> <p>Deliver training.</p>	M&C Web Content Team
Technical support	Drupal 9 support and maintenance	ITS Web Team

Contacts

[Contact the Web Content Team.](#)

Appendix

Content brief

Overview tab	
Title	
(50 characters or less)	
Delivered by	
(Organisational unit)	
Summary	
(This text will appear on the search results page and used as meta data. 160 characters or less)	
Related short course	
(If your short course is part of a suite a new taxonomy will need to be created for it.)	
Interest area	
(Choose from the taxonomy drop down)	
Study area	
(Choose from the taxonomy)	
Overview	
(100–125 words or less)	
Who should attend	
(1–2 sentences, bullet points recommended)	
Entry requirements	
(If you leave field blank a standard line of text will appear 'no entry requirements'.)	
What you'll learn	
(3–5 bullet points, starting with a verb)	
Time commitment and breakdown	
(Breakdown fields are dot points. Add any additional study hours)	
Course curriculum *Optional	
(Displays in accordion format)	
Assessment	
Certification and accreditation	

(Select from the radio button list)	
Facilitator	
(Add micro content)	
Blockquote	
(Intended to be a student testimonial)	
Cost	
Footnote	
(Include a register by date)	
Course code	
Discount code	
Payment options	
(Add micro content by filtering 'Payment options')	
Contact	
(Add micro content)	
Frequently asked questions	
(Do not use this field if you can help it)	
Upcoming courses tab	
Delivery mode	
(Select from dropdown list)	
Location *Physical address only	
(Select from radio button list.)	
Date type	
(Select from radio button list)	
Enrolment link	
Register your interest	
(Email or URL)	

Taxonomy

Interest areas

- Business and management
- Health care
- Education
- Resources and minerals
- Language

Study area

These study areas align with program study areas

- Agriculture and animal sciences
- Architecture, design and urban planning
- Arts, humanities and social sciences
- Business and economics
- Communications, media and experience design
- Computer science and IT
- Education
- Engineering
- Environment
- Health and medicine
- Law
- Science and mathematics

Suites

If your short courses are part of a suite, you must [submit a web request](#) to have the taxonomy item created.