



# **qantas.com Writing Guidelines**

**Online Sales**



## qantas.com - Style Guide Series

### REVISION LIST

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## 1 Introduction

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These guidelines are designed to provide consistency across online content for Qantas. They are managed by Online Sales, and should be used by all internal and external groups who write content for qantas.com or Qantas branded pages that link from the website.

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## 2 Writing for the Qantas Brand

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- Should reflect the Qantas brand values:
  - Safe
  - Reliable
  - Professional
  - Customer-focused
  - Australian
- Should be warm, confident and conversational.

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## 3 How People Use the Web

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Web users skip and scan, rather than read. 79% of users always scan new pages, and only 16% read word-by-word.<sup>1</sup>

Trust and credibility are also important to Web users. Solid, well-written, grammatically correct content is crucial to gaining the trust of users. Freshness and frequent updates are also critical.

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## 4 Writing for the Web

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To meet users' needs, there are three key principles for writing for the web:

- Objective
- Concise
- Scannable

### 4.1 Objective

#### 4.1.1 Voice

- A consistent voice should be applied across the site.
- **Active voice** should be used at all times. That is, use strong words instead of passive ones, for example, 'decide' rather than 'make a decision'.
- Write as if you were talking to a customer on the phone.

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<sup>1</sup> John Morkes and Jakob Nielsen, 2004



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- **Qantas** should be referred to as '**we**' and '**us**'; **customers** should be referred to as '**you**' or '**your**'.
- Write in a positive tone.
- Avoid negatives, for example, instead of 'Don't forget to bring your passport' write 'Ensure you bring your passport'.

### 4.1.2 Write for your audience

- Make sure the content is audience-appropriate and user-driven. The most important feature to the company may not be what is most important to the customer.
- Make it clear and interesting.
- Give them the information they require to act right there and then.
- Present facts clearly, as Web users are busy. This enables users to decide what is useful to them and what is not.

### 4.1.3 Keep it current

- Fresh material is easier to trust than old material.
- Check for broken links and out-of-date information.
- Ensure all offline promotions are referenced and easy to find on the site.
- Keeping the site up-to-date increases the value of the site to the customer.

### 4.1.4 Avoid advertising talk

- People hate over-hyped promotional writing ('marketese'), as it distracts users from processing the meaning. If necessary, keep it separate from the main content of the site.
- Remove adjectives and buzzwords.
- Don't exaggerate or boast, for example, overwhelming; state-of-the-art; hottest ever.
- **Write about benefits** not features, that is, substantiate your claim by saying why it is good, not that it is good.

### 4.1.5 Few grammatical errors

- **British English** should be used over American English.
- Solid and well-written content is crucial to gaining trust.
- Seemingly small things such as spelling errors quickly turn users off.

### 4.1.6 Use consistent language and terminology

- Only **one** word or term should be used to describe any item.
- **Avoid jargon** when possible.
- Ensure **terminology is consistent** with general Web usage.
- Don't use product names as links, headings or menu items. Many people may not know what CityFlyer or Qantas Drive is.

## 4.2 Concise

Concise writing contains less information. There are a number of tools that can be utilised to make writing more concise.

### 4.2.1 Cut text by 50%

- Cut writing by half when moving from paper to screen.
- Screen reading is up to 25% slower than reading print.

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- Readers understand more when they read less.

### 4.2.2 Use hyperlinks

- Use hyperlinks to provide supplementary information.
- Make it clear where the user is linking to by matching the hyperlinks to the page titles to which they refer.
- Links **should be words** rather than the URL.
- Do not use 'Click here' or 'More' as it does not create any context for the user and hinders scanability as they need to read what is before the link to see what they are clicking through to. It also has implications for screen readers which often read through all the links on the page first before reading through the content.
- Try not to overuse. Only provide a hyperlink if it adds value to the context of the page.

## 4.3 Linking

### 4.3.1 Internal links

An internal link is a link on a qantas.com web page that links to another page on qantas.com. Internal links are a great way to direct customers to more information without repeating the content on multiple pages.

When including internal links:

- Make sure they are keyword rich, for example, 'book flights online now' where 'book flights' is the link.
- Ensure the page that is being linked to is optimised for the keywords that are included in the link text.
- Link words within text – this is good for both scanning and SEO.
- Do not over-link a page – this can be considered SPAM.
- Do not use links such as 'click here' or 'more' – these are meaningless to search engines.

### 4.3.2 External links

External links can be of two types:

- Outbound external links: Links on qantas.com to third party sites.
- Inbound external links: Links on third party sites that link to qantas.com.

For SEO purposes both the quality and the quantity of inbound links can increase ranking. Government (.gov) or education sites (.edu) are seen as being of higher quality than a .com by most search engines.

When requesting inbound links it is important that the keywords to be optimised on are included in the link. For example, a link on the australia.com 'how to get there' section could include a link 'Book flights to Australia with Qantas'. The link should also take the user to the most relevant page on qantas.com rather than the homepage.

The most comprehensive way to establish the current link profile of the website is to look at the links page of the Google webmaster central profile and the Yahoo site explorer profile. A report can be requested from the Customer Experience team.

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### 4.3.3 Avoid repetition and redundancies

- If you have already said it elsewhere on the site, provide a link to the information rather than repeating it.
- If part of a message can be removed without losing any essential information then it is redundant. For example, young child; personal opinion; joint cooperation.

### 4.3.4 Use simple sentence structure (syntax)

- Simple, conventional syntax aids the reader.
- Break compound sentences into two sentences and avoid sub-clauses.

### 4.3.5 Use simple words that users know

- Even highly educated people read simpler words faster. For example, try using:
  - Before instead of prior to
  - Next instead of subsequent
  - End instead of terminate
  - Need instead of require

### 4.3.6 Avoid dead words and dead phrases

- Dead words and phrases add to the word count without adding any meaning, so leave them out.
- Dead words include 'please'; 'welcome' and positional words such as 'above' and 'below'.
- Above and below should also be avoided as visually impaired users who use screen reader technology such as JAWS have no concept of where the item appears on the page.
- Dead phrases include 'In order to'; 'During that time'.
- A good example of a dead word is 'there'. Consider the following two sentences:

'There are three questions that you should ask yourself before writing for the web'. (14 words)

'Ask yourself three questions before writing for the web'. (9 words)

### 4.3.7 Use fragments

- Complete sentences are not always necessary.
- Fragments are coherent phrases such as, 'Your chance to win!' These are especially good for promotions.
- Do not confuse fragments with telegraphic writing where you leave out words like 'a' and 'the', for example, 'User gets receipt in e-mail message'. This doesn't save time, as the user needs to mentally fill in the blanks.

## 4.4 Scannable

Scannable information calls attention to key information to help people find what they need. Tools include:

### 4.4.1 Context

- Make sure that each page has context.





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- Don't assume users have seen the page that comes before hand.
- Each page needs to be independent.

### 4.4.2 Clear headings and meaningful subheadings

- Make them descriptive.
- Don't use nouns by themselves (For example, Status) instead tell them what they will find there – 'What are Status credits?'
- Explain exactly what the section contains.

### 4.4.3 Highlight key words

- Highlight key information carrying words, not entire sentences.
- Highlight by bolding words.
- Never use CAPITALS and Italics as people read by recognising the overall shape of words. CAPITALS slow down recognition ability and with it the users reading speed. Italics are difficult to read and put extra, unnecessary spaces at the end of the Italics area.

### 4.4.4 Bullet and Numbered Lists

- Lists slow the reader down and bring attention to important information.
- Use numbered lists when the sequence of items is important; bullet points if it is not.
- Keep them short, about five to nine items.
- When writing lists, do not write full sentences - pull out the key concepts.
- Pages should not start with bullet points or numbered lists.
- A list of dependent clauses should start with lowercase letters and be followed by a comma.
- A list of independent clauses should start with capital letters and finish with a full stop.

### 4.4.5 One idea per paragraph and keep them short

- Remember Web users are scanners.
- A paragraph of more than four or five lines invites users to skip right past it.
- Only write two to three sentences, and leave a blank line between paragraphs.
- Keep punctuation to a minimum.
- If you need to add a semi colon start a new sentence.

### 4.4.6 Invert the pyramid

- Catch the user in the first few words. As users skim they will stop quickly if it doesn't catch their interest.
- Think journalism – start with the conclusion, follow with support, and end with background information.
- Place key information in the first sentence. This can also be referred to as the 'given-new' principle. That is, start with what the user knows or is looking for then give them the new information.

### 4.4.7 Align all text left

- As most people read from left to right, centred, right-aligned and justified text is difficult to read.
- Long lines of text are difficult to read. Place no more than 15 words on a single line.

### 4.4.8 Avoid scrolling

- Internet users hate to scroll, so keep it to a minimum.
- If necessary split long information into multiple pages.
- Breaking information into smaller chunks greatly increases the probability that someone will read through it.
- Check that each page can stand on its own as users can enter the site at any page. It should cover a single subtopic and provide context to place the page within the longer document.
- Pages should never have a horizontal scroll.

### 4.4.9 Use patterns (parallelisms)

- Users grasp information more quickly if they can anticipate the pattern, as people try to see patterns in information even when there are none.
- Patterns are important in both the words you use and page layout.
- Be consistent across pages, because when users have to switch patterns they use extra mental energy.

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## 5 Common Page Items and writing for Search Engine Optimisation (SEO)

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### 5.1 URLs

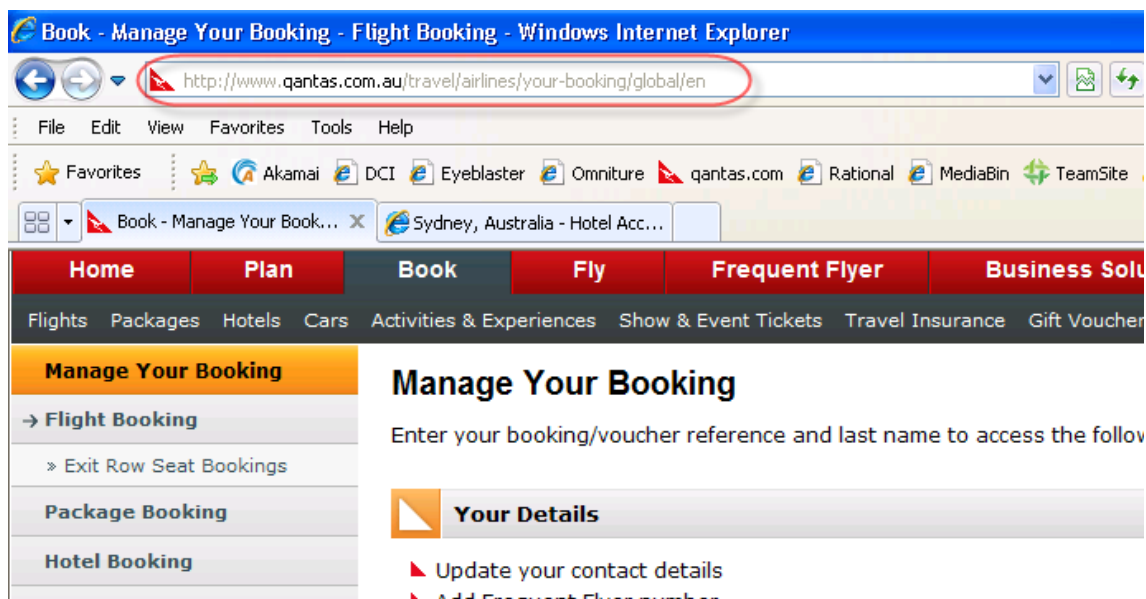
The URL is the address of the web page that appears in the browser address bar.

When creating a URL it should be:

- As descriptive as possible.
- Include names in full. For example, Sydney rather than SYD.
- Include the main keyword in the URL.

When creating a URL keywords should be separated by hypens. For example, a page on flight specials from the UK to Australia may have the URL:

<http://www.qantas.com.au/travel/airlines/cheap-flights-to-australia/gb/en>



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Figure 1: Example URL as displayed in a browser address bar.

### 5.2 Browser Page Title

The browser page title is the blue bar that appears at the top of your browser window.

Browser page titles should:

- Be unique for each page.
- Include keywords from the page content and description.
- Contain less than 80 characters.

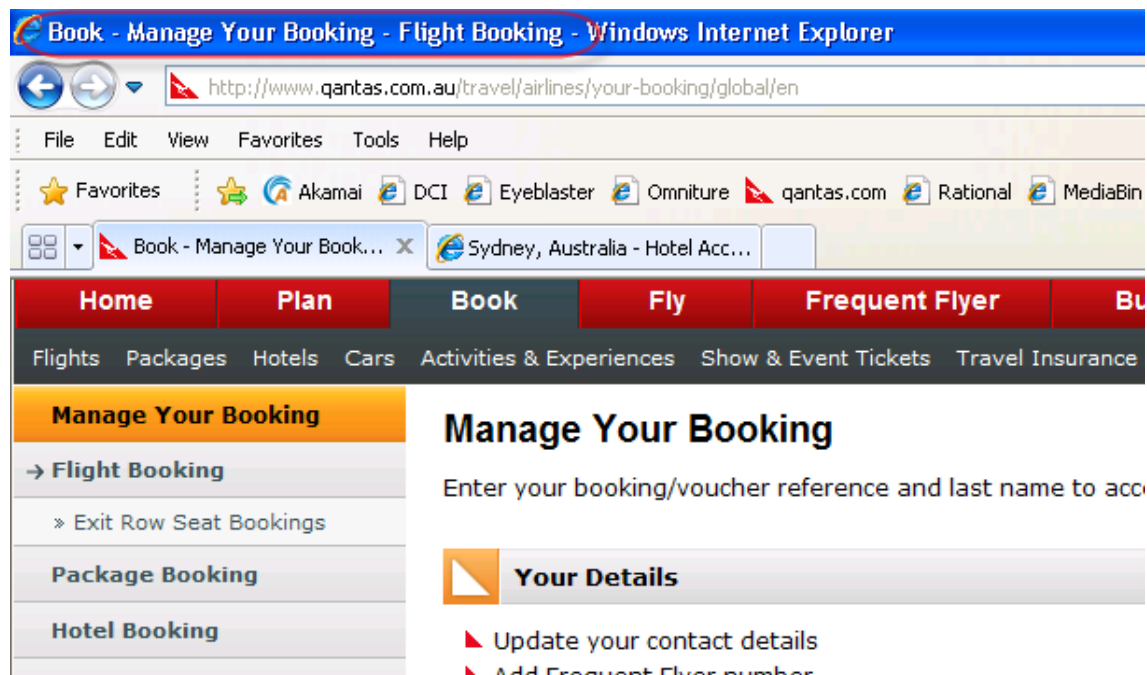
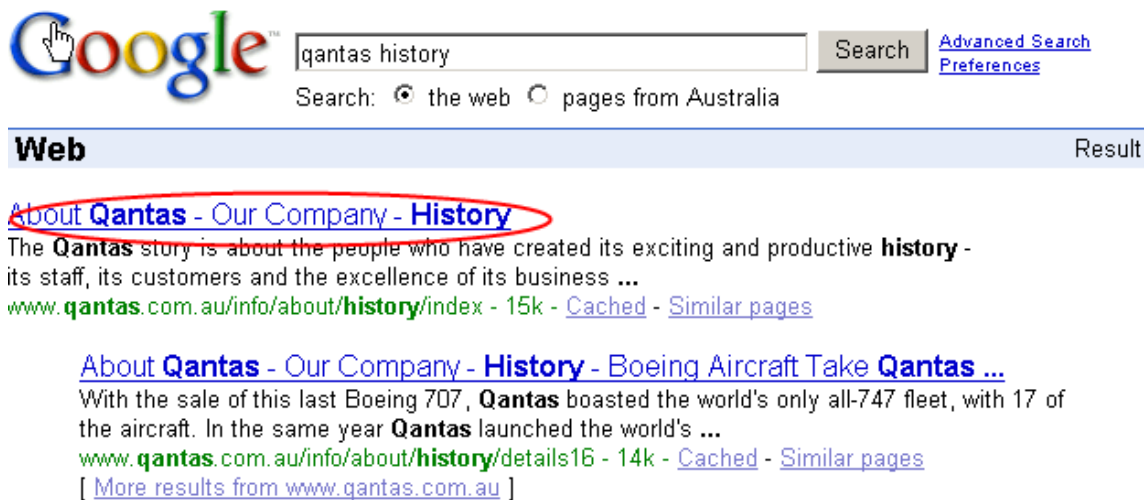


Figure 2: Example browser page title.

It is not important to use the brand name on every page of the site. The first word the user sees is more important than the last.

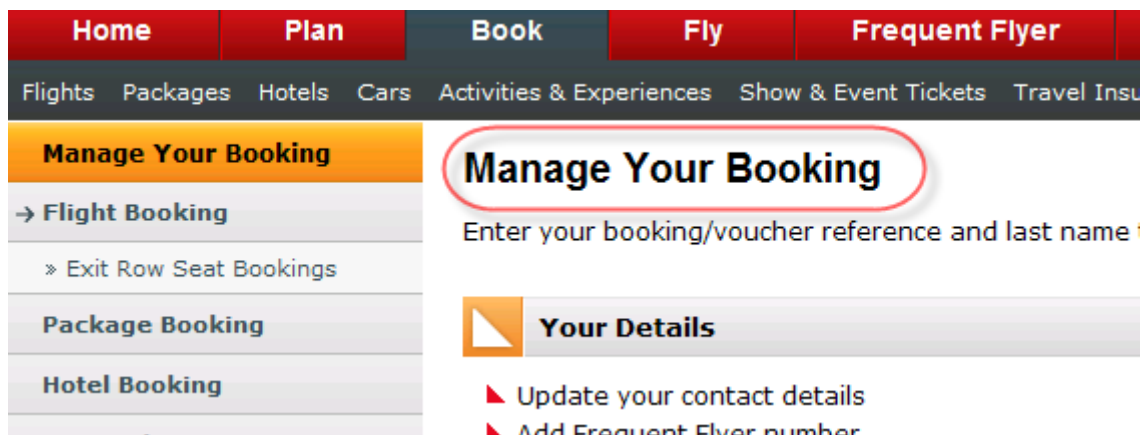
It is important that once browser page titles are set up that they are not changed frequently. This is so rankings are not affected by constant changes.



**Figure 3:** Example browser page title display in Google results.

## 5.3 Page Titles

All pages need a page title. This is the black heading that appears at the top of the page. This should match the name in the menu item.



**Figure 4:** Example page title.

All words in a heading should start with a capital letter, 'Title case', unless it is a conjunction, for example, but, and, if.

If it involves a brand, a generic term should come first followed by the brand name. For example, Foreign Exchange – Travel Money

Where possible, include the target keywords in the page title. Search engine crawlers scan pages from top to bottom, so the page title will be one of the first things they detect. Ensure the keywords that are used in the title are also used in the on-page content.



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For PDFs the page title needs to be set so they have meaningful names on the search page. To do this:

- Select File > Document Properties > Summary
- In the Title field add your page title
- Click OK

### 5.4 Body Copy

When writing new website copy think through the keyword phrases and terms that are most relevant for the page. These keyword phrases then need to be used throughout the entire page.

The first 25 words of the body content are weighed more heavily than words further down the page so ensure the key concepts are mentioned in the first paragraph. Try to write approximately 200 to 300 words of keyword-rich text per page. However, write for humans not search engines - while including keywords ensure that the content is still readable for users and makes sense. Write for different demographics and personality types depending on the page.

Hints for including keywords:

- Use plain language. Don't use jargon or industry specific terms. Use words people actually search for.
- Be descriptive rather than generic. For example, words like 'flight' or 'destination' could be replaced with 'Qantas flights to top destinations'.
- Beware of using one phrase too many times on one page, because this can trigger a red flag with search engines – so mix it up a bit. For example: 'engineer jobs' and 'engineering jobs'.
- Don't display words separated by a slash. Separate the words into two different keyword phrases. For example, industrial/manufacturing jobs to 'We offer industrial jobs and manufacturing jobs'.

Each page should have **unique content**. Do not duplicate content from other pages or external websites. If third party content is sourced, 'unique' content can be achieved by re-editing or paraphrasing existing content. [www.copyscape.com](http://www.copyscape.com) can be used to verify uniqueness of content.

**Keep it short.** Break up text using headers, sub-headers, bullet lists and other scanning devices. The fresher the copy the more the site will be index so update content as much as needed.

**Include calls to action.** Tell users where they need to go next – and make it stand out. Note: A 'find more information' link such as 'learn more about child airfares' can generate a much higher response rate than 'book now' as people feel less obligated or forced and feel they won't be committed to a purchase.

#### 5.4.1 Geographical Considerations

Each of the three major search engines has dedicated regional versions of their products for most major global markets. The search engine will redirect users to their regional versions even if they typed in .com. For example, in Australia if you type in google.com you get redirect to google.com.au.

It is important on all regional pages that the local currency is provided in pricing information and that there are local phone numbers and contact addresses.



### 5.5 Meta Data

#### 5.5.1 Meta Description

The meta description is a tag present in the header of a web page which is used to provide a short description of the contents of the page. In search results the description appears below the page title.

About **Qantas** - Our Company - **History**  
The **Qantas** story is about the people who have created its exciting and productive **history**  
its staff, its customers and the excellence of its business ...  
[www.qantas.com.au/info/about/history/index](http://www.qantas.com.au/info/about/history/index) - 15k - [Cached](#) - [Similar pages](#)

**Figure 5:** Example meta description as shown on a Google results page.

Including keywords in the meta description tag can improve the search engine ranking of a page for those keywords.

Meta descriptions should:

- Be unique for each page.
- Should contain less than 200 characters.
- Include action words with product and service keywords, for example, 'book a flight'.

#### 5.5.2 Meta Keywords

Meta keywords are used to include words and phrases that are relevant to the content of the page.

Users normally enter two or more words in a search, so it is important to target phrases rather than single common keywords. Combine the phrases with action words, for example, 'book Sydney flights'.

If it is expected that the searcher will make a spelling mistake in their search query – include misspelt versions of a specific keyword within a phrase, for example qantas, quantas, qantus.

Important factors:

- Only use one keyword a maximum of four times.
- Do not repeat any keyword phrases.
- Only include plurals on terms that searchers enter into their search query.
- Include a maximum of 750 characters.
- Do not use words that are not related to the page content.

### 5.6 Image naming and alt tags

When saving an image in media bin ensure that name of the image is meaningful for what is displayed. For example, a room of a Melbourne hotel room could be `img_melbourne_hotel_room.jpg`.

When adding an image to a web page you should always include an alt tag. This is the text that appears when you roll over an image on a web page. The alt tag should include keywords where possible. In the above example the alt tag could be 'Book Melbourne hotel rooms online'.

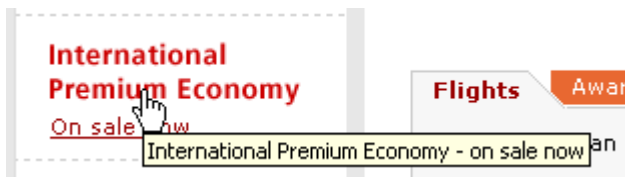


Figure 12: Example of an alt tag.

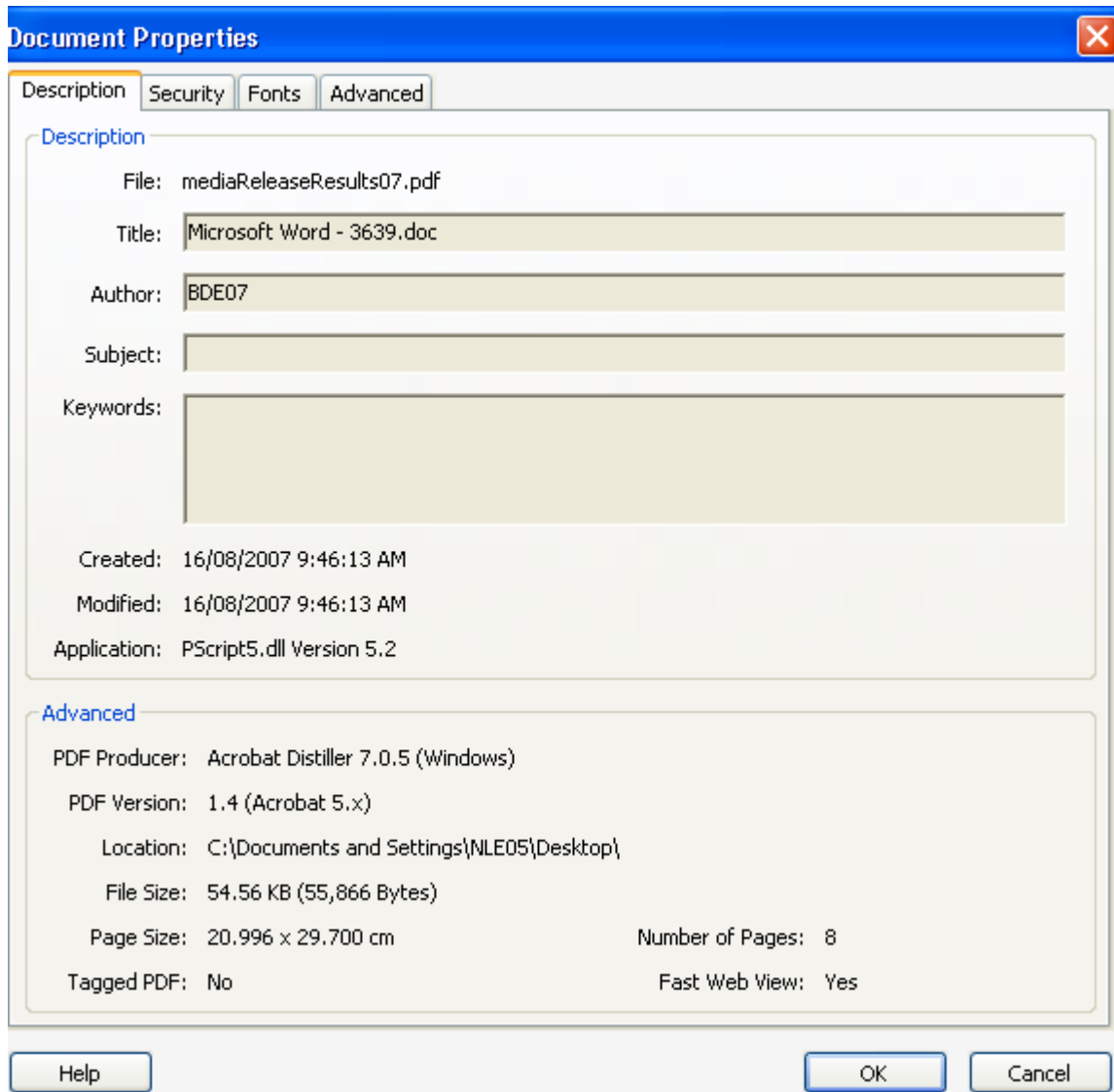
### 5.7 Optimisation of PDFs

PDFs should be optimised as per all other content online. As such all factors should be considered such as:

- [URLs](#)
- [Page Titles](#)
- [Body copy](#)
- [Meta data](#)
- [HTML code](#)

To add a title, subject and keywords to PDFs:

- Go to File > Properties
- Under the 'Description' tab there is:
  - Title: This is equivalent to the page title.
  - Subject: This is equivalent to the meta description.
  - Keywords: This is equivalent to the meta keywords.



**Document Properties**

Description Security Fonts Advanced

**Description**

File: mediaReleaseResults07.pdf

Title: Microsoft Word - 3639.doc

Author: BDE07

Subject:

Keywords:

Created: 16/08/2007 9:46:13 AM

Modified: 16/08/2007 9:46:13 AM

Application: PScript5.dll Version 5.2

**Advanced**

PDF Producer: Acrobat Distiller 7.0.5 (Windows)

PDF Version: 1.4 (Acrobat 5.x)

Location: C:\Documents and Settings\NLE05\Desktop\

File Size: 54.56 KB (55,866 Bytes)

Page Size: 20.996 x 29.700 cm

Number of Pages: 8

Tagged PDF: No

Fast Web View: Yes

Help OK Cancel

**Figure 6:** Example of tagging a PDF

## 5.8 Left Hand Side Grey Bar

All pages need a left hand side grey bar.

## 5.9 Promotions and Promotion Slots

Only A and B level pages should have promotion slots. An 'A' and a 'B' level page is any page that is directly accessible from the top menu.





### 5.10 Section headers

Section headers are used to show a new section of content within a page where both pieces of content are related to the overall context of the page but are separate from each other.

They should be written in title case. For example, About the Program.

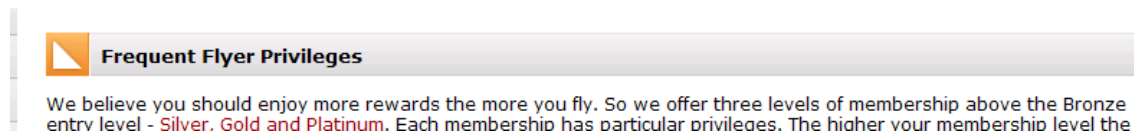


Figure 14: Example of a section header

### 5.11 Headers

Headers are used to show a new section of content within a page where the content is related.

They should be written in sentence case. For example, About the program.

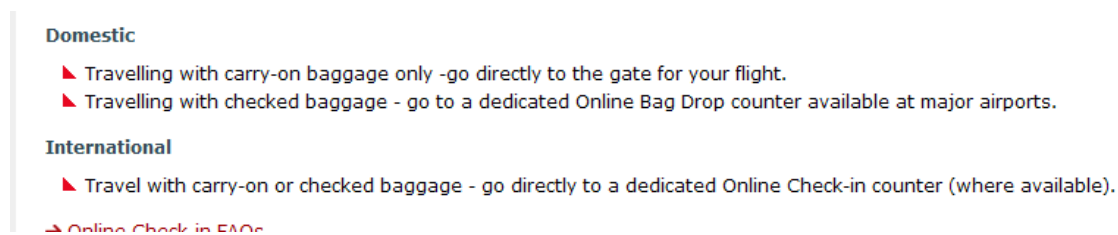


Figure 13: Example of a header

### 5.12 Sub-headers

Sub-headers are used once a section header or header has been used to indicate sub-level items of related content.

They should be written in sentence case. For example, About the program.

### 5.13 Logos

If a logo needs to be included on a page it should be positioned to the right hand side of the first block of content. The alt tag should contain the name of the company followed by the word logo.



### Travel Insurance

QBE Insurance (Australia) Limited offers a range of travel insurance policies to suit different requirements.

For more information on the importance of taking out travel insurance, see the [Australian Government](#) website.



Figure 14: Example of logo position

## 5.14 Taglines

Taglines should be used when you have a slogan or additional title that needs to be added to the page.

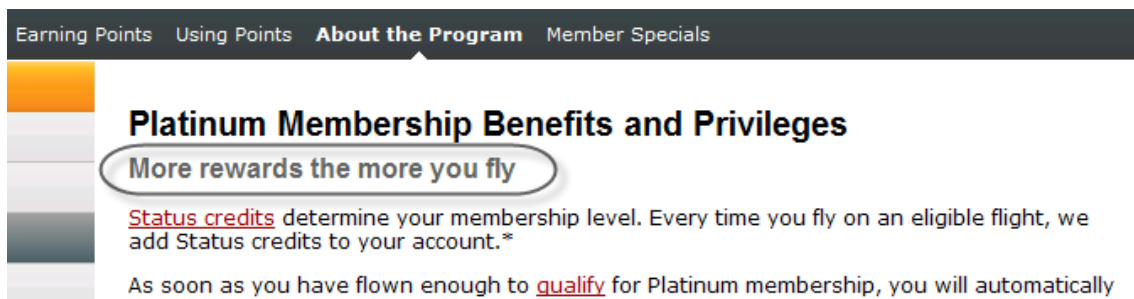


Figure 15: Example of a tagline

## 5.15 Page Graphics

If you are going to use images on a page they should be:

- right aligned
- 150x150

All images should have an alt tag. This should describe what is shown in the picture. For example, girl using laptop.

## 5.16 Jump links

Jump links are used at the top of the page as a means to quickly navigate to a section of the page when there is a large amount of content. Where possible the jump links should not wrap. Either reduce the text or reduce the columns of jump links.

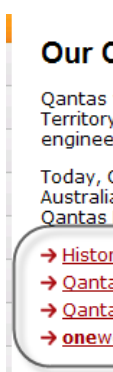
## Benefits & Privileges

- [↓ Frequent Flyer Privileges](#)  
[↓ Reaching and Keeping a Higher Status](#)
- [↓ Lifetime Recognition](#)  
[↓ More Rewards in oneworld](#)

Figure 15: Example of jump links

## 5.17 Hyperlinks

Hyperlink blocks should be used to show a group of links where the links go to another page.



**Our Company**

Qantas was founded in the Queensland outback in 1920. Registered originally as the Queensland and Northern Territory Aerial Services Limited (QANTAS), we have built a reputation for excellence in safety, operational reliability, engineering and maintenance, and customer service.

Today, Qantas is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia. We also operate subsidiary businesses including other airlines, and businesses in specialist markets such as Qantas Holidays and Q Catering.

[→ History](#)  
[→ Qantas Heritage Collection](#)  
[→ Qantas Uniforms](#)  
[→ oneworld Alliance](#)

[→ Advertising](#)  
[→ Subsidiary Companies](#)  
[→ Fleet Developments](#)  
[→ Qantas Board of Directors](#)

[→ Corporate Governance](#)  
[→ Engineering & Maintenance](#)  
[→ Procurement](#)

Figure 16: Example of jump links

## 5.18 Tables

Tables should have column headings and have the first row shaded. Content should be vertically aligned left and horizontally aligned to the top.

For tables that have two levels of headings they should have the first two rows shaded.

Use our [points calculator](#) to determine how many Status credits you will earn for your next flight.

Status credits earned per one-way flight <sup>^</sup>					
Zone	One-Way Miles	Discount Economy <sup>+</sup>	Economy/ Premium Economy <sup>#</sup>	Business <sup>~</sup>	First
1	0-600	10	20	40	60
2	601-1,200	15	30	60	90
3	1,201-2,400	20	40	80	120
4	2,401-3,600	25	50	100	150

Figure 17: Example of two level heading table

If you have more than one table within a page the columns of each table should align.



Zone	One-Way Miles	Economy	Premium Economy <sup>^</sup>	Business StarClass <sup>+</sup>	First
1	0-600	8,000	12,000	16,000	24,000
2	601-1,200	12,000	18,000	24,000	36,000
3	1,201-2,400	18,000	27,000	36,000	54,000
4	2,401-3,600	25,000	37,000	50,000	75,000
5	3,601-4,800	30,000	45,000	60,000	90,000

Figure 17: Example of a one level heading table

### 5.19 Bullet and Number Lists

- Lists slow the reader down and bring attention to important information.
- Use numbered lists when the sequence of items is important; bullet points if it is not.
- Keep them short, about five to nine items.
- When writing lists, do not write full sentences - pull out the key concepts.
- Pages should not start with bullet points or numbered lists.
- A list of dependent clauses should start with lowercase letters and be followed by a comma.
- A list of independent clauses should start with capital letters and finish with a full stop.

#### Numbered list example:

1. Go to [Manage Your Booking](#)
2. Enter your booking reference and last name then click 'Go'
3. Click on the 'Online Check-in' button
4. Then follow the five easy steps. Don't forget to print your boarding

#### Bullet list example, dependent clauses:

- ▶ change to an earlier flight,<sup>+</sup>
- ▶ change your seat selection,<sup>#</sup> and
- ▶ Qantas Frequent Flyers can request an [upgrade with points](#).

### 5.20 Terms and Conditions

Terms and conditions should all be grouped at the bottom of the page. If the page it appears on has a horizontal scroll than the last line should be followed by a back to top link.

- ! \* Online Check-in is not available for codeshare or Jetstar services.  
^ To view the demonstration you need Flash Player 8 or higher. You can download this software for free from Adobe.  
+ If your fare conditions allow.  
# Generally, we cannot guarantee any particular seat as we may need to change it for operational, safety or security reasons, even after you have boarded the aircraft.

[↑ Back to top](#)

[Contacts](#) | [Privacy & Security](#) | [Terms of Use](#) | [Viewing Tips](#) | [Worldwide Sites](#) | [Qantas Home](#)

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**Figure 18:** Example of terms and conditions

## 5.21 Plug-ins – Adobe Reader and Flash Player

Some features of the site require users to have additional plug-ins. You need to inform the user if a plug in is required. Standard text is shown below. You should also specify how large the file is. You can use <http://www.websiteoptimization.com/services/analyze/> to work out the file size if unknown. File size should be shown in kilobytes. For example, 46Kb.

### Adobe Acrobat Reader

To view this document, you need Adobe Acrobat Reader. You can download this software for free from Adobe.

The word Adobe should link to <http://www.adobe.com/products/acrobat/readstep2.html>

### Flash Player

To view and use our demonstration you need Flash Player 8 or higher. You can download this software for free from Adobe.

The word Adobe should link to

[http://www.adobe.com/shockwave/download/download.cgi?P1\\_Prod\\_Version=ShockwaveFlash&P5\\_Language=English](http://www.adobe.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash&P5_Language=English)

## 5.22 Error messages

- Should quickly and clearly identify what the problem is and how the user can fix the error.
- Field names in error messages should appear in sentence case.
- Each sentence should finish with a full stop.
- Error messages should be written in plain language and describe what action is necessary.
- Do not use the word invalid; tell them why it is invalid. For example, the phone number entered has too many digits.
- Provide contact details for further assistance.



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Error type	Error message	Example
Missing compulsory fields - free format	You must enter a <item>.	You must enter a last name.
Missing compulsory fields - drop down	You must select a <item>.	You must select a state.
Incorrect data entered	The <item> is not valid. Ensure it contains <validation_for_field>.	The card holder name is not valid. Ensure it contains only letters, hyphens and apostrophes.
System error	The system is currently unavailable. Try again later or contact <Department> on <phone number>.	The system is currently unavailable. Try again later or contact Group Sales on 13 26 24.
System error - multiple contacts	"The system is currently unavailable. Try again later or contact <Department> NB: Department name is a link to relevant contacts"	The system is currently unavailable. Try again later or contact your local Qantas office.
System error - during a booking process	The system is currently unavailable. Your booking has not been processed. Try again later or contact <Department> on <phone number>	The system is currently unavailable. Your booking has not been processed. Try again later or contact Telephone Sales on 13 13 13

### 5.22.1 Outage message

<Product> is currently unavailable due to maintenance. Try again later or contact us on <Australian\_number> (in Australia), elsewhere contact your local [Qantas office](#). The service is expected to resume at <time> (AEST).

Example:

Arrival and departure information is currently unavailable due to maintenance. Try again later or contact us on 13 12 23 (in Australia), elsewhere contact your local Qantas office. The service is expected to resume at 0700 (AEST).'

Note: During daylight saving time the message should be changed to refer AEDT.

### 5.23 Symbols

- If adding a note to the bottom of the page you need to reference it with a symbol after the word.
- If the word is followed by punctuation the symbol should follow after the punctuation. For example, You need to be a member to earn points.\*
- A symbol should only be used once on any one page.
- Symbols should be used in the following order \*, ^, +, #, ~. If all five symbols are used then the symbols get re-used as doubles, for example, \*\*.

### 5.24 Pop-ups

- Two standard widths 650 and 480.

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- If linking to from a Teamsite page need to add 16 pixels to the width to account for the vertical scroll bar, which appears whether there is a scroll or not.
- Close button should appear at the bottom right hand side.

### 5.25 Field Captions

- Sentence case

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## 6 Grammar, Punctuation and Common Terms

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Item	Rule	Examples
<b>Abbreviations</b>	Do not abbreviate airline names. Do not abbreviate passengers to PAX.	Qantas not QF, Singapore Airlines not SIA or SQ
<b>Acronyms</b>	Do not use dots between letters.  Acronym should appear in () after the first use of the full name. Only put an acronym in brackets if you plan to use the acronym later. This needs to be done of every page that the acronym appears.	Qantas not Q.A.N.T.A.S USA not U.S.A  Qantas won the award for Best Overall Inflight Entertainment from the World Airline Entertainment Association (WAEA). Qantas dominated the WAEA Avion Awards, winning four Avion Awards.
<b>Affect vs Effect</b>	Affect is a verb that means to influence. Effect is a noun that means a result.	If you affect something, you can cause an effect.
<b>Aircraft</b>	Different manufacturers use different naming conventions for their aircraft. Generally this is manufacturer name first followed by the identifying letter for the plane with the model and a dash for the series. Exception: Dash-8 Q400 is referred to as Bombardier.	Airbus A330-300 thereafter A330-300 Boeing 747-400 thereafter B747-400 British Aerospace BAe146 thereafter BAe146 Dash 8-100, 200 or 300 (old series) Dash 8-Q300 (new series) Bombardier Q400
<b>Ampersand</b>	Do not use ampersand except if it is a part of the proper name.	Correct – Johnson & Johnson Pty Ltd Incorrect – Johnson and Johnson Pty Ltd Correct – terms and conditions Incorrect – terms & conditions
<b>A vs an</b>	Generally, use 'a' with consonants and 'an' with vowels. With acronyms use 'a' or 'an'	

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	based on the pronunciation.	
<b>Apostrophes</b>	<p>It indicates a possessive in a singular noun.</p> <p>When the possessor is plural, but does not end in an 's', the apostrophe similarly precedes the 's'. But when the possessor is a regular plural, the apostrophe follows the 's'.</p> <p>Don't use apostrophes when making plurals of numbers, letters or acronyms, for example, 1990s, FAQs.</p> <p>Indicates time or quantity, for example, in one week's time, two days' accommodation</p> <p>Omission of figures in dates, for example, The summer of '68.</p> <p><b>Exceptions:</b> some names and titles do not use apostrophes, for example, Chairmans Lounge, The National Boys Choir, Australian Girls Choir</p>	<p>Manager's toolkit</p> <p>Season's greetings</p> <p>The children's playground</p> <p>The managers' toolkits (more than one manager)</p> <p>Qantas' 85<sup>th</sup> birthday dinner</p>
<b>Capitals</b>	<p>If the word is used with uppercase in campaign, it should be used consistently on associated pages, for example, splashes. Otherwise, the following words should be:</p> <p>Award, for example, Best Caterer Award, Award Points; otherwise lowercase, for example, he won an award</p> <p>Do not use capitals for international, domestic, flight crew, cabin crew, crewmember, short haul or long haul.</p> <p>Never use all capitals.</p>	
<b>Carry-on v carry on</b>	Use carry-on when it is used as an adjective, v, 'carry-on baggage'; use carry on when used as an action, for example, 'when you carry on your handbag'.	
<b>Check-in v check in</b>	Use check-in when it is used as an adjective, for example, 'the check-in counter'; use check in when used as an action, for example, 'when you check in'.	
<b>City Names</b>	Some cities need to display two names. In this instance the airport name should be shown first followed by the other name	Ayers Rock (Uluru) Gove (Nhulunby).
<b>Co</b>	As a prefix, no hyphen	coordinate
<b>Complimentary vs Complementary</b>	'Complimentary' means free of charge. 'Complementary' means serving to fill out or complete.	Complimentary membership. A complementary module to the program.
<b>Consistency of terms</b>	<p>Flight = segment</p> <p>Trip = itinerary</p> <p>Booking Reference = Booking Number</p>	

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<b>Dates</b>	<p>Should be written in the form 4 January 2009.</p> <p>Always include year.</p> <p>If the date only has one number, than only that number should appear. Do not precede it by a zero, that is, 01.</p> <p>If dates need to be abbreviated they should be written dd mmm yyyy. For example, 25 Jun 2009.</p>	
<b>Distances</b>	<p>Kilometre becomes km after the first reference. No need for a space between the number and km.</p>	<p>It was approximately 5,000 kilometres to the nearest sheep station. However we only had 25km until we reached a local watering hole.</p>
<b>Duty Free</b>	Two words, uppcase.	
<b>email; eticket</b>	<p>Appears without a hyphen and no capitalisation unless it begins a sentence or is in a headline. This applies to e-anything.</p> <p>However keep product names consistent: Red e-Deal; Red e-Mail.</p>	
<b>Everyday, everybody, every time</b>	Everyday and everybody are one word; every time is two.	
<b>Flight numbers</b>	QF123 – no space, no preceding zeros	
<b>Frequent Flyer specific terms</b>	<ul style="list-style-type: none"> <li>• Award flights</li> <li>• Points</li> <li>• Qantas Frequent Flyer – not Qantas Frequent Flyer member</li> </ul>	
<b>Full stops</b>	<ul style="list-style-type: none"> <li>• Don't use full stops for acronyms</li> <li>• Use after hyperlinks</li> <li>• Only one space after a full stop</li> </ul>	
<b>Homepage</b>	One word, lowercase	
<b>Hyphens</b>	Avoid hyphens where possible. Rule: if the compound word comes before a noun, hyphenate. For example, fifty-metre-wide field; a field fifty metres wide.	
<b>Instructions</b>	<p>Don't use 'please'. Use the same wording every time. Some common examples:</p> <ul style="list-style-type: none"> <li>• Print page</li> <li>• E-mail a Friend</li> <li>• Help</li> </ul>	
<b>Internet</b>	Where the word 'internet' appears on its own, lower case; where it appears with the airline name it should be capped. For example, Follow the link on the homepage of the internet. The Qantas Internet homepage has a feature promotion.	



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<b>Is v Are</b>	Ensure that all items are in agreement. 'Is' is used for singular and 'are' is used for plural. For example, she is; they are	
<b>It's v Its</b>	Only use it's if you can replace it with it is or it has, otherwise use its.	It's your turn (It is your turn).  Flying at its best.
<b>Login v log-in v log in</b>	Separate when you are using as a verb in instructions (For example, you can now log in to your account) Login is an adjective (For example, your login password).	
<b>Maybe v may be</b>	<b>Maybe</b> , the compound word, is an adverb meaning 'perhaps' or 'possibly'.  <b>May be</b> is a verb phrase meaning 'might be' or 'could be'.	
<b>Measurements and Weights</b>	Place all measurements in metric. You can follow with imperial measurements if required, for example, 21cm (16in) screen, 7kg (15lb).  The symbols should follow directly after the number and only consist of 2 characters. Kilogram = kg Inches = in Centimetres = cm Pounds = lb	
<b>Numbers</b>	<ul style="list-style-type: none"> <li>Spell out numbers from one to ten unless the numbers have technical significance or need to stand out for quick comprehension. For example, tables, ratios, clock time, money amounts, page numbers. Spell out all numbers at the beginning of a sentence.</li> <li>Spell out fractions that stand-alone, eg, two-thirds but write mixed numbers, eg, 2½.</li> <li>Commas are used to separate thousands, eg, 1,000; 10,000; 100,000; 1,000,000.</li> </ul> <p><b>Estimates:</b> use 'more than' not 'over'. Over is a physical reference, for example, the cow jumped <i>over</i> the moon. More than refers to quantities, for example, she waited more than 20 hours at the airport; more than 3,000 people were delayed.</p>	
<b>Onboard</b>	One word; no hyphen.	
<b>Once v when</b>	Opt for 'when', for example, When you have boarded the plane; Once you have completed Step 3...	
<b>Online</b>	One word, no hyphen	
<b>Only</b>	Put only as close as you can to the words it qualifies. For example, These animals mate only in June. To say, they only mate in June implies that in June they do nothing else.	

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<b>Per</b>	Unless there is a space issue, seven days per week, not seven days a week; 7 days/week	
<b>Percent</b>	Use the symbol - % with numerals regardless of the size of the number, for example, 7%.	
<b>Phone Numbers</b>	Write in the form +61 (2) 9691 3636. That is, +country_code (city or area code) then the phone number.	
<b>Prices</b>	<ul style="list-style-type: none"> <li>Indicate prices for example, A\$100.50. Common price symbols are, A\$, NZ\$, US\$.</li> <li>If you are unable to add the correct currency symbol than the three letter code should be used, for example, AUD, USD, GBP, EUR. Do not follow these three letter codes by a currency symbol, that is, AUD\$.</li> </ul>	
<b>Product names</b>	<p><b>oneworld</b> – bold the one and follow the first reference on the page with the registered trademark symbol ®</p> <p>Economy, Business, First – never add Class;</p> <p>CityFlyer; Frequent Flyer; Global Deals; Qantas; QantasLink; Red e-Deals; Red e-Mail; The Qantas Club.</p>	
<b>qantas.com</b>	Always lowercase, even at the start of a sentence.	
<b>Quotation marks</b>	Use single quotation marks to highlight text, for example, select the 'Pay Later' button. Use double quotation marks around a direct quote. Punctuation goes outside the quotation marks unless the punctuation is part of the quote, for example, 'Like this'.	
<b>Range</b>	<ul style="list-style-type: none"> <li>Between seven and 11</li> <li>6-150</li> <li>2006/07 financial year</li> <li>From 5 February to 30 June</li> <li>Gold Coast to Sydney</li> </ul>	
<b>Terms and conditions</b>	If the words Terms and Conditions appear as a stand-alone link then they should be Title Case. If the words terms and conditions appear within a sentence they should be sentence case.	
<b>That v which</b>	Use 'that' for dependent clauses and 'which' for independent clauses. Test - if the sentence sounds better when separated by commas use which.	
<b>They're v Their v There</b>	<p>'They're' if you can replace with they are.</p> <p>'Their' if you can replace with his or her.</p> <p>'There' if you can replace with here.</p>	

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<b>Time</b>	Indicate time zones. For example, 10.00 AEST. If not written in 24 hour time, follow the time with am or pm. Time should be written hh.mm, that is 10.30. The main abbreviations used for time zones are: AEST (Australian Eastern Standard Time) AEDT (Australian Eastern Daylight Savings Time)	
<b>Titles</b>	Dr, Mr, Mrs, Miss, Ms, Dr	
<b>Web</b>	Uppercase 'W' when referring to the World Wide Web.	
<b>Webpage and website</b>	All lowercase as it is a generic reference and one word.	
<b>Web specific terms</b>	Avoid any web specific terms. For example, click here; follow this link; this website.	

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## 7 Legal Copy

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- For fares with restricted product 'Availability is limited'
- When referencing joining the Frequent Flyer program - A joining fee applies. Membership and points are subject to the terms and conditions of the Qantas Frequent Flyer program.

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## 8 Check Your Writing

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It is important to check your writing before publishing. Here are some tips:

- Read it aloud.
- Check for errors in spelling, grammar and punctuation.
- Read the copy and delete everything that is superfluous.
- Ask someone from the target group to read it.
- Read it both on screen and off.

**Note:** All pages must be approved by Online Sales before being deployed to qantas.com.

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## 9 Glossary

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Here is a glossary of commonly used terms in the world of search engine ranking.

**Alt Tag:** The alternative text that the browser displays when the surfer does not want to or cannot see the pictures present in a web page. Using alt tags containing keywords can improve the search engine ranking of the page for those keywords.

**Click Popularity:** A measure of the relevance of sites obtained by noting which sites are clicked on most and how much time users spend in each site.



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**Cloaking:** The process by which your site can display different pages under different circumstances. It is primarily used to show an optimized page to the search engines and a different page to humans. Most search engines will penalize a site if they discover that it is using cloaking.

**Comment Tag:** The text present within the <!-- and --> tags in a web page. Most search engines will ignore the text within the Comment Tags.

**Crawler:** See Spider.

**Directory:** A site containing links to other sites which are organized into various categories. Examples of directories are Yahoo!, Open Directory, LookSmart etc.

**Doorway Page:** A page which has been specially created in order to get a high ranking in the search engines. Also called gateway page, bridge page, entry page etc.

**Dynamic Content:** Information in web pages which changes automatically, based on database or user information. Search engines will index dynamic content in the same way as static content unless the URL includes a ? mark. However, if the URL does include a ? mark, many search engines will ignore the URL.

**Entry Page:** See Doorway Page.

**Frames:** An HTML technique allowing web site designers to display two or more pages in the same browser window. Many search engines do not index framed web pages properly - they only index the text present in the NOFRAMES tag. Unless a web page which uses frames contains relevant content in the NOFRAMES tag, it is unlikely to get a high ranking in those search engines.

**Gateway Page:** See Doorway Page.

**Hallway Page:** A page containing links to various doorway pages.

**Heading Tags:** A paragraph style that is displayed in a large, bold typeface. Having text containing keywords in the Heading Tags can improve the search engine ranking of a page for those keywords.

**Hidden Text:** Text that is visible to the search engines but is invisible to humans. It is mainly accomplished by using text in the same colour as the background colour of the page. It is primarily used for the purpose of including extra keywords in the page without distorting the aesthetics of the page. Most search engines penalize web sites which use such hidden text.

**Image Map:** An image containing one or more invisible regions which are linked to other pages. If the image map is defined as a separate file, the search engines may not be able to index the pages to which that image map links. The way out is to have text hyperlinks to those pages in addition to the links from the image map. However, image maps defined within the same web page will generally not prevent search engines from indexing the other pages.

**Inktomi:** A database of sites used by many of the larger search engines like HotBot, MSN etc. For more information, see <http://www.inktomi.com>

**JavaScript:** A scripting language commonly used in web pages. Most search engines are unable to index these scripts properly.

**Keyword:** A word or phrase that you type in when you are searching for information in the search engines.



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**Keyword Frequency:** Denotes how often a keyword appears in a page or in an area of a page. In general, higher the number of times a keyword appears in a page, higher its search engine ranking. However, repeating a keyword too often in a page can lead to that page being penalized for spamming.

**Keyword Prominence:** Denotes how close to the start of an area of a page that a keyword appears. In general, having the keyword closer to the start of an area will lead to an improvement in the search engine ranking of a page.

**Keyword Weight:** Denotes the number of times a keyword appears in a page as a percentage of all the other words in the page. In general, higher the weight of a particular keyword in a page, higher will be the search engine ranking of the page for that keyword. However, repeating a keyword too often in order to increase its weight can cause the page to be penalized by the search engines.

**Link Popularity:** The number of sites which link to a particular site. Many search engines use link popularity as a factor in determining the search engine ranking of a web site.

**Meta Description Tag:** The tag present in the header of a web page which is used to provide a short description of the contents of the page. Some search engines will display the text present in the Meta Description Tag when the page appears in the results of a search. Including keywords in the Meta Description Tag can improve the search engine ranking of a page for those keywords. However, some search engines ignore the Meta Description Tag.

**Meta Keywords Tag:** The tag present in the header of a web page which is used to provide alternative words for the words used in the body of the page. The Meta Keywords Tag is becoming less and less important in influencing the search engine ranking of a page. Some search engines ignore the Meta Keywords tag.

**Meta Refresh Tag:** The tag present in the header of a web page which is used to display a different page after a few seconds. If a page displays another page too soon, most search engines will either ignore the current page and index the second page or penalize the current page for spamming.

**Pay Per Click Search Engine:** A search engine in which the ranking of your site is determined by the amount you are paying for each click from that search engine to your site. Examples of pay per click search engines are Overture, HootingOwl etc.

**Robot:** In the context of search engine ranking, it implies the same thing as Spider. In a different context, it is also used to indicate a software which visits web sites and collects email addresses to be used for sending unsolicited bulk email.

**Robots.txt:** A text file present in the root directory of a site which is used to control which pages are indexed by a robot. Only robots which comply with the Robots Exclusion Standard will follow the instructions contained in this file.

**Search Engine:** A software that searches for information and returns sites which provide that information. Examples of search engines are AltaVista, Google, Hotbot etc.

**Search Engine Placement:** The practice of trying to ensure that a web site obtains a high rank in the search engines. Also called search engine positioning, search engine optimization etc.

**Spamming:** Using any search engine ranking technique which causes a degradation in the quality of the results produced by the search engines. Examples of spamming include excessive repetition of a keyword in a page, optimizing a page for a keyword which is unrelated to the contents of the site, using invisible text, etc. Most search engines will penalize a page which uses spamming. Also called spamdexing. In a different context, spamming is also used to mean the practice of sending unsolicited bulk email.

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**Spider:** A software that visits web sites and indexes the pages present in those sites. Search engines use spiders to build up their databases. Example: The spider for AltaVista is called Scooter.

**Title Tag:** The contents of the Title tag is generally displayed by the browser at the top of the browser window. The search engines use the Title tag to provide a link to the sites which match the query made by the user. Having keywords in the Title tag of a page can significantly increase the search engine ranking of the page for those keywords.