Acquia Optimize Content Policies

Formerly Monsido

Content policies are managed in Acquia Optimize by individual units and website leads.
The Office of Marketing and Communications recommends the following content policies to effectively scan for commmon content issues that affect brand style or user experience.

https://go.osu.edu/web-quality
This list was updated Janaury 24, 2025.

Content Policy Rule Name	Why does the rule exist?	What does the policy look for?	categories
Ampersand	Finds ampersands. Ampersands are not preferred style in body copy and names.	&	brand standard - copy style
Avoid "prospective"	Use future students, or future families when addressing undergraduates or younger. Prospective is a more complicated word.	"prospective student" "prospective families"	brand standard - copy style
Buckeye PAL	Finds references to old content. (context?)	Reference in HTML	brand standard - copy style
But for Ohio State	Finds references to old content. This campaign title is no longer relevant.	"But for Ohio State" campaign copy	brand standard - copy style
Check "freshmen"	We use the term "First-year students" instead of freshmen. Also acceptable is a casual reference to "first-year" or "first-years." ... Example: "Join your fellow first-years for this great event!"	freshman, freshmen	brand standard - copy style
Exclamation points	We know you're excited, but keep content to one exclamation po	!!, !!!, !!!!, !!!!!, !!!!!!	brand standard - copy style
Incorrect "BuckeyeLink" or "buckeyelink"	Buckeye Link is two words except when referenced in a web address (https://buckeyelink.osu.edu)	looks for: buckeyelink BuckeyeLink Buckeye link	brand standard - copy style
BuckeyeLearn	BuckeyeLearn is one word, Camel case.	"Buckeye Learn"	
Incorrect Degree Abbreviations	Review brand style for correct ways to reference degrees and titles. https://brand.osu.edu/brand-guidelines/verbal/editorial-style	brandcenter.osu.edu (direct link?)	brand standard - copy style
Lowercase class years	Do not capitalize the words freshman, sophomore, junior, senior or graduate when they refer to the year in which a course is to be taken or to the classification of the student. Also check the rule for Check "freshman."	Freshman, Freshmen, Sophomore(s) Junior(s) Senior(s) except at the beginning of a sentence.	brand standard - copy style
No "e-mail"	Spelled email or Email.	Text containing "e-mail"	brand standard - copy style
No OSU-Lima	Finds references to ... Regional campuses?	Text containing "OSU-Lima"	brand standard - copy style
Oxford Comma: Testing for an globally	Finds Oxford commas. See Ohio State preferred style. https://brand.osu.edu/brand-guidelines/verbal/editorial-style	Regex looks for Oxford comma (a comma that appears before the conjunction in a list of three or more items)	brand standard - copy style
Spelling Gray	Scarlet and Gray - Uppercase when referring to the Buckeyes, Lowercase when referring to the colors.	Grey, grey	brand standard - copy style
Spelling postdoctoral	postdoctoral is One word. Postdoc is also acceptable.	post doctoral	brand standard - copy style
Terms to avoid when referring to campuses	Finds references to poor content choices. Regional campuses?	"regional","branch campus","OSUM","OSU Marion","Ag Campus","OSU Newark","OSU Mansfield","OSUN","OSU Lima","OSU Stone Lab","main campus","OSU ATI"	brand standard - copy style
Incorrect "THE"	Checking the letter case for "the" in The Ohio State University. (not the or THE) https://brand.osu.edu/brand-guidelines/verbal/words-we-use/the-and-the	Text containing "the Ohio State University" or "THE Ohio State University"	brand standard - copy style
Waterman	Waterman Farms has rebranded to simply "Waterman" It can also be called a laboratory.	Waterman Farms	brand standard - copy style
website one word	Website is one-word.	Text containing "web site"	brand standard - copy style
Links that contains lorem	Possible unfinished copy. Greek body copy text may start with Lorem ipsum.	"lorem"	copy problems
Text that contains Lorem	Possible unfinished copy. Greek body copy text may start with Lorem ipsum.	"lorem"	copy problems
nDash	Use only M-dash in copy references.	OSU-CCC	copy problems
Repeated short words	Repeated words is a common mistake in copy.		copy problems
Substantive Interaction	Text containing "substantial interaction" should be substantive interaction.	Text containing "substantial interaction"	copy problems
black instead of "Black" as ethnoidentifier	Review inclusive language if this is an ethnoidentifier.	"black"	offensive language
Terms to avoid when writing about disabilities	Review inclusive language if this identifies abilities or disabilities and accommodations.	"afflicted with, able-bodied, wheelchair, crazy, insane, psycho, deaf and dumb, deaf-mute, defect, birth defect, defective, demented, lunatic, loony, mentally retarded, midget, paraplegic, a spaz, stricken with	offensive language

Content Policy Rule Name	Why does the rule exist?	What does the policy look for?	categories
Terms to avoid when writing about gender and age	Review inclusive language if this identifies age and gender.	"mankind, manpower, to man, fathering, mothering, fireman, policeman, postman, chairman chairwoman, chairperson"	offensive language
Terms to avoid when writing about international students	Review inclusive language if this identifies international students.	foreign students, foreigners	offensive language
Brand Center Links	Finds references to old content. This URL is no longer promoted.	brandcenter	outdated information or links
Keep Teaching	Finds references to old content. This program is no longer promoted.	keepteaching	outdated information or links
Links to retired web page: On Campus	Finds references to old content. URLs for On Campus pages changed.	Use new on campus URLs instead of https://oncampus.osu.edu/osutoday/submitnews.php	outdated information or links
New OSU.EDU Redirects	Finds references to old content. This URL is no longer promoted.		outdated information or links
President Drake	Finds references to old content. This reference should only be past tense or historical accounts.	Michael Drake, Drake	outdated information or links
President Johnson	Finds references to old content. This reference should only be past tense or historical accounts.	Kristina Johnson, Johnson	outdated information or links
Text that contains Lorem ipsum	Finds any text that starts with "Lorem ipsum" (the placeholder text). Helps to spot any overlooked areas where the actual content is missing.	Lorem ipsum	outdated information or links
UIA Mentions	Finds references to old content. Membership in the University Innovation Alliance has ended.	References to the University Innovation Alliance	outdated information or links
University Space Rules Mentions	Finds links to old content : University Space Standards PDF which were updated in 2024.	Links to the old University Space Standards PDF	outdated information or links
visit.osu.edu links	Finds references to old content. This URL is no longer promoted.	visit.osu.edu	outdated information or links
Find publicly exposed credit card numbers	Possible credit card numbers exposed.	16-digits or xxxx-xxxx-xxxx-xxxx	risk management
Missing accessibility reference	Verifies that accessibility notice is in place.	looks for pages with no word "accessibility"	risk management
Non-Discrimination Notice Link	Verifies that non-discrimination notice is in place.	looks for pages with no word "non-discrimination"	risk management
OneTrust Cookie Check	Verifies that privacy is managed with OneTrust.		risk management
Possible social security number	Possible identification numbers exposed.	xxx-xx-xxxx	risk management
Privacy Notice/Policy	Verifies that a privacy notice is in place.	looks for pages with no word "Privacy"	risk management
All Caps	Words in all capital letters are harder to read in body copy.	Finds words that are written in all capital letters.	user experience
GTM tag	Site is missing Google Tag Manager code. Contact websupport@osu.edu to add GTM to websites.	missing GTM	user experience
Image is larger than 500kB	Avoid web images that are larger than 500kB, the largest size recommended for most of the images on the Internet. This is useful for the optimization of the website to improve speed and performance.	image over 500kB	user experience
Incorrect expression of phone numbers	Correct phone number format 614-292-0000. If letters are used, also indicate acceptable numerals. 614-292-OHIO		user experience
Incorrect usage of digit separators	Correct phone number format 614-292-0000. If letters are used, also indicate acceptable numerals. 614-292-OHIO		user experience
Long paragraph	Finds text paragraphs that include more than a defined amount of characters (the default is 400). Identify long lines of text and areas that can be improved by punctuation or rewording.	400 characters or more in a paragraph	user experience
Long text page	Review the page to see Consider separating content into multiple pages of less copy.	More than 1500 words in one page	user experience
No acronyms	Acronyms are non-sensical to most web viewers; while they shorten what is written, they lead to confusion and make subjects unclear. Exceptions include when character-space is limited. Spell out program names in most written references and avoid acronyms in program or center names. Exceptions: when the acronym is used for internal communication AND when the acronym is understood by everyone in the internal audience.	2 or more consecutive uppercase letters together	user experience
Wrong date format	Keep dates formatted as mm/dd/yyyy or spelled out May 21, 2024 (contains day	Contains day before month in dates.	user experience

Acquia Optimize has additional best practices you may consider. https://docs.acquia.com/acquia-optimize/features/policies/pre-made

THE OHIO STATE UNIVERSITY

The Office of Marketing and Communications
University Website Policy
omc.osu.edu