

STYLE GUIDE

Web editorial guidelines



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About this document

These web editorial guidelines are intended for Sitecore's Content and Marketing teams, or anyone creating content for Sitecore's website.

This document breaks down the best practices and guidelines for content creation.

Using these guidelines will contribute to the creation of a strong, recognizable brand experience for our target audiences.

Establishing editorial guidelines is a continuous process: we'll keep optimizing and enriching this document as our brand and our relationship with our audiences evolve.

Digital & content strategy

Where do we want to be?

Digital Strategy - 5 guiding principles

- 1 Simplify the presentation of the product offering to shift the focus to benefits.
- 2 Emphasize that Sitecore—at its core—offers more than our competitors: a faster time to value.
- 3 Propose relevant information by anticipating prospects' needs throughout their journey.
- 4 Highlight the successes of our customers, and use their stories as inspiration for our other customers and prospects.
- 5 Be direct and explicit in showing our strengths and having an opinion.

Our web content mission

- Drive quality leads, educate on the power of the platform, and position Sitecore as a market leader.
- Focus on user needs for each stage of the customer journey to produce useful, value-added content.
- Target content to digital marketers and IT decision makers, whether they are prospects, customers, or newcomers.
- Make visitors feel our solutions can empower them to create compelling digital experiences to help their business succeed.

Web content goals

How do we apply our high-level business goals and guiding principles to the website's content?

Education – Explain the what

- Align with user's differing levels of knowledge and needs at each stage of the journey
- Meet people where they are: start from the top of the funnel and build from there
- Give them information and context when and where they're looking for it

Valuable insights – From what to why

- Shift from talking solely about products to addressing their pain points
- Address business challenges and how we can help solve them
- Provide insights to support their digital transformation
- Share customer success stories to positively influence their perception of Sitecore

Inspiration – Get them excited

- Create an emotional connection by demonstrating how Sitecore can empower users to achieve their goals
- Offer content that impresses and inspires
- Provide stories that are relatable to their current situation
- Get them excited about the platform and the future



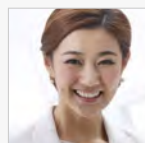
Objectives & audiences

Who these guidelines are for and why we created them

Website objectives

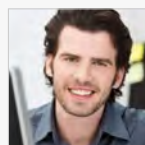
- 1 Drive quality leads (revenue)
- 2 Educate the customer on the power of Sitecore (inform)
- 3 Elevate Sitecore's reputation as an industry leader (brand awareness)

Our main personas



1. Shannon Wong, VP of Digital Marketing

"Digital has really humanized the customer for us. We use data and insights to present the right message to the right customer at the right moment of their journey."



2. Dan O'Neil, Lead Front-End Developer / Architect

"In my field, job titles offer little more than hazy suggestions as to what we might do day-to-day. There are blurred lines between roles and responsibilities."



3. Jerry Edwards, IT Director

"The biggest challenge in my job, and for most of us in IT today, is the increasingly dynamic nature of our industry. I need the high-level view and the nitty gritty."



4. Stephanie Christianson, Digital Marketing Ops Manager

"I'm a marketer at heart, but I need to learn and use all the tools, data and channels at my disposal to support our company's digital and operational efforts."

Caveat: During user research, we found that our audiences were a hybrid of these personas. Marketers have a degree of IT knowledge and often sit with the IT team, and IT has a strong sense of what the company's marketing needs are.

We also need to keep in mind our commerce persona (skewed towards e-commerce) and our C-level persona, for whom we are elevating the discussion to strategic digital transformation.



Voice

How do we speak?

Voice – What’s the difference?

Our voice is the personality and style of our brand. The choice of language and visuals determine our voice and how our brand is perceived.



Having a consistent voice on all platforms is a way to ensure a cohesive user experience and is key to building connections with our audiences.

Our unique voice is

- 1 Bold
- 2 Human/simple
- 3 Provocative
- 4 Outcome-oriented
- 5 Modern

Our voice should always help support Sitecore's Purpose:



We create human connections in a digital world.

People buy experiences, not just products.

We empower brands to build more intimate relationships and create compelling digital experiences – so they can cultivate customers that will be loyal for life.

Sitecore’s ability to personalize digital experiences is second to none. Our products learn from all interactions – online, offline, and anonymous – and allow that data and the resulting insights to be applied in real time across channels at scale. No one else can do this.

Sitecore is the best in the world at *personalized digital experiences*.

We are purpose-driven to build technology for the good of our customers.

Positioning: Our differentiation and benefits

Sitecore is a digital experience platform that empowers the world’s smartest brands to build lifelong relationships with their customers. With end-to-end and intelligent content management, our platform enables customers to orchestrate powerful and personalized experiences for their customers, across channels and at scale.

For a complete guide to our positioning, see the [Sitecore Corporate Story on Content Hub](#).

Master corporate message: Our value prop

Own the Experience®

Sitecore creates human connections between brands and their customers with digital experiences that leverage end-to-end content, seamless commerce, and always-on personalization so brands can thrive in a world where, without a superior customer experience, there is no product

Core corporate message pillars



Solve the Content Crisis

Easily plan, create, collaborate, store, distribute, manage, and publish any content across all channels – and connect the dots between content and customer behavior.



Personalize with precision

Capture data via every interaction – online, offline, and anonymous – and apply machine learning to generate insights and personalize interactions across channels in real time at scale.



Connections that drive commerce

Deliver rich, personalized shopping experiences pre and post transaction, transforming customers into life-long brand loyalists.

Value drivers

- **More engaging experiences:** Sitecore helps increase website traffic and sessions by up to 93%.
- **Increased revenue:** Sitecore helps customers drive conversion and sales growth by up to 43% or more annually.
- **Higher customer loyalty:** Sitecore helps customers increase satisfaction and loyalty levels by up to 30% annually.





Best practices

What should we commit to?

1. Put others first

Start with a single, customer-focused message – what is your purpose and how does it solve a customer need?

The golden rule

Speak directly to our target audience. Write in an engaging tone and focus on what matters to them.

Why does it matter?

Writing with empathy will help you connect with your target audience. Site visitors are people with specific needs and interests: if they perceive our brand as meeting their needs, they'll be more interested in engaging.

Do:

- Treat each page as a destination page: visitors may not navigate from the homepage, so provide context
- Focus on content that suits our target audience's needs
- Before you produce content, ask yourself: is this information relevant to visitors?
- Write in a conversational tone and ask rhetorical questions to involve our audience
- Use the pronoun "you"

Don't:

- Assume visitors are familiar with the greater context of the site
- Be self-congratulatory, or treat the website as a sales pitch
- Decide that because it matters to you, it will matter to everyone

2. Make it effortless

Use writing and formatting techniques to make it easy for our audience to understand our message.

The golden rule

Ensure visitors can understand what each page is about in one glance.

Empathy

"Talk to your customers. Talk about the things they talk about. Never feed salad to a lion."

– Jay Acunzo, Keynote speaker, podcaster
and founder Unthinkable Media

Scanability

"People read paper. They use the web. They're not reading; they're seeking."

– TJ Larkin, Partner,
Larkin Communications Consulting

Why does it matter?

According to Nielsen, "scanning has long since overtaken reading as the dominant mode of content consumption online." People are busy, and may be visiting your site while on the go, so make it easy to digest without requiring too much focus.

Do:

- Use clear subheadings to explain what each section of our page is about
- Group related content together to make it easy to navigate
- Create bulleted and numbered lists when appropriate
- Take advantage of block quotes and pull quotes to highlight key messages
- Incorporate data visualization techniques like tables, graphs, and infographics to communicate complex concepts
- Leave white space on the page, so it is easy to scan

Don't:

- Create pages with long, uninterrupted blocks of text
- Only communicate in complete sentences
- Use a small font

Resource: Read the recap of [scannability principles and practice](#).

3. Make it user-friendly

Algorithms rank our site in search results based in part on the quality of our user experience.

The golden rule

Focus on developing high-quality content with a keyword strategy, rather than on trying to over-optimize for an algorithm.

Why does it matter?

There was a time when keyword stuffing was the norm. Today, this practice is penalized by Google. But if our content is well-written and well-structured, it will naturally be optimized for organic searches.

Do:

- Use primary keyword in the headline (H1)
- Use keywords naturally in subheads and here and there in body copy, especially at the top of the page
- Embed relevant links to other pages of our site
- Select images which add value, and always fill alt images (add keywords if appropriate)

SEO

"My rule of thumb is to build a site for a user, not a spider."

– Dave Naylor, Director of Digital
Bronco Digital

- Start every content project with a keyword/key phrase in mind, then do your SEO review at the end. When you finish your content, check and add keywords if necessary
- Add primary and secondary keywords in page titles and meta descriptions

Don't:

- Create pages with long, uninterrupted blocks of text
- Only communicate in complete sentences
- Use a small font

Resource: Read the recap of [scannability principles and practice](#).

4. KISS: Keep it simple, sweetie

Communicating complex nuances is important, but so is keeping our message clear.

The golden rule

Use simple words and short sentences whenever possible

Why does it matter?

We are speaking to an audience of busy professionals: we want them to quickly and easily understand our communications.

Do:

- Use clear and descriptive language
- Speak to our audience with vocabulary they are familiar with
- Choose simple words. Example: use over utilize
- Use an active voice: subject + verb + object
- When first introducing a technical term, provide a brief definition
- Spell out an acronym the first time you use it on a page
- If there's a simpler way of saying something, use it
- Write simple sentences, and avoid complex syntax with elements like semicolons
- Prefer the present tense unless context dictates otherwise

Don't:

- Use internal jargon, overuse acronyms, or corporate-speak
- Be redundant
- Provide details that aren't relevant to our target audience
- Start with long introductions to our topic
- Use the passive voice

Resource:

1. Test your plain language usage [with this tool](#).
2. If you're stuck on a complicated word, [thesaurus.com](#) is an invaluable tool.

Simplicity

**"Simplicity is the
ultimate sophistication."**

- Leonardo da Vinci,
Painter, inventor, genius

5. Wash, rinse, repeat

Whichever platform you're using, you're always representing our brand.

The golden rule

Use a consistent voice across all communication platforms.

Why does it matter?

A coherent experience across all communication channels will provide our brand with a distinct voice in the market, and will assure target audiences of our expertise and thoroughness.

Consistency

"Trust is built with consistency."

- Lincoln Chafee, American politician

Do:

- Use vocabulary that is consistent with our brand's personality throughout the entire content ecosystem
- Refine the voice and tone to reflect our brand's evolving identity and update the editorial guidelines on an annual basis to reflect any changes
- Follow this style guide to maintain consistency in capitalization of titles, use of acronyms, treatment of numbers, etc.

Don't:

- Refer to the same thing by different names
- Vary the verbiage or symbols we use to describe specific attributes: For example: use %, not 'percent'
- Keep elements like solution names consistent to avoid confusion
- Let these editorial guidelines become out-of-date as our brand evolves

6. Stick to essentials

Our objective is to provide all the essential information, without drowning visitors in content they don't have time to digest

The golden rule

When creating content, imagine the experience of seeing it on a mobile phone.

Why does it matter?

Analytics show that over 30% of traffic to the Sitecore.com website comes from mobile. Complex sentences and long paragraphs are more difficult to read on a small screen.

Brevity

"So the writer who breeds more words than he needs, is making a chore for the reader who reads."

- Dr. Seuss,
Acclaimed children's author

Do:

- Write short sentences: aim for 14 words or less
- Select the most important information to share
- Ask yourself: what is the minimum amount of information our target audience needs to make a decision?
- Be a ruthless editor: shave off unnecessary words, sentences, or sections
- Use adjectives and adverbs sparingly

Don't:

- Write long paragraphs, which will appear like huge blocks of text on a small screen
- Be generic, open-ended, or wishy washy



Web page elements

How do we structure our message?

Eyebrow

This is the small line of text above the headline (H1).

The eyebrow's purpose is to provide more context for the user. In a product page, **do not use the product name as the eyebrow**, make that the H1 for SEO purposes.

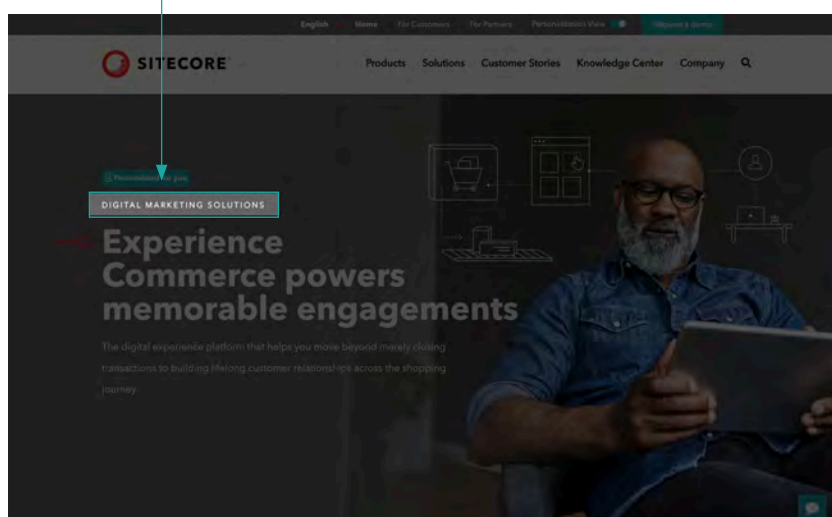
Character count

Approximately 40 characters maximum.

Guideline

- Make sure it gives more context about the page
- Keep it as short as possible (remember your mobile users)
- Include keywords in a natural manner
- Do not end using periods

Eyebrow



Headline (H1)

This is the title of the page.

It should tell the user **what the main message of the page** is all about.

It's also an element search engines look for and put extra weight on when evaluating a page. On product pages, the **H1 should be the product name** (without legal marks) to maximize branded keyword SEO.

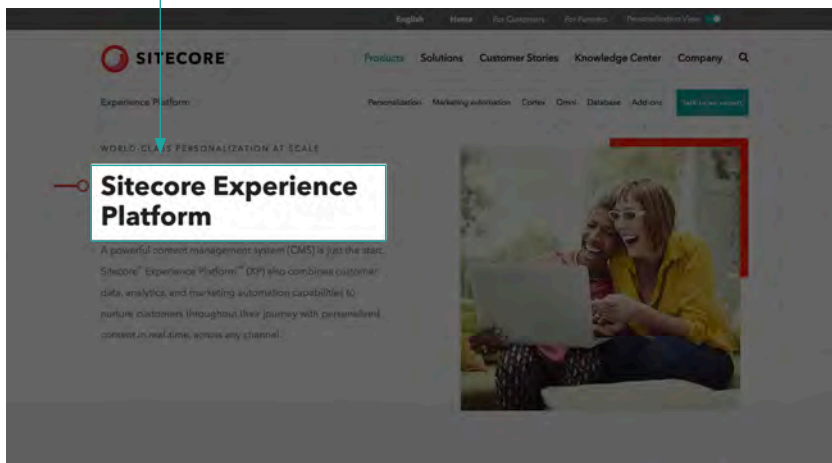
Character count

Aim between 25-30 characters. 40 characters maximum.

Guideline

- Include the primary keyword
- Keep it as short as possible (remember your mobile users)
- Make sure it represents the page's content
- Do not end using periods

H1



Lead

This is the **sentence under the H1**.

It's used to elaborate on the main message of the page. It consists of one or two short sentences **further describing what the product or service does**, or what the page is about.

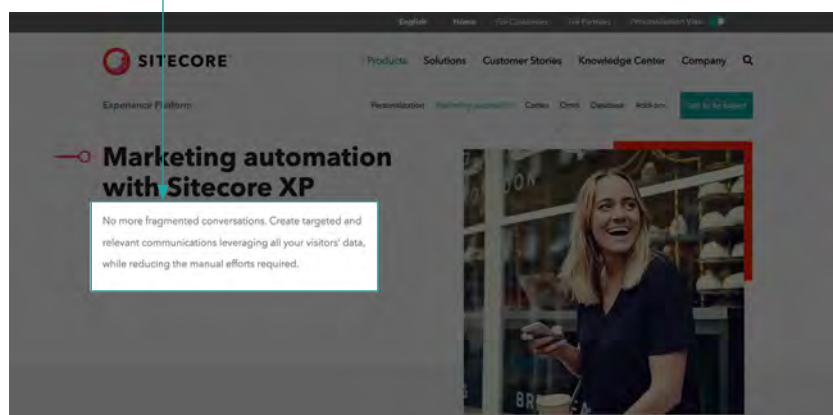
Character count

Aim 100-150 characters. 200 characters maximum.

Guideline

- Include secondary keywords without compromising on style or message
- Maintain a logical flow with the H1
- Make sure it's aligned with the visual in the banner
- End using periods

Lead



Headings and subheads (H2, H3, etc.)

Headings and subheadings are used to describe what each section of a page is about. Their purpose is to **segment the page into sections** to facilitate scanning.

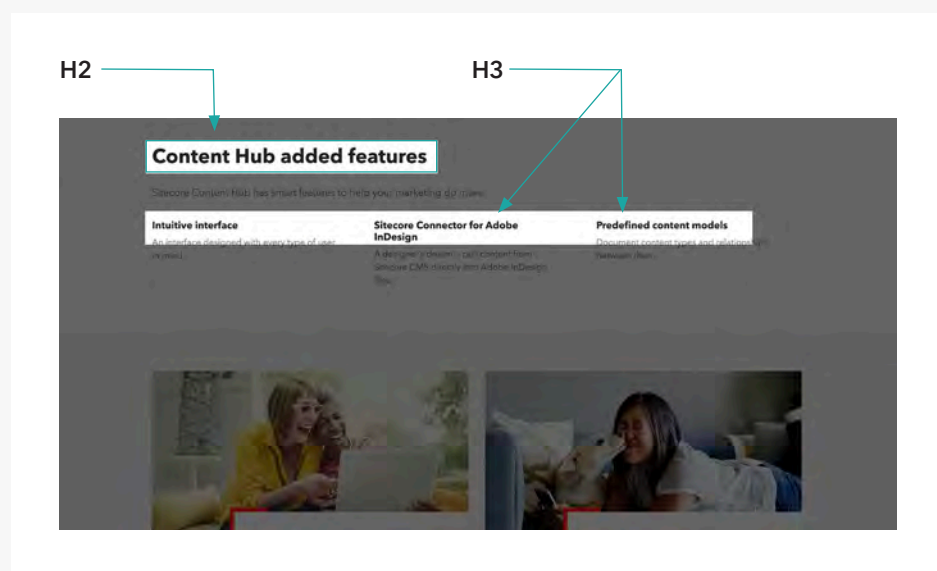
Character count

Depending on the element, generally 50 characters maximum.

Guideline

- Write short, impactful copy that is easy to understand at a glance
- Maintain a logical flow with other headings and subheads on the page
- Prioritize clarity over wit

- Include keywords in a natural manner (without compromising meaning and logical flow)
- Use H2s to break the page down into main themes, and H3s to highlight sub themes within each H2 section
- Do not end using periods



Call-to-action (CTA) button

Call-to-action buttons are used to **facilitate website navigation**. Their purpose is to **guide users to the next step** you want them to take in a clear and organic manner. Button copy plays a role in SEO.

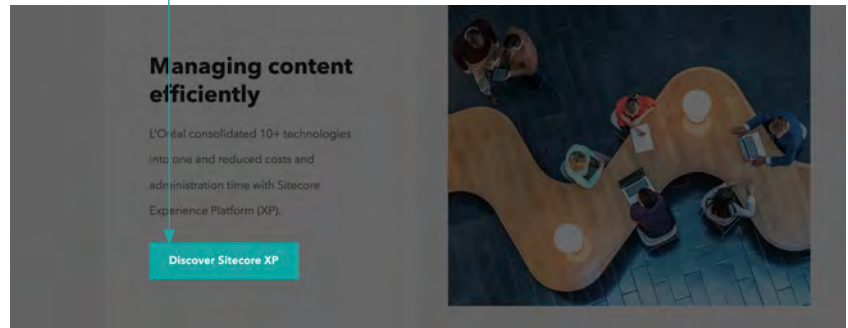
Character count

35 characters maximum.

Guideline

- Use clear and precise language
- Favor the following formulation: Verb + noun
- Make sure the button fulfills the promise of what the next step is
- Be as explicit as possible: avoid "Click here" or "Learn more", instead tailor your language to the page with statements like "View solution"
- Be creative, within reason, in CTA wording if you think it will grab the reader's attention

CTA



Hyperlink

A hyperlink appears as **clickable text** within your content. It can be embedded within a paragraph, or appear as a separate call-to-action on your page.

Internal linking plays a critical role in Googlebot's ability to find our site's pages and ensures that our visitors can navigate and enjoy our site.

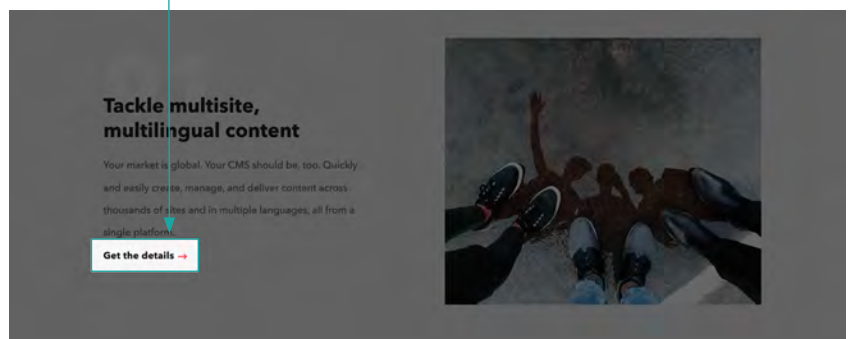
Character count

We recommend a 6-word maximum whenever possible. In one page, limit to 1-2 hyperlinks per 500 words approximately.

Guideline

- Use hyperlinks to guide users to other relevant pages
- Make sure the clickable words accurately describe what the user will find when they click
- Be as explicit as possible: links should make sense without the surrounding text
- Avoid "Click here" or "Learn more" that are vague for users and search engines
- Links to external sites should open in a new tab or window

Hyperlink



Page title (meta title)

In most browsers, the meta title appears at the top of the page tab.

It also appears as the page title in search results.

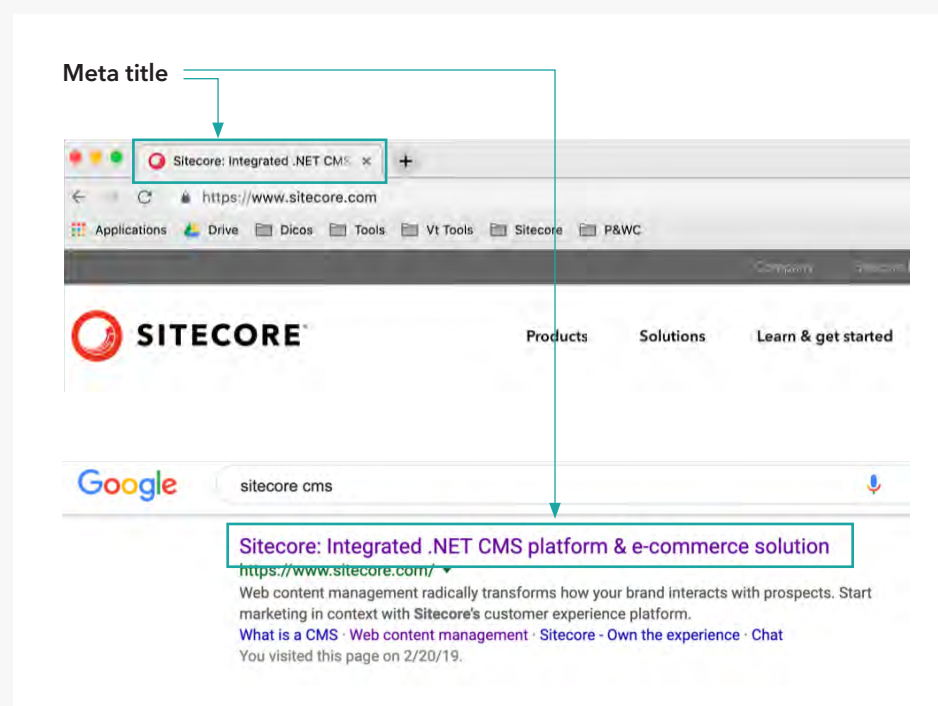
Its purpose is to provide both users and search engines with a **brief description of the page subject matter**. The meta title plays a critical role in SEO.

Character count

No more than 60 characters (including spaces).

Guideline

- Include primary keyword
- Remember to follow the structure “Keyword rich page title | Sitecore”
- Each word in the title should be unique (don’t repeat words)
- Consider summarizing the H1 by removing the articles (the, a, etc.)



Meta description

The meta description is **the sentence that appears directly below the meta title** in search results.

Its purpose is to provide both users and search engines with information about the page’s content. Think of it as a mini-ad for your page.

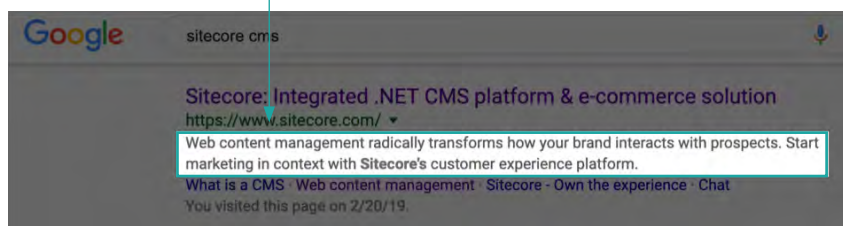
Character count

160 characters maximum, including spaces. Google truncates longer snippets.

Guideline

- Write a short and impactful description of the page
- Incorporate primary and secondary keywords in an organic manner
- Use action-oriented language to inspire users to click: phrases like “Learn how to” or “Discover why” work well
- Spell out the benefits of clicking on the page, i.e. the user will find the answer to their query if they click through

Meta description



Alt image

An alt image appears only if your image cannot be displayed. It's also used by screen readers to describe the content to a **visually impaired user**.

The alt image is also **used by search engine bots** to determine the content of an image, and can support SEO when contextually appropriate.

Character count

There's no set limit, but we recommend a maximum of 125 characters.

Guideline

- Write a short and precise description of the image
- Include keywords only if they are relevant to the description
- Use descriptive language, but remember to keep it relevant, for example: “Middle-aged man reading news on mobile phone.” not “Middle-aged man with a beard reading daily news on his mobile phone while sitting on his couch in sunny living room”
- End with a period: it causes screen readers to pause slightly, making for a better reading experience

Alt image (example)

Two smartphones side by side on a table. The phone on the left has a bigger screen than the one on the right.



Style guide

What is the nitty gritty of spelling, punctuation, and vocabulary?

References

- Refer to the complete [Sitecore Editorial Copy Style Guide](#) for detailed guidelines, which are summarized in the following slides
- Use American English spelling as referenced in the Merriam-Webster Dictionary. (When it gives alternative spellings, use the one that is listed first)
- For further spelling or usage questions: check The Chicago Manual of Style, 16th Edition

Style element: Spelling

1. Symbols

Percentages

Always use the % symbol with no space between number and symbol.

Say: 10%

Ampersands

Avoid ampersands except in company names or in common expressions, such as R&D or Q&A. It may be used as a substitute for and in cases where spacing is limited.

2. Capitalization

General rule

Avoid over-capitalization. Capitalize only the first word in a sentence and proper nouns.

Titles and headings

Always use sentence case. Capitalize only the first letter and proper nouns.

Say: Learn all about using Sitecore

Don't say: Learn All About Using Sitecore

Product names

Always are capitalized and the legally defined term

Job titles

Capitalize job titles.

Say: We interviewed Product Manager George James.



Generic terms

Generic terms such as internet or web should remain lowercase.

Partner titles

Use initial capitalization.

Say:

Implementation Partner

Certified Implementation Partner

Platinum Implementation Partner

Gold Technology Partner

3. Bulleted lists

General rule

Items in a list should be parallel in structure and punctuation: all complete sentences or all fragments.

Capitalization

Capitalize the first word of each item.

Punctuation

Terminate all items in a list in the same way, either by using no punctuation or by using a period.

How to apply punctuation:

1. If none of the items is a complete sentence, use no punctuation.
2. If one or more of the items includes multiple sentences, use a period after all items.
3. If one item needs more explanation than the others, you can sometimes use parentheses, a semicolon, or an en dash instead of rewriting all the other items as complete sentences.

4. Contractions

General rule

Contractions make text easier to read and communicate a flowing, relaxed tone. They make users feel we are talking to them directly, and that can help them relate to what we're saying.

1. Use contractions when they make a sentence easier to understand or more natural.

Say: it's, can't, you're, don't

2. Use contractions in quotes and testimonials to reflect spoken language.
3. Avoid awkward wording, unnecessary complexity, or excessive use.

Don't say: it'd, who've

5. Acronyms

General rule

On first reference, use the spelled-out term, followed by its abbreviation in parentheses. Use the abbreviation alone for subsequent references.

A or An?

The choice of a or an is determined by the way the abbreviation would be read aloud.

Say: An HP fax / A NASA scientist

Plurals

To form the plural, add a lowercase s without an apostrophe.

Say: CEOs

Don't say: CEO's

Places

Use the full state or country name, except in addresses.

Memory size

Memory size terms such as gigabytes, megabytes or terabytes can be shortened with no space between the number and the acronym.

Say: 200MB, 5GB

Capitalization

Do not capitalize the individual words that form an acronym unless those words are proper nouns.

Say: research & development (R&D)

Style element: Punctuation

6. Commas

General rule

Use a serial (Oxford) comma.

Say: Mary uses her tablet, phone, and laptop.

Use a comma after introductory clauses or adverbial phrases of three or more words.

Say: If I were you, I'd keep my day job.

7. Colons

In headings

Capitalize the first word of an independent clause following a colon in headings.

Say: Commerce: It's always personal

In body copy

Lowercase the first word of an independent clause in body copy.

Say: You can choose from several models: we recommend this one.

8. Dashes

Em dash (—)

Use the em dash in place of commas to emphasize a thought in a sentence. Use a long dash (—) with spaces around it.

En dash (–)

In tables, diagrams, or where space is limited, indicates a range of numbers, dates, or times. Avoid it in narrative altogether, except for date ranges.

Say: The event is held July 4–7

9. Apostrophes

Noun

When common nouns end in s, add an apostrophe only.

Say: your boss' email

When common nouns don't end in s, add 's.

Say: that person's email

Proper noun

When proper nouns end in s, x, z, or in an s or z sound, add an apostrophe only.

Say: Harris' email

When proper nouns don't end in s, x, z, or in an s or z sound, add 's.

Say: Amanda's email

Acronym

To form the possessive of an acronym or an initialism, always add 's, even if the acronym or initialism ends in s.

Say: ARIS's

10. Hyphens

General rule

Use a hyphen to clarify word groupings. Don't use it when the meaning is clear without it. See vocabulary list (slide 47) for details.

Hyphens required

Use a hyphen to clarify word groupings. Don't use it when the meaning is clear without it. See vocabulary list (slide 47) for details.

1. Hyphenate compounds:

- beginning with better-, best-, self-, or well-,
- ending in -based, -grade, -less, -level, -tier, or -time.

2. Hyphenate words in which the last letter of the prefix and the first letter of the word are the same vowel.

Say: re-enter, anti-inflammatory

Hyphens not required

Use a hyphen to clarify word groupings. Don't use it when the meaning is clear without it. See vocabulary list (slide 47) for details.

1. Most words with prefixes are not hyphenated, specifically prefixes:

- ante-, anti-, bi-, bio-, co-,
- counter-, de-, extra-,
- infra-, inter-, intra-, macro-,
- meta-, micro-, mid-, mini,
- multi-, neo-, non-, off-,
- omni-, over-, post-, pre-,
- pro-, proto-, pseudo-, re-,
- semi-, socio-, sub-, super-,
- supra-, trans-, ultra-, un-, and under-.

2. Omit hyphens from very and -ly / -ed compounds.

Say: Highly touted product

Style element: Numbers

11. Numeric values

Numbers 0-9

Spell out zero through nine, unless in headlines or titles

Say: For six to nine months

Exceptions:

1) Space is constrained, e.g., in diagrams, tables, sidebars.

2) The number is being used to enumerate:

It reached the 3 line

Numbers 10 and above

Use numerals for 10 and above.

Say: For 10 to 12 months

Exceptions:

Try to avoid using a number to start a sentence, but if absolutely necessary, then spell out the number.

Say: Twelve months later

Combination of both

If a number 0-9 and 10+ appear in close proximity, spelled-out numbers and numerals can be used together.

Say: The site had eight visits yesterday and 11 today.

12. Dates and times

Month and year

Write out the full month and year for months with 4 or fewer letter.

Abbreviate longer months.

Say: April 2019, Dec. 2019

Don't say: Apr. '19, April 19

Exact date

When using an exact date, insert a comma between the day, date, and year.

Say: Wednesday, June 16, 2021

April 19, 2019

Time

Leave a space between the digit and am or pm (without periods).

Say: 7 am or 7:30 am

Don't say: 7am or 7:30 a.m.

Decade

When referencing a decade, use the full number and no apostrophes or other punctuation.

Say: the 1990s

Don't say: the 1990's

13. Currency

General rule

Use currency symbols (\$, €, ¥) and digits instead of spelling them out.

Say: \$10

Don't say: 10 dollars

Million and billion

For large amounts, combine numerals and spelled-out numbers.

Say: €50 billion

Foreign dollars

For a dollar amount in a global piece, indicate the country whose dollar you're referring to. There are no spaces between the country and currency symbol or the symbol and the number.

Say: US\$700, CA\$700, AU\$700

14. Numbered lists

General rule

Use a numbered list when you want to stress the sequential nature of steps, rules, or instructions, or when you want to stress that the list has a specific number of items.

Capitalization

Within a list, make all numbered items parallel and begin each item with a capital letter.

15. Phone numbers

General rule

Use this style: +1 408-555-1212

Sitecore product and services naming

Please refer to the [Sitecore price list](#) for full list of legal product names and services

Vocabulary list

Use	Do not use
%	percent
24/7	24/7/365
am or pm	A.m. or p.m.
although	whilst
and so on	etc.
based on	based in
built into	built onto
catalog	catalogue
check box	checkbox
click rate	clickrate
click something	click on something
data sheet	datasheet
dialogue	dialog
ever	ever before
for example	e.g.
headcount	head count
head start	headstart or head-start
healthcare	health care
help desk	helpdesk
homepage	home page
have an impact	impact (as a verb)
internet	Internet
intranet	Intranet
life cycle	lifecycle
log in to	log into
login (noun)	log in
No. 1	No.1 or No 1
.NET	.Net

Use

plug-in (noun)
 relevance
 roadmap
 social media
 social networking
 screenshot
 storefront
 such as
 sync
 that is
 they/them
 timeline
 touchpoint
 touch screen
 toward
 tradeshow
 under way
 username
 web
 webpage
 website
 whitepaper

Do not use

plugin
 relevancy
 road map
 social (as a noun)
 social (as a noun)
 screen shot
 store front
 like (meaning for example)
 synch
 i.e.
 he/she
 time line
 touch point
 touchscreen
 towards
 trade show
 underway
 user name
 Web
 web page or Web page
 web site or Website
 white paper

Hyphenation

Hyphenate at all times

add-on	m-commerce
all-in-one	one-to-one
cross-sell	open-source
customer-centric	plug-in (noun)
e-business	sign-up (noun or adjective)
up-sell	e-retailer
user-friendly	full-featured
work-around	

Hyphenate as attribute adjective only*

back-end	on-demand
back-office	on-the-fly
best-of-breed	out-of-date
brick-and-mortar	out-of-the-box
drag-and-drop	quasi + adjective
easy-to-use	ready-to-run
high-performance	real-time
high-tech	third-party
in-person	up-to-date
industry-leading	

*Attribute adjectives come before the noun they modify: "an easy-to-use feature".

Don't hyphenate

biannual	offline
cooperate	offsite
coordinate	omnichannel
decision maker	decision making
ongoing	ebook
online	eLearning
onscreen	email
onsite	geolocation
proof of concept	geotracking
quasi + noun	line of business
rebrand	midsize
sign up (verb)	multichannel
standalone	multilingual
time to market	



Legal matters

What are the general rules and guidelines?

General guidelines for legal compliance

Accuracy

Make sure the general impression as well as the content is true and exact.

Avoid hyperbole and half-truths. Also be very careful and thoughtful when using superlatives.

Performance

Every implicit or explicit statement about our products' performance must be provable, justifiable, and/or attributable.

Avoid claims that are difficult or impossible to prove. Don't overpromise.

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