Use descriptive, hierarchical headings

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Remember: headings are used heavily in RAG to determine where chunks are split. They also appear explicitly as headings in the accessibility tree. Write descriptive, properly hierarchical headings to split your content into sections and subsections.

Use the built-in heading controls to insert headings, not bolded or resized text. Access these in the **Paragraph Format** dropdown.

Tips for writing and using headings

Follow these tips for writing and using headings:

- **Use the built-in heading controls to insert headings**, not bolded or resized text.
  - Don't use headings for emphasis.
  - Don't use a different heading level because you like the font size or style better. If you or your authors are doing this, contact us so we can help adjust your Custom CSS to get you heading sizes that feel more appropriate!
- **Can you understand what the section covers based on the heading alone?** If you can't, AI generally won't, either. A heading like "Reset your password" gives clear context, while a heading like "Overview" or "Step 3" doesn't.
- **Use heading hierarchies to group and chunk information.**
  - **Don't ever add Heading 1 (H1) to your articles.** Each page should only have one H1 and the article title serves as that.
  - **Use Heading 2 (H2) for major subsections**, Heading 3 (H3) for subsections within those, etc.
  - If your article is within a topic display category, the article's title gets displayed as an H2 in the category, so you may need to adjust your major sections to be H3s, etc.
- **Don't skip hierarchy levels**, like jumping directly from an H2 to an H4. Fix any pages that do.
- **Make sure all the content beneath a heading relates to the heading's concept or step.** Add subsections to organize information.

RAG benefit of descriptive, hierarchical headings

Headings explicitly set chunk boundaries, so descriptive headings ensure the chunk makes sense in isolation. The hierarchy may also impact how chunks are created or split.

Accessibility tree benefit of descriptive, hierarchical headings

Headings are listed explicitly as headings in the accessibility tree and build the hierarchy of the page; bolded text is not. AI uses headings to help locate the right section to answer a question.

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