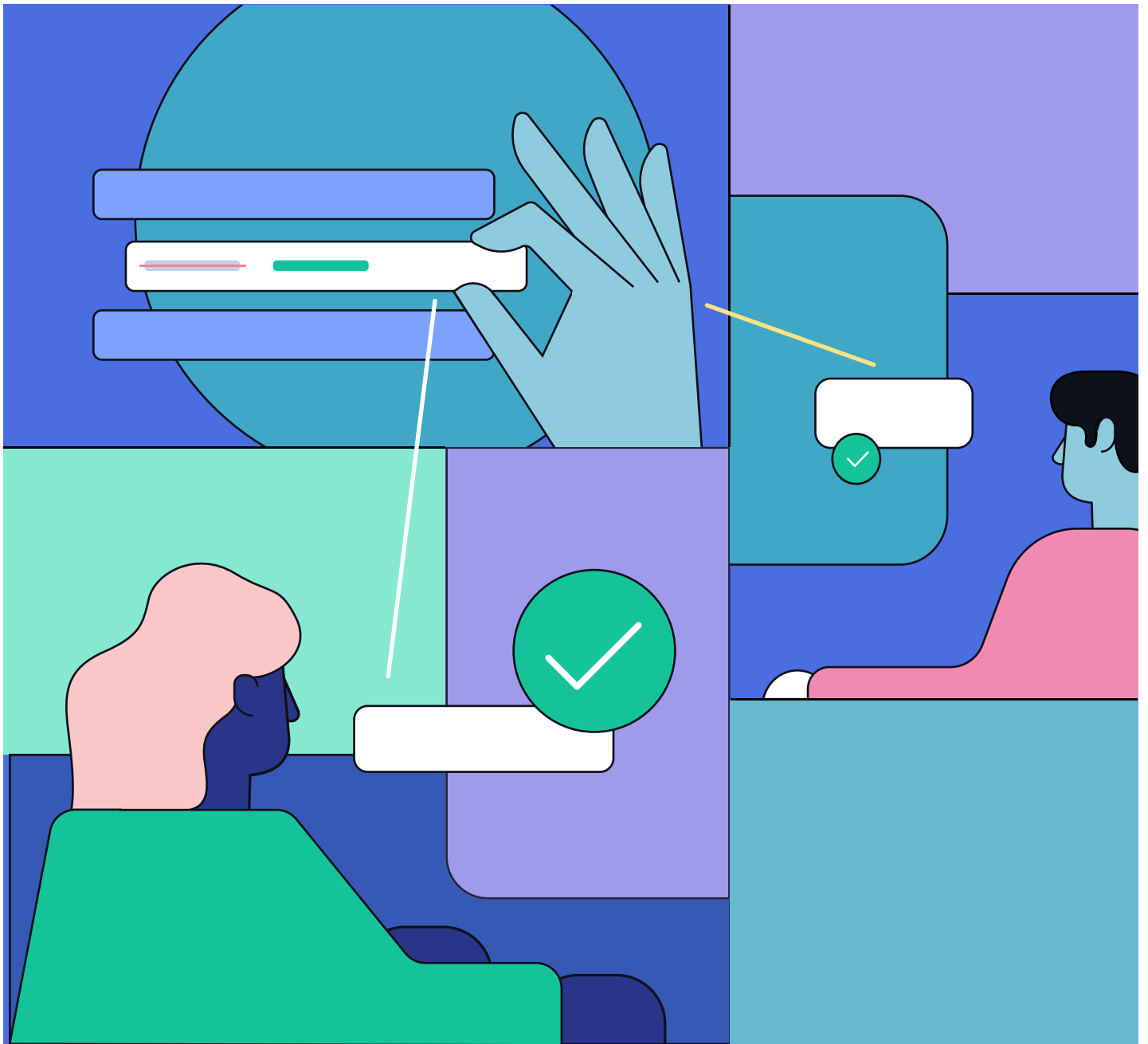# A Quick Guide to Style Guide Rules

When you create a custom style guide, Grammarly can offer suggestions that reflect your organization's unique writing style and branding.

How rules work

A rule starts with a trigger. This is the **original text** that will activate your custom rule. For example, you might create a rule where the **original text** is a common misspelling of your product's name. When one of your team members types this misspelling, Grammarly will prompt them to use the correct spelling.

You can also create a rule that provides information about a particular term, but doesn't include a specific replacement for the original text. For example, if your organization avoids saying "Click here" in CTAs, team members will see a reminder when they type this phrase and can rewrite it if necessary.

Creating a rule
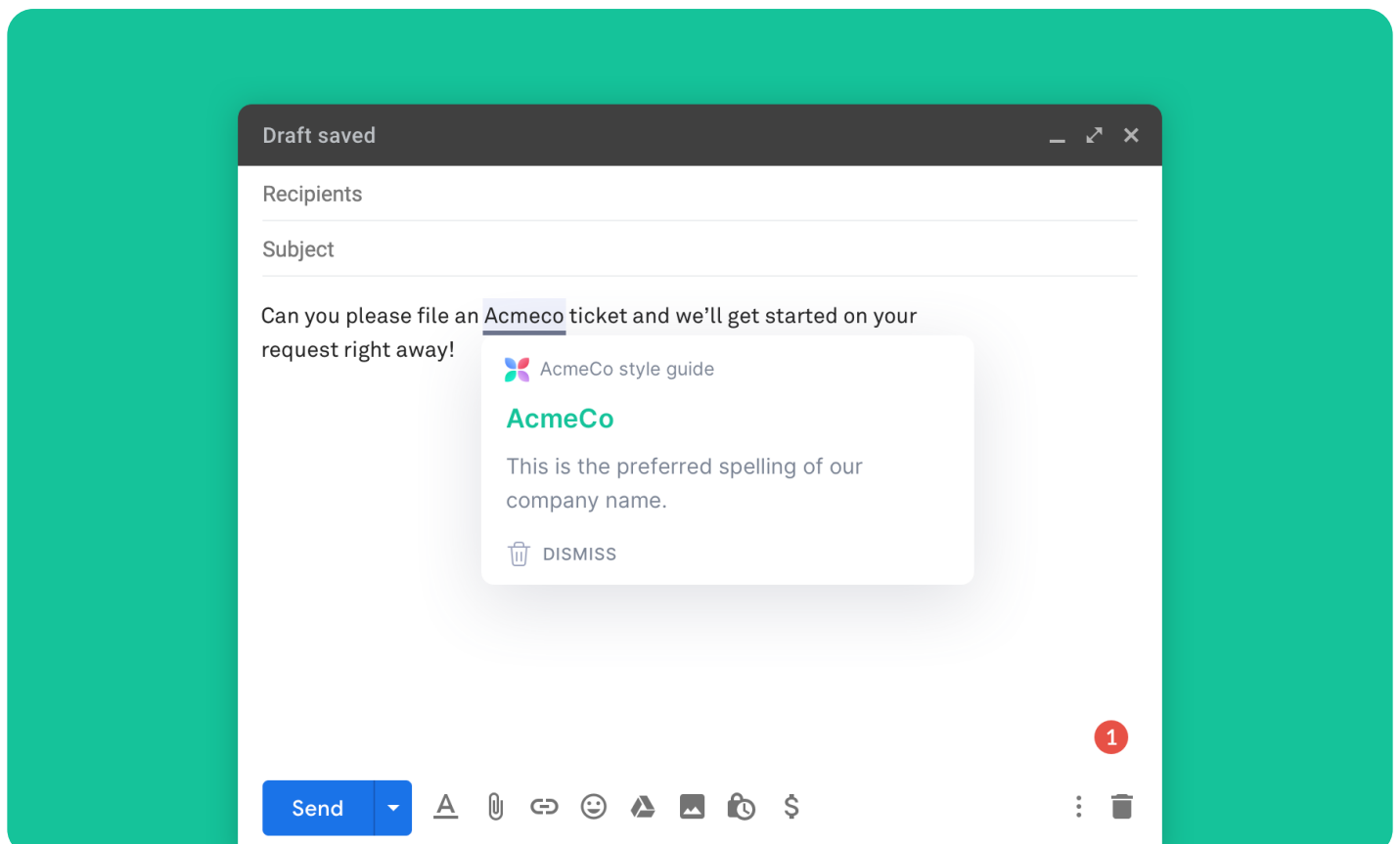
Go to https://account.grammarly.com/admin/style-guide and click the + button.

Step 1

Specify the original text. This is the word or phrase that will trigger a suggestion.

Original text

> Acmeco

Step 2

Specify the replacement for the original text, if there is a replacement.

Change to

> AcmeCo

Step 3

Add context or a short explanation to help your team members understand the suggestion.

Description

> This is the preferred spelling of our company name.

Importing rules from a CSV

Instead of creating rules one by one, you can also upload several rules at once from a CSV file. Click Import Rules and download the CSV template. Fill out the original text, replacement text, and explanation for each rule and then re-upload the CSV to import rules.

Example rules

Product, company, or client names

Original text		Change to	Description
Philip **Mc**Laren, Phillip **Mc**Laren, Phi**l**ip MacLaren	→	Phillip MacLaren	This is the correct spelling of our client's name.

Always capitalized (or lowercased) terms

Original text		Change to	Description
Artificial **I**ntelligence	→	artificial intelligence	If you spell out artificial intelligence, don't capitalize the a and i.

Preferred terminology

Original text	Change to	Description
employee	→ team member	"Team member" is our preferred term.
employees	→ team members	"Team members" is our preferred term.

Abbreviations

Original text	Change to	Description
ML	→ machine learning	Always spell out machine learning.
&	→ and	Always spell out and.

Jargon to avoid

Original text	Description
synergy, synergies	This term doesn't resonate with customers. Avoid in public-facing material.

Terms with specific uses

Original text	Description
smartphone, smartphones	Use "smartphone" only when talking about phones specifically. When talking about phones and tablets, use "mobile device."

Turning style guide suggestions on

After you've created your rules, make sure to click the switch in the upper right corner to activate your style guide. Suggestions will not appear to your users until your style guide is activated.

Status: Deactivated   Status: Activated

Specify where style suggestions appear

By default, your style guide suggestions will appear anytime a user is writing with Grammarly. If you'd like these suggestions to appear only when users are writing on certain websites, you can create a URL allowed list. You may find this useful if your style guide is geared toward external communication (for example, writing publicly on Twitter) but less important for internal communication (for example, Slack messages).

To create an allowed list, click the gear icon and choose **Only on the following websites.** Add the URLs for websites where you would like your style guide suggestions to appear. On all other websites, style guide suggestions will be hidden unless the user clicks the G icon in the lower right corner of the text field.

Status: *Activated*   ⚙

Tips for formatting URLs

google.com (no "www"): Use this format to include all associated URLs, including www.google.com, mail.google.com, docs.google.com, etc.

docs.google.com: Use this format to include only the page found at a specific URL.

Custom Visibiilty Settings

Set where your team should get style suggestions.

○ On all websites

● Only on the following websites ⓘ

| google.com | ADD SITE |

0 sites added

On all other websites, style guide suggestions will be visible only if a user clicks the G icon in the lower right corner of a text field.

CANCEL   SAVE URL SETTINGS

Tips and best practices

- Take a moment to brainstorm some common writing issues among your team members. These might include customer or product names that are often miswritten, special terms that get used incorrectly, or words that your company prefers not to use.

- When you specify the original text, consider adding a few versions of it if your team tends to miswrite it in different ways. For example, you may want to include Acmeco, Acme co, and Acme Co as original texts to be replaced with AcmeCo. You can always add a new version of the original text if you come across it later.

- When setting up a new rule, be sure to account for all forms of the word or phrase, including plurals and different tenses.

- As you and your team begin interacting with the suggestions generated by your custom rules, you'll likely want to make adjustments. Remember, you can change, add, or delete a rule at any time!

- Grammarly tracks acceptance rates for each rule you create. Click on a rule to see how many times it has been triggered and how often your users accept the corresponding style suggestion.