Website Guidelines
Page Creation and Development Checklists

Page Creation Checklist

Use this before you start building a new page:

1. Define the page objective: What's the ONE thing users should do here?

2. Identify your primary CTA: What action do you want most users to take?

3. List essential information only: What do users absolutely need to know?

4. Map the user journey: Where have users come from? Where should they go next?

5. Check if the page is needed: Could this content live on an existing page?

6. Decide on Search Keywords: What words/phrases may people use in the site search and google when looking for your page?

Page Development Checklist

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Content:

✓ Body text is left-aligned throughout

✓ Paragraphs are substantial (4-6 lines minimum, not fragmented)

✓ Most important information appears in the top third of the page

✓ Headings create clear hierarchy (H1 for page title → H2 for section headings → H3 for subheading within sections, used logically)

✓ Content flows in logical order with smooth transitions

Page Development Checklist Cont.

Call to Action's and Links:

✓ Primary call to action is visually prominent (larger, bolder)

✓ Secondary call to actions are clearly less prominent than primary

✓ Total links kept to 7 maximum (including call to actions and in-text links)

✓ Every link has clear purpose - remove "nice to have" links

✓ Link text is descriptive/contextual (not "click here" or "read more")

Remember: *The mega navigation is one of the most used elements of the site, as is the site search. If the link is already visible in the mega nav and not a primary objective of your page – you don't need to add it in a link 'just in case'.*

Page Development Checklist Cont.

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User Experience:

✓ Page objective is immediately clear to first-time visitors

✓ Users know what to do next - the journey is obvious

✓ Content serves the page goal - removed anything off-topic

✓ Checked on mobile - content works on small screens

Remember: *Between 60-70% of traffic to our website is from users on mobile phones. You must be building with a "mobile first" approach.*

Page Development Checklist Cont.

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Accessibility:

- Images on the page all have Alt Text that clearly describes what the image shows. (maximum of 125 characters)

- Images do not contain text. If there is a specific need, please contact the digital team, and if approved, you must ensure the Alt text of the image should read the same as the text in the image.

- If your page contains an image of a table, graph, flowchart, infographic etc, giving information, a link to an alternative format, such as an excel spreadsheet or word document must be visible. We will soon have instructions on how to make accessible infographics using Claude.

- If your page contains pods, is the image used on the pod dark enough in contrast so that the white text on the pod can be clearly viewed and read. Eg, - Don't use and image of an ice glacier. The same also applies for dark images with black text overlayed.

- Does your page look correct on mobile when compared to desktop, with all page elements clearly visible and useable?

- Do not use text-based animations on your page.

- Use non text-based animations sparingly and if needed, use a video pod and not an animated GIF.

Remember: *Web content authors must adhere to WCAG guidelines to ensure digital content is accessible to everyone, regardless of disability. This allows us to build pages that people with visual, auditory, motor, or cognitive impairments can perceive, operate, and understand effectively. For more detailed information about WCAG and Accessibility Standards you can contact bc.digital.marketing@northumbria.ac.uk*