Website Guidelines

Do's & Don'ts

Quick Reference – Do's

✓ **Left-align all body text for readability**

✓ **Group related content into substantial paragraphs (4-6 lines minimum)**

✓ **Create ordered Header hierarchy (H1→H2→H3→H4)**

✓ **Give each page one clear objective and primary action**

✓ **Put critical information in the top third of the page**

✓ **Ensure all body text content is placed inside a container component**

✓ **Use visual hierarchy - make primary CTAs stand out from secondary links**

✓ **Limit links to essential journeys only (maximum 7 links per page)**

✓ **Give context to link names. Eg, do not use generic terms like 'Find out More', instead use 'Click for more information about Space Research'**

Quick Reference – Don'ts

×   **Centre-align body text - it's hard to read (not accessible) and looks unprofessional**

×   **Break content into tiny sections - this fragments the reading experience**

×   **Make all call to action's the same size - users won't know what's most important**

×   **Bury key information below the fold**

×   **Add links "just in case" - every link is a potential exit point**

×   **Create pages without a clear purpose - every page needs one main goal**

×   **Don't repeat components all down the page – things will start to look stale**

×   **Do not use animations in images (Animated GIFs) - these are not accessible**

×   **Do not use text-based animations even in a video pod – these are not accessible**