

Website Guidelines

Before Your Publish

Ask Yourself 3 Questions...

1. Can a first-time visitor understand what to do in 5 seconds?
2. Is the most important information visible without scrolling?
3. Would removing any link or CTA make the page more focused?

Checklist

- ✓ Proofread your page
- ✓ Check all links are going to the correct place (and external links open in a new window)
- ✓ Checked the page on mobile
- ✓ Checked the page on all available browsers. Chrome, Safari, Edge, Firefox
- ✓ Followed your relevant approval chain
- ✓ Test the page once live