



All Websites should comply with the World Wide Web Consortium (W3C) Web Standards

Web standards are rules and guidelines established by the (W3C) developed to promote consistency in the design code which makes up a web page.

Following these standards ensures your website is compatible with all common Internet Browsers and display devices (Mobiles, Tablets, PCs), it's accessible to people with disabilities and it's easy for everyone to use.

The basic guidelines:

1. Make your navigation easy to understand and easy to find. Users expect website navigation to be at the top of the page.
2. Use an easy-to-read font for blocks of text at a reasonable size. Choose a background colour and text colour that contrast well.
3. Make sure your site fits the screen. This is called responsive design and makes your website one that adapts to all screen sizes.
4. Check each web page loads quickly, if it doesn't maybe the content needs to be spread over more than one page.
5. Make the company logo prominent on the page, users then know they are viewing pages from your site and when they leave your site if they click on an external link.
6. Keep styles and colours consistent across the website.

If you would like more information on W3C Standards visit: <http://www.w3.org/standards>