* Don’t put every piece of information about the council on the website
* Don’t put every piece of information that might be useful on the website
* Don’t fill the website with FAQ’s (show you’ve thought about what your users should know but haven’t thought about users)
* Focus on providing customers with essential info to complete tasks
* Don’t upload pdfs just because you have them (not everyone has office)
* Always consider accessibility and usability
* Don’t duplicate info from more primary sources
* Focus on original content specific to the council
* Signpost to primary sources
* When they need it, what they need and how
* Top-load content

**Content**

One topic per page/make title what the customer wants to use

Clear, task focused page titles

Break up content into bite-sized paragraphs

Use bulleted lists

Avoid images if possible

Simplify for understanding

Start with key/important information

Current, accurate and credible

Content strategy (provide guidance and governance to authors)