



Content Standard for Content Designers

Content across our web presence needs to be developed and maintained in a consistent way so that users can access content that meets their needs.

For help and advice on Content Standards
contact: nss.communications@nhs.net



User Focused

Address the reason people are visiting us online



Actionable

Consider the call to action for the user



Usable

Makes it as easy as possible for users to complete their task



Accessible

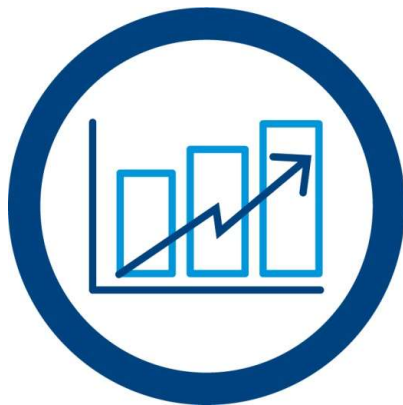
Review accessibility standards



Content Standard for Content Owners

Content across our web presence needs to be developed and maintained in a consistent way so that users can access content that meets their needs.

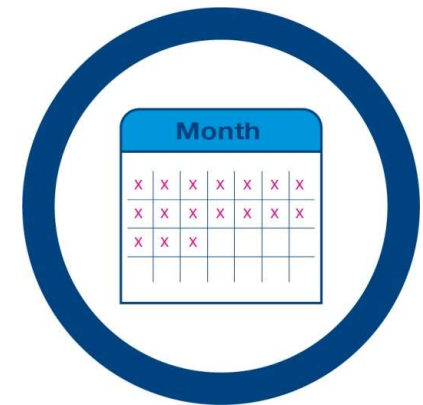
For help and advice on Content Standards contact: xxxxxx



Supporting Business Goals
Define measurement for effectiveness



Accurate
Content should be signed off by a content owner



Up-to-date
Review all content and archive out of date