Considerations for your webpages
On the Care Homes website

Some considerations for your webpage will include **legal requirements for accessibility**, please see the following links:

- "Writing Well for the Web" - NHS Lothian document: https://policyonline.nhslothian.scot/Policies/Guideline/Writing_well_for_the_web_Guidance.pdf
- "Understanding accessibility requirements for public sector bodies" – Government Guidelines: https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps
- An overview of web accessibility: https://www.w3.org/WAI/EO/wiki/Web_Accessibility_Basics

In terms of information on your pages you can organise your information in whatever way is suitable to you and your team (as long as it complies to legal requirements).

However, sometimes web pages can be difficult to engage with – here's some hints and tips to help your pages be more engaging.

We'd suggest breaking text up or using visuals where possible.

Suggestions include:
- Reviewing the information on the page and possibly creating another sub page – which would present as a subheading (topic) to your main heading (topic) in the menu bar
    - Does your page have a lot of information on it?
    - Does it all need to be on the one page?
    - Can the information be broken down and put on another page?
    - How many mouse scrolls does the user need to do before they reach the end of the page – the more scrolls the more you may need to consider breaking up your text to different pages or editing it so there is less text.
- If you have more than one page i.e. you have a services page and a referral pathway page
    - Make sure information is only on one page or another and not repeated
        - This also makes it easier for ensuring information is up-to-date if you only have to change information in one place
- Break up text on the page with subheadings
- Break up information into different blocks – preferably coloured blocks
- Use bullet points for some information
- Use images to illustrate points/back-up information – need to fit in with accessibility legal requirements
- Use images to break-up information/engage the viewer – need to fit in with accessibility legal requirements

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Also as this is a public facing site and will be accessed by people with different educational and language backgrounds and skills we'd suggest:

- See above suggestions re using images and breaking up text.
- Use accessible language –
  - No colloquialisms
  - Minimise the use of abbreviations – if you do use them clearly explain them even if they seem obvious to you i.e. Quality Improvement (QI) then use Qi following this if you wish but please avoid where possible.
  - Take care with professional, medical, technical and academic
    - Phrases
    - Words
    - Style of writing
  - Use friendly language – as the website is NHS it is important to remain professional but it is also good to be friendly and it's much more engaging

Additionally, to provide consistency on the website between pages we have devised a guide **"Guide to formatting on the website"** it details how text and information should be formatted on website to provide consistency between pages. This guide includes guidance on font type, size, colour and so on. If you wish to edit your own information, please use this guide when doing so. The guide is available on the website as are forms to request editing access to your page
https://weare.nhslothian.scot/carehomes/about-this-website/

Please remember in addition to these guidelines NHS governance must be adhered to at all times with information on the website.