

Best Practices

Website Content Version 1.0 Updated 14 August 2026

Tips for images, headlines, branding, mobile-friendliness, and SEO.

Best Practices

Choose good images

- * Use high-resolution photos (at least 1200 px wide).
- * Avoid stock photos that look generic.
- * Compress images before upload for faster loading.

Write effective headlines

- * Keep them short and benefit-focused.
- * Use action words: Discover, Find, Explore.

Keep branding consistent

- * Same logo, colours, and fonts on every page.

Mobile-friendly content

- * Preview every change on mobile.
- * Keep paragraphs short.

SEO tips

- * Fill in every meta field.
- * Add alt text to images.
- * Update content regularly.