



ASIC
Australian Securities &
Investments Commission

New website content – Tip sheet

Use this tip sheet in conjunction with the **ASIC website content template** or as a stand-alone tip sheet for any writing design. Ensure your web content is accessible, consistently presented with a logical structure that is easy to navigate and scan.

1. How to locate the ‘ASIC website content template’

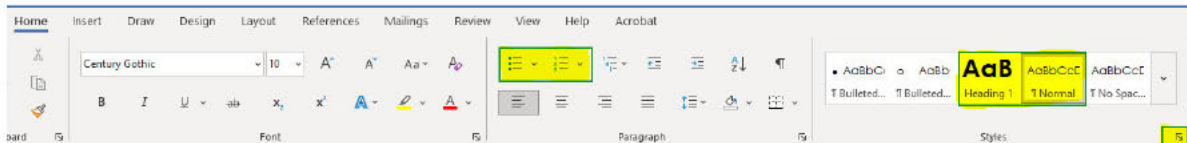
The **ASIC website content template** is on our [Publishing processes and resources](#) page in the Communication Team’s SharePoint site.



2. How to use the Word template

Although the template no longer restricts styles within the ribbon, we ask that you utilise only the **basic style choices** to ensure easy transfer from Word to online.

For example, bullet & numbered lists; Heading levels, Normal.



3. Things to consider when writing website content

The following considerations ensure content is accessible and user-friendly.

<p>Headings & logical structure</p> <p>Improve readability:</p> <ul style="list-style-type: none"> • make headings succinct, meaningful, descriptive • Use heading levels to chunk related content. • provide a logical structure for nesting/chunking content. 	<p>Anchor links</p> <p>Consider adding anchor link to top of long pages to help user understand what the page contains. Example:</p> <p><i>This page/section contains:</i></p> <ul style="list-style-type: none"> • Anchor link 1 • Anchor link 2
<p>Searchability of web page</p> <p>Improve internal/external search:</p> <ul style="list-style-type: none"> • check metadata options with WP • ensure intro paragraph also works in a search result as description. 	<p>Searchability of downloads</p> <p>Improve internal/external search:</p> <ul style="list-style-type: none"> • ensure document properties are accurate (eg Author name = ASIC) • use ‘Check Accessibility’ in Word before PDF-ing (under ‘Review’ tab)



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<p>Hyperlinks</p> <p>Link text should:</p> <ul style="list-style-type: none"> • be succinct and meaningful • reflect the destination webpage name <p>Examples:</p> <ul style="list-style-type: none"> • Australian Taxation Office (ATO) website • Contact us • asic.gov.au (not https://www.asic...) 	<p>Bullet & numbered lists</p> <p>Use list style when more than 1 item in a list.</p> <ul style="list-style-type: none"> • introduce list with a colon • lower case to start each item • add a full-stop on last point only. <p>Benefits:</p> <ul style="list-style-type: none"> • screen-reader users better understand content hierarchy • easier to scan
<p>Tables</p> <ul style="list-style-type: none"> • Introduce table in preceding paragraph – summarise key messages. • Use tables for presenting data only • No merged cells. • Clear heading rows and/or columns. 	<p>Charts & diagrams</p> <p>Introduce charts/diagrams in preceding paragraph – summarise key messages. This helps people with vision impairment as well as all users with general comprehension.</p>
<p>Videos, podcasts</p> <ul style="list-style-type: none"> • All videos require closed captions and/or transcripts • All podcasts require transcripts. 	<p>Audience</p> <ul style="list-style-type: none"> • Keep the intended audience in mind when writing content. • Use plain language (clear, concise, effective)
<p>Related content</p> <ul style="list-style-type: none"> • Are there any other webpages that require updating or cross-linking to this new content? • Are there PODs (on the right-hand side of page) that require updating? 	<p>Risk management</p> <ul style="list-style-type: none"> • Effective risk management is the responsibility of all staff. Consider ASIC's Risk Appetite Statement when creating or editing content. (visit Chief Risk Office)
<p>ASIC style guide</p> <p>Refer to ASIC Quick style guide for corporate styles and punctuation. Examples:</p> <ul style="list-style-type: none"> • Preferred terms: <ul style="list-style-type: none"> – AFS license – adviser – crypto-assets. • Citations: <ul style="list-style-type: none"> – <i>Corporations Act 2001</i> (Corporations Act) – Report 625 <i>Title in italics</i> (REP 625). • Number, time date references: <ul style="list-style-type: none"> – 2 million (<i>not</i> 2m) – 8:30 am (<i>not</i> 8:30 am / a.m.) – 85–90% (<i>not</i> percent) – 1 May 2020 (<i>not</i> 1st May / 1/5/20). • Punctuation: <ul style="list-style-type: none"> – single quotes (<i>not</i> double quotes) – hyphens: long-term, step-by-step. 	

Useful links

- [ASIC style guide](#) (quick & full versions)
- [Creating accessible online & downloadable content](#) (guide)
- [ASIC visual identify guidelines](#) (pdf)