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The legal and financial website guide

A website compliance will sign off

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Regulated firms live with a tension most businesses never feel: the website has to sell, and every sentence on it has to survive a compliance review. Handled late, that tension turns projects into trench warfare. Handled early, it disappears almost entirely, and handling it early is mostly a matter of asking the right questions in the brief.

THE CLICKINGMAD TEST

If compliance would strike it out, or a client cannot understand it, it does not go on the page.

What the website has to do

Win trust from a high-stakes buyer, with named people, credentials and evidence doing the work adjectives cannot. Carry its regulatory load invisibly: authorisations, disclosures, complaints information, data protection and accessibility built into the structure rather than bolted on. And convert, because compliance is a constraint on how you say things, not an excuse for a site that never asks for the enquiry.

What to put in the brief

Your regulator and the specific disclosure requirements, on day one. Who signs off content and how long they realistically take, built into the timeline rather than discovered by it. Which partners or advisers will be named and quoted. And the services you actually want more of, because regulated firms above all tend to list everything and sell nothing.

What to measure

Instruction-stage or advice-stage enquiries. Rankings for service and location terms. And the number of compliance revision rounds, because a site built with the rules in mind gets signed off in one pass, and that is a measurable saving in partner time.

Ready when you are

We have built under SRA, FCA and ICAEW rules, and our sites get through compliance in one pass because they were designed to. Ring 01746 769612, or ask for the free written review of your current site first.

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