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**COUNTRY:** CILT U.A.E **URL:** This location is being hosted by the UK website. It does not have it’s own domain name: <https://ciltuk.org.uk/About-Us/Nations-Regions-Groups/United-Arab-Emirates>

DATE AUDITED: 12 October 2018



**1. CREATING A JOURNEY**

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| **What was checked?** | **Action required** |
| **Search:** The meta titles and descriptions have not been optimised for Google. This location is being hosted by the UK website. It does not have it’s own domain | Set up U.A.E Website with own domain.Obtain domain. Create website. Optimise website titles and descriptions. |
| **Business page:** There is no Google business page available for this location . | Create a Google business page to help boost SEO and to make your location more accessible. |
| **Https present:** For the UK domain only. | When CILT U.A.E has it’s own domain, the website should have a trusted SSL Digital Certificate (this will show as a green padlock). |

**2. BRAND COMPLIANCE**

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| **What was checked?** | **Action required** |
| **Logo:** The correct logo has been used, however it does not meet the logo exclusion zone guidelines.  | Please refer to brand guidelines. |
| **Photography:** CILT UAE has only one page, found within the UK website. There is one image of buildings which does not portray the nature of CILT. | When the UAE has it’s own domain, the website would benefit from having numerous positive and inclusive on brand images throughout. Please refer to the brand guidelines for guidance. |
| **Tone of voice:** n/a | n/a – due to being hosted on the UK website. |
| **Colour:** n/a | n/a – due to being hosted on the UK website. |
| **Font:** n/a | n/a – due to being hosted on the UK website. |
| **Link back to CILT International:** This location is hosted by the UK Website. | n/a – due to being hosted on the UK website. |

**3. USER INTERFACE DESIGN**

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| --- | --- |
| **What was checked?** | **Action required** |
| **Homepage proposition:**  | n/a – due to being hosted on the UK website. |
| **Design:**  | n/a – due to being hosted on the UK website. |
| **Typography:**  | n/a – due to being hosted on the UK website. |
| **Favicon:**  | n/a – due to being hosted on the UK website. |
| **Feedback:**  | n/a – due to being hosted on the UK website. |
| **Text within images:**  | n/a – due to being hosted on the UK website. |
| **Accessibility:**  | n/a – due to being hosted on the UK website. |
| **Responsive:**  | n/a – due to being hosted on the UK website. |
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**4. CONTENT AND INFORMATION ARCHITECTURE**

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| --- | --- |
| **What was checked?** | **Action required** |
| **Country selector Iframe:**  | n/a – due to being hosted on the UK website. |
| **Navigation:**  | n/a – due to being hosted on the UK website. |
| **Find membership details:**  | n/a – due to being hosted on the UK website. |
| **Broken links:**  | n/a – due to being hosted on the UK website. |
| **WiLAT and YP check:**  | n/a – due to being hosted on the UK website. |
| **Quality of content:**  | n/a – due to being hosted on the UK website. |
| **Contact details:**  | n/a – due to being hosted on the UK website. |
| **News:**  | n/a – due to being hosted on the UK website. |

**5. SOCIAL MEDIA**

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| --- | --- |
| **What was checked?** | **Action required** |
| **Social media links:** None. The website is hosted by the CILT UK. All social media links go to the UK sites | n/a – due to being hosted on the UK website. |
| **LinkedIn account:**  | n/a – due to being hosted on the UK website |
| **Facebook account:** **Likes:** **Last updated:**  | n/a – due to being hosted on the UK website. |
| **Twitter account:** **Followers:** **Last updated:** | n/a – due to being hosted on the UK website. |
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