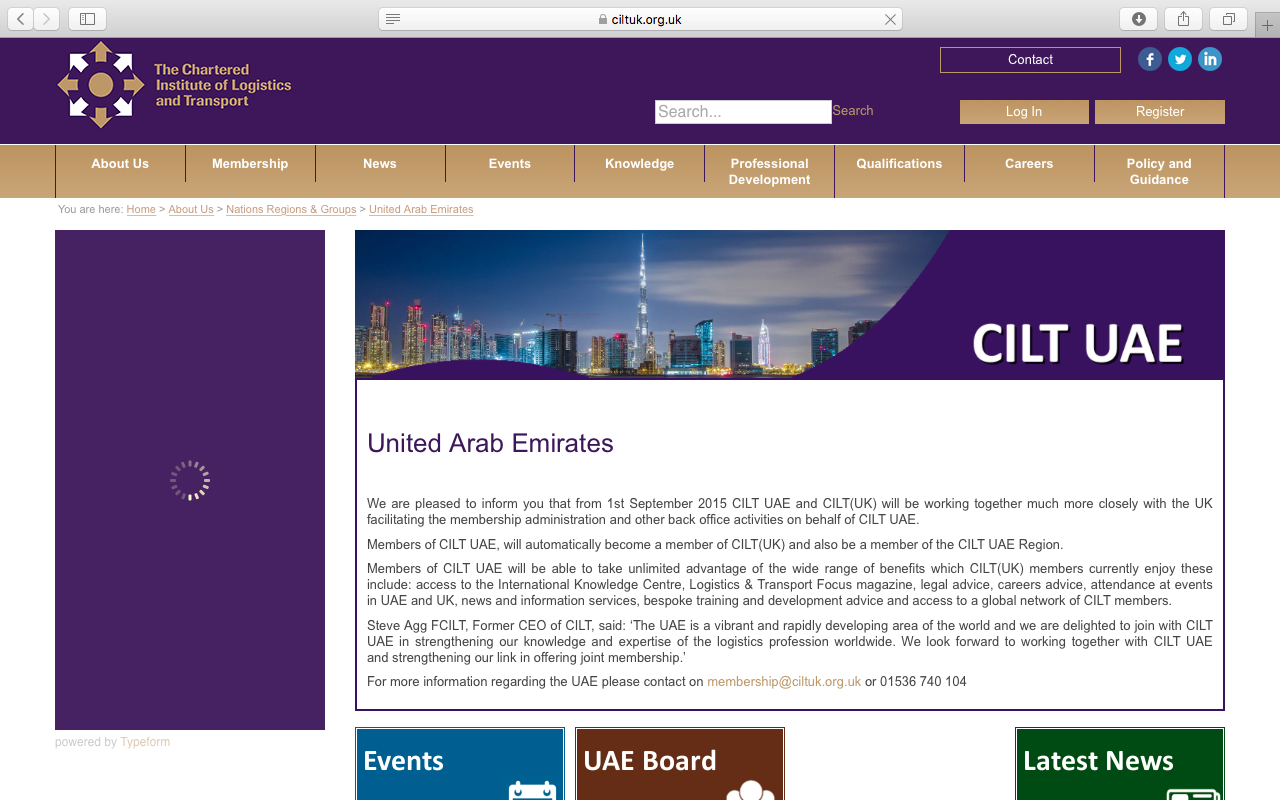
**\_**

**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**

|  |  |
| --- | --- |
| **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**

|  |  |
| --- | --- |
| **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**

|  |  |
| --- | --- |
| **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. |
|  |  |

**4. CONTENT AND INFORMATION ARCHITECTURE**

|  |  |
| --- | --- |
| **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**

|  |  |
| --- | --- |
| **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. |
|  |  |