

Standard web addresses for your web pages

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This is a guide on how to update the web addresses for your pages.

A web address is also known as a URL.

If you need further help on the CMS, please check all of our guides available on the [Partner Digital hub](#).

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1. What this guidance is about

When you create a page on your website, it automatically generates a URL (a web address), which will contain information on where the page was created and what the page is called.

When building your site in the new CMS you should place your pages under certain sections with clear URLs.

2. Why it is important

- It will help visitors to your website find the information they need quickly and easily.
- It will help to collect valuable data from across the whole network about your services and web pages.
- It will help to direct more users looking for local services from the national site to your site.

3. What you need to do

You will be provided with a basic website that has the top menu structure shown in the diagram below, plus a number of template pages.

Our services Get the support you need	Activities and events Ongoing social activities	Get involved How you can help	About us What we're doing in the community	Buy products Tailored to your needs
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Your services and information and advice pages should all sit underneath the *Our Services* section (this means the URLs for those pages will automatically begin with www.ageuk.org.uk/anytown/our-services). Your events/activities (eg coffee mornings, fitness classes etc) should be under *Activities and events* and the URLs will start with www.ageuk.org.uk/anytown/activities-and-events/.

When you create a page on your website, you will give each page a name. You can name the page whatever you want but it's important to change the URL to reflect what the service is.

Example:

Your footcare service is called Happy Feet. You create a page under the *Our Services* section and name the page Happy Feet.

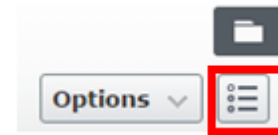
The URL will automatically be:

www.ageuk.org.uk/anytown/our-services/happy-feet

We would ask you to amend the web address so that the page the user sees is still called Happy Feet but the URL is: www.ageuk.org.uk/anytown/our-services/footcare. This is because someone looking for footcare services in your town is more likely to search for 'Footcare in Anytown' than 'Happy Feet in Anytown'. You should apply this rule across all pages on your site.

4. How to amend your URLs

Go to the properties for a page on your website by clicking the properties button:



You will see a grey box appear at the top of the screen. Ringed in red below is the Name field, which shows the name that you have given the page.

Ringed in green below is the place where you can amend the URL for the page, by clicking the link that says “change” beside it.

Name	Happy feet	Visible to	Everyone Manage
Name in URL	footcare Change	Languages	en-GB
Simple address	Change	ID, Type	960, Content Page With Side..
<input checked="" type="checkbox"/> Display in navigation		Tools ▾	

In this example, the page for the footcare service is called Happy Feet but the URL is www.ageuk.org.uk/anytown/our-services/footcare.

Important Notes:

When amending the URL you can only amend the last part of it – the part highlighted below. The first part of the URL is created by where the page is located on the website.

www.ageuk.org.uk/anytown/our-services/footcare

Only use lower case letters in your URL and use hyphens (-) to separate words. This is regarded as a web friendly URL. Please do NOT use underscores in your URLs as these are not regarded as web friendly and will create broken links across your website.

www.ageuk.org.uk/anytown/our-services/home-help [Correct example - hyphen used]

www.ageuk.org.uk/anytown/our_services/home_help [Incorrect example - underscore used]

5. The Our services section

After extensive research and discussions with the Age UK network, the names and categories in the table below were agreed. Please amend your URLs to fit these categories where possible.

To get the most out of your visitors' customer journey, we do not encourage the use of too many pages when one page may be enough. For example, if you have three dementia support groups, you could put these all under one dementia support page if there is not much content for each one.

Our Services	What content fits into this service?	URL examples
Visiting and befriending	Loneliness, peer support and telephone befriending services.	Main URL: our-services/visiting-and-befriending Example URL: our-services/visiting-and-befriending/loneliness
Cafe and restaurant	Information about your café or restaurant. You may only need one page.	Main URL: our-services/cafe-and-restaurant Example URL: our-services/cafe-and-restaurant/menu
Social activities	Arts and crafts, cookery courses, digital photography and outings.	Main URL: our-services/social-activities Example URL: our-services/social-activities/cookery-courses
Exercise/physical activity	Strength and balance classes, cycling, golf, keep fit, swimming and walking.	Main URL: our-services/exercise Example URL: our-services/exercise/cycling
IT training	IT classes, computer training and mobile phone classes.	Main URL: our-services/it-training Example URL: our-services/it-training/computer-training
Handyperson	Handyperson service, eg minor home repairs and home adjustments.	Main URL: our-services/handyperson
Home help	Home help services, eg meals on wheels, housework, cleaning, laundry.	Main URL: our-services/home-help Example URL: our-services/home-help/laundry
Shopping	Shopping services. You may only need one page.	Main URL: our-services/shopping
Dementia support	Dementia support services, eg memory cafes, singing for the brain groups, or post-diagnosis support.	Main URL: our-services/dementia-support Example URL: our-services/dementia-support/memory-cafe
Footcare	Footcare services. You may only need one page.	Main URL: our-services/footcare

Personal care at home	Care and support in the home services, such as bathing and weekend care.	Main URL: our-services/personal-care-at-home Example URL: our-services/personal-care-at-home/bathing
Transport	Transport services you offer, eg minibus, community transport, car scheme or dial-a-ride.	Main URL: our-services/transport Example URL: our-services/transport/taxi
Day care centre	Day centre information	Main URL: our-services/day-centre

6. Information and advice pages

After extensive research and discussions with the Age UK network, the names and categories in the table below were agreed. Please amend your URLs to fit these categories where possible.

You may choose to have just one page for your information and advice services, like the template page you have been supplied with in the upgraded CMS.

To get the most out of your visitors' customer journey, we do not encourage the use of too many pages when one page may be enough.

Our Services: Information & Advice section	What content fits into this section?	URL examples
Information and advice landing page	This could be a landing page leading to other pages, or it could be the only page you have for your information and advice service.	Main URL: our-services/information-advice
Benefits and money	Information and advice you offer such as benefit checks, pension advice and wills.	Main URL: our-services/information-advice/benefits-money Example URL: our-services/information-advice/benefits-money/wills
Organising care and support	Information and advice on organising care such as independent living, palliative care and care homes.	Main URL: our-services/information-advice/organising-care Example URL: our-services/information-advice/organising-care/care-homes
Housing options	Information and advice on sheltered housing, moving home and housing advice.	Main URL: our-services/information-advice/housing-options Example URL: our-services/information-advice/housing-options/housing-advice

<p>Accessing local services</p>	<p>Information and advice on local services, for example, signposting information to local organisations such as your local library.</p>	<p>Main URL: our-services/information-advice/accessing-local-services</p> <p>Example URL: our-services/information-advice/accessing-local-services/libraries</p>
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7. The About us and Get involved sections

For the following pages, please make sure your URLs are as indicated below (again, you can name the pages as you wish, it's the URL that we are asking you to amend).

About us section

About us page – www.ageuk.org.uk/anytown/about-us

Contact us page – www.ageuk.org.uk/anytown/contact-us

Shop/s page (if you have more than one page on your website about shops, please just amend the URL for the landing page for your shops) – www.ageuk.org.uk/anytown/about-us/shops

Get involved section

Donation page (if you have more than one page on your website about donating, please just amend the URL for the landing page for donating) – www.ageuk.org.uk/get-involved/donate

Volunteering page (if you have more than one page on your website about volunteering, please just amend the URL for the landing page for volunteering) – www.ageuk.org.uk/anytown/get-involved/volunteer

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