# Best Practices

*Website Content Version 1.0 Updated 8 October 2026*

Tips for images, headlines, branding, mobile-friendliness, and SEO.

## Best Practices

### Choose good images

* Use high-resolution photos (at least 1200 px wide).
* Avoid stock photos that look generic.
* Compress images before upload for faster loading.

### Write effective headlines

* Keep them short and benefit-focused.
* Use action words: Discover, Find, Explore.

### Keep branding consistent

* Same logo, colours, and fonts on every page.

### Mobile-friendly content

* Preview every change on mobile.
* Keep paragraphs short.

### SEO tips

* Fill in every meta field.
* Add alt text to images.
* Update content regularly.