Website Linking Policy

Linking to our website

The Careers Centre receives many requests to add links to its website. Each request is considered on an individual basis.

Criteria for linking to external websites

Before we link to an external website, we perform a check to evaluate its suitability.

It is a requirement of all external websites that we link to that they:

- are free to access.
- are not dominated by advertising.
- offer additional advice or information of value and relevance to our users.

Links may be considered unsuitable if:

- We consider the website is not current or being kept up-to-date.
- The website is not easily accessible.
- The content is unsuitable due to any unlawful, defamatory, offensive or obscene material.
- We believe requests have been made by individuals who are impersonating or falsely claiming to represent a person or organisation.
- We consider that the main aim of the request is to improve a website’s search engine rankings.
- We already provide a link to a website which, although similar in content, contains more comprehensive and/or trustworthy information.

Disclaimer

The Careers Centre reserves the right to:

- Add a link to the most appropriate section of its website and provide a brief, but concise, description of the link destination.
- Remove links to external websites that no longer meet our content and/or user needs.
- Refuse or remove links that do not comply with this policy.

Requests for links should be sent to careers@st-andrews.ac.uk. We aim to respond to email requests within 5 working days.

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