



University of
St Andrews

Website linking

Document type	Policy
Scope (applies to)	Employers
Applicability date	13/09/2021
Review / Expiry date	13/09/2022
Approved date	17/09/2021
Approver	Director
Document owner	Information Officer
School / unit	Careers Centre
Document status	Published
Information classification	Public
Equality impact assessment	None
Key terms	Extra-curricular services/Career development/Service standards
Purpose	Website linking guidelines for employers and organisations

Version number	Purpose / changes	Document status	Author of changes, role and school / unit	Date
1.1	Updated	Published	Tracey Dall, Information Officer, Careers Centre	14/09/2021

Linking to the Careers Centre 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.

Version number	Purpose / changes	Document status	Author of changes, role and school / unit	Date
1.1	Updated	Published	Tracey Dall, Information Officer, Careers Centre	14/09/2021
1.0	Signed off	Published	Tracey Dall, Information Officer, Careers Centre	06/06/2019