



The Photographic Alliance of Great Britain

ADVICE TO WEBSITE MANAGERS

This advice is about how websites should manage any links to content in the PAGB website. It is recommended that current links are reviewed and updated as required.

Linking to the Domain

There are different formats which can be used to link to a domain.

- Protocol:
 - Omit or use `http://`
 - `https://` cannot be used with the PAGB website as it will fail with a security warning.
- Subdomain:
 - Omit
 - Do not use `www`. Although historically required and still commonly used, it will fail with 'site cannot be reached'.

The only formats available to link to the PAGB website are:

- `thepagb.org.uk`
- `http://thepagb.org.uk`

Linking to Pages

The PAGB site uses a menu with submenu items. Each of these is a separate page. It would be common to set up page links in the format:

`<domain-name>/<menupage-name>/<submenupage-name>/`

In fact all pages have unique names and any intermediate name is ignored. Whether the page is a menu page, a submenu page, or even a subsubmenu page, the only requirement is to use:

`<domain-name>/<page-name>`

The page name on the PAGB site can be seen in your browser status bar by hovering over the menu item.

Linking to Documents

When documents on the PAGB website are updated, they always keep the same name, so links should remain valid. Most documents are pdf files. Use:

`http://thepagb.org.uk/wp-content/uploads/<documentname>`