COMMERCIAL FINANCE LAUNCH PROGRAMME · BUILD A TRUST-FIRST, COMPLIANT WEBSITE

Compliant website content map

Every required page and disclosure block, each tagged with its wording owner where regulated.

01 Core pages

Structure every page around your niche, your product lines and the trigger events that bring clients in.

A "who we help" page for your niche and the businesses you serve

A product-lines page covering what you broker and what you refer

A "how we get paid" page a client can read before they enquire

A plain summary beats silence; the exact wording is your compliance owner's, not yours.

A credentials or about page with a real photo and your track record

A contact page with a clear enquiry route into your CRM

02 The required disclosure blocks

Regulated wording is not yours to draft, so tag each block with the owner who signs it off. Practical signposting, not compliance advice.

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Your regulatory status, exactly as confirmed in Get Authorised: FCA authorised, an Appointed Representative of your principal, or an accurate unregulated statement

Owner: your network or compliance function.

A commission-disclosure statement

Owner: your compliance function; use their wording, not your own.

A complaints route

Your privacy and data-protection notices

03 Fair, clear and not misleading

The whole site is a financial promotion, so pressure-test every claim and get sign-off before launch.

Every promotional claim on the site is fair, clear and not misleading

No whole-of-market or lender-access claim you cannot stand behind

Sign-off recorded before the site goes live

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