FINANCIAL ADVISORY LAUNCH PROGRAMME · BUILD A TRUST-FIRST, COMPLIANT WEBSITE

Adviser website content checklist

The required pages, the mandatory disclosures, and the fee-transparency section.

01 Core pages

Every adviser site needs these. Map them before anyone starts building.

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

A services page covering the advice you give

A fees page a prospect can read before they enquire

Even a clear "from" figure beats "contact us for a quote".

A credentials or about page with your qualifications and a real photo

A contact page with a clear enquiry route

02 The required disclosures

Advice is regulated, so these are not optional. Practical signposting, not compliance advice.

Your status: independent or restricted, stated plainly

PREFER THIS DONE FOR YOU?

Want a site that stands up as a financial promotion?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

Your FCA and firm reference number

A clear privacy notice covering how you handle client data

03 Fair, clear and not misleading

The whole site is a financial promotion, so pressure-test the claims.

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

No performance promises or guarantees you cannot stand behind

PREFER THIS DONE FOR YOU?

Want a site that stands up as a financial promotion?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us